UDC 81’25:316.77
ORCID https://orcid.org/0000-0002-6111-7996

TRANSLATION AS A MEDIATOR BETWEEN CULTURES: LINGUISTIC AND CULTURAL ASPECT

Ameridze O. S., Doctor of Philosophy in Pedagogical and Educational Sciences, Associate Professor of the Department of Philology and Translation
Kyiv National University of Technologies and Design

Keywords: intercultural communication, translation, mediator, cultural concepts, context.

In the modern globalized world, intercultural communication is gaining special importance, as interaction between representatives of different cultures becomes an integral part of social life. The intensification of international contacts in the fields of politics, economics, science and culture necessitates the need for high-quality exchange of information between speakers of different languages and cultural traditions. In this context, translation acts not only as a process of transferring information from one language to another, but as a complex act of intercultural mediation [2]. It provides the possibility of dialogue between cultures, promotes mutual understanding and reduces communication barriers. In such a process, the translator plays the role of a mediator, ensuring not only linguistic but also cultural adequacy of communication [3], which is especially important in the context of the diversity of worldview systems.

Translation is a special type of intercultural communication, as it involves the interaction of different cultural systems [6]. Each language reflects a specific view of the world, formed by historical, social and mental factors. This picture of the world includes ideas about norms of behavior, values, traditions and symbols, which can differ significantly in different cultures. Therefore, translation cannot be limited to the literal reproduction of the text – it requires a deep understanding of the cultural context in which the original was created, as well as adaptation of the content to the characteristics of the target audience.

Linguistic units often contain cultural meanings that do not have direct counterparts in another language. This applies to idioms, realities, phraseological units and cultural concepts [1], which reflect the unique experience of a particular people. For example, words associated with traditional holidays, social institutions or historical events may be incomprehensible without additional explanation. That is why the translator must act as an interpreter, able to convey hidden meanings, taking into account not only the lexical, but also the pragmatic and cultural load of statements.

The linguocultural approach to translation involves taking into account the close connection between language and culture [4]. Language acts as a carrier of cultural information, and translation is a way of transmitting it between different

communities. The translation of culturally marked vocabulary, which reflects the specific realities of a certain people, is particularly difficult [1]. In such cases, the translator uses various strategies: transliteration to preserve authenticity, tracing to convey structure, descriptive translation to explain meaning, or adaptation to bring the content closer to the recipient culture. The choice of strategy depends on the communicative purpose, type of text, genre, and audience expectations, which confirms the complexity of the translation process as an intercultural phenomenon [5].

The role of the translators goes beyond the technical recoding of the text. They act as intermediaries between cultures, interpreting and adapting the content [3]. In this process, the translator must take into account differences in value systems, norms of behavior, etiquette, and communication styles. For example, what is acceptable in one culture may be unacceptable or even offensive in another. Therefore, a translator must have a high level of intercultural sensitivity, which allows avoiding misunderstandings and ensure the effectiveness of intercultural dialogue.

Thus, a translator not only transmits information, but also forms mutual understanding between representatives of different cultures [7]. His/her activity contributes to the establishment of cultural ties, the dissemination of knowledge and the development of intercultural cooperation. The role of a translator is especially vital in the spheres of diplomacy, international business, education and media, where the accuracy and adequacy of the transmission of information are of crucial importance.

Among the main difficulties of translation activity, it is worth highlighting the problem of untranslatability, when certain cultural concepts do not have counterparts in the language of translation. This can apply to both individual words and entire cultural phenomena. Also, the problems of cultural stereotypes and pragmatic differences matter, which can lead to distortion of the content or misinterpretation of the message [8]. In such cases, a translator must demonstrate a high level of intercultural competence, critical thinking and professional flexibility.

Context plays a crucial role in ensuring the adequacy of translation, since without its consideration serious communicative errors are possible. Context encompasses not only the linguistic environment, but also social, cultural and situational factors. Effective performance of the role of cultural mediator requires the translator to have a number of competencies: linguistic, cultural, communicative, interpretative and strategic. In addition, the ethical responsibility of the translator is important, because their activities directly affect the formation of ideas about another culture and the level of intercultural understanding [5].

Therefore, the translator plays a key role in ensuring intercultural communication, acting as an intermediary between languages and cultures. The linguocultural aspect of translation emphasizes the need to take into account the cultural context

References

1. Baker M. In Other Words: A Coursebook on Translation. London: Routledge, 2011. 396 p.
2. Bassnett S. Translation Studies. 4th ed. London: Routledge, 2014. 176 p.
3. House J. Translation as Communication across Languages and Cultures. London: Routledge, 2015. 168 p.
4. Katan D., Taibi M. Translating Cultures: An Introduction for Translators, Interpreters and Mediators. London: Routledge, 2021. 432 p.
5. Venuti L. The Translator's Invisibility: A History of Translation. London: Routledge, 2008. 353 p.
6. Snell-Hornby M., Jettmarová Z., Kaindl K. Translation as Intercultural Communication. Amsterdam: John Benjamins, 1997. 323 p.
7. Hajiyeva V., Nasirova U., Hasanova S. Intercultural Communication and Translation. *ASES Journal of Culture, Art and Literature*. 2022. Vol. 1, № 1. P. 1–6.
8. Manaj L. S. Intercultural Translation and Communication. *European Journal of Social Sciences Education and Research*. 2017. Vol. 4, № 2. P. 167–170.

UDC 81'27:316.77
ORCID https://orcid.org/0000-0001-9332-612X

ROLE OF CULTURAL CONCEPTS IN THE PROCESS OF INTERCULTURAL COMMUNICATION

Bondarenko O. I., Doctor of Philosophy in Pedagogical and Educational Sciences, Associate Professor of the Department of English for Humanities № 3
National Technical University of Ukraine
"Igor Sikorsky Kyiv Polytechnic Institute"

Keywords: concept, intercultural communication, cultural context, speech strategies.

In the modern globalized world, intercultural communication is an important factor in effective interaction between representatives of different cultures. It covers various spheres of social life – from everyday communication to international cooperation. In this process, cultural concepts are of particular importance as basic units of collective consciousness, reflecting the system of values, norms and ideas of a certain society [2].

Cultural concepts act as peculiar cognitive structures through which a person perceives and interprets the world. Their correct understanding is a