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## **THE ROLE OF TRANSLATION IN BRINGING CULTURES AND LANGUAGES TOGETHER**

Introduction. Translation is the process of changing text or speech in one language into another language while preserving its meaning, tone and intention. This is an important tool for communication and understanding between people who speak different languages and come from different cultures.

Translation has been used throughout history to bridge the gaps between different cultures and languages. It has been used to facilitate communication and understanding between people from different cultures in literature, religion, diplomacy, business and many other fields.

The purpose of the work is to explain the importance of accurate translation and its development and improvement in the cultural space.

In literature, translation provides access to works from different cultures and languages, exposing readers to different perspectives and worldviews. For example, the works of Japanese author Haruki Murakami have been translated to introduce readers around the world to Murakami's unique style and outlook on life [1, p.64].

In diplomacy, it also plays an important role in facilitating communication between nations. Accurate translation of documents and speeches is essential for effective negotiations and diplomacy. In business, translation helps companies enter new markets and communicate with customers from different cultures.

Translation is important in facilitating cross-cultural understanding and communication. This is because it enables people from different cultures and languages to communicate effectively and understand each other's point of view. It helps to break down cultural barriers and promote a better understanding of different cultures and languages. Through translation people

can learn about each other's history, traditions and beliefs and promote tolerance and respect.

Translating from one culture to another is a complex and difficult task. There are many differences between language, context and cultural values that can make translation difficult. Some of the main challenges include:

- Linguistic differences. Different languages have different structures, grammar and syntax, making it difficult to accurately convey the meaning of a text from one language to another. Translators need to have a deep understanding of both the source and target language in order to accurately convey the meaning and intent of the source text [3, p.55].

- Cultural context. Culture plays an important role in language and can influence how words and expressions are used. For example, idioms and metaphors may not have direct equivalents in other languages, making translation difficult. Cultural references to historical events or social customs can also be difficult to translate accurately if the target reader is not familiar with the context.

- Nuance and ambiguity. Words and expressions often have more than one meaning, which can lead to ambiguity and confusion when translating from one language to another. Translators need to be able to understand the nuances and connotations of words and expressions in order to accurately convey the intended meaning.

- Values and beliefs. Cultural values and beliefs can also influence translation. For example, a word or expression that is considered taboo or offensive in one culture may not be so in another. Translators need to be sensitive to such differences and modify their translations accordingly.

- Terminology. In some fields, such as science and engineering, terminology may be specific to a particular language or culture. Specialized knowledge and know-how are required to ensure that terminology is translated correctly.

- Translation memory. Another challenge in translation is maintaining consistency and accuracy over time. As translation projects grow in size, translation memory software can help ensure consistency and reduce the amount of manual work required.

To accurately convey the meaning of a text from one language to another, it is important to translate more than just words. Cultural nuances, metaphors and idiomatic expressions can contain important meanings, which can be lost in translation if not translated correctly. Translators must be able to accurately convey these elements to produce an accurate translation that captures the true meaning of the text.

Cultural nuances are subtle elements of language that are specific to a particular culture. These include gestures, facial expressions and tone of voice. These nuances can be important and must be translated accurately to convey the intended message. For example, in some cultures direct eye contact is seen as a sign of respect and commitment, while in others it may be seen as aggressive or confrontational [4, p.33].

Metaphors and idiomatic expressions are another important element of languages that are difficult to translate. These expressions may have deeper meanings that are not immediately clear to people from other cultures. For example, the English expression «spill the beans» means to reveal a secret. But this expression may not make sense to people from cultures where beans are not a common food.

Such elements can be difficult to translate due to cultural differences between languages. Translators need to have a deep understanding of both the source and target cultures in order to convey these nuances accurately. They need to be able to understand the meaning of the expressions and metaphors used and translate them to accurately convey the intended message.

Cultural sensitivity is also important for accurate translation. Translators should understand the cultural values and beliefs of the target audience and be sensitive to these differences. They should also be aware of cultural taboos or

offensive language and modify their translations accordingly.

In today's globalized world, where people and businesses are increasingly connected across borders, the need for accurate and effective translation has never been greater. Translation plays an important role in facilitating communication and understanding between people from different cultures and breaking down language barriers that impede communication and collaboration [2, p.17].

Conclusion. In order to fully realize the potential of translation, it is important to continue developing and improving this field. It includes investing in language education and translator training, developing new technologies and tools to support translation, and fostering the development of a global translation industry that can meet the growing demand for accurate and effective translations.

#### REFERENCES

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