



CULTURAL DIFFERENCES IN TRANSLATION AND THEIR IMPACT ON THE PROCESS

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Abstract. This article examines the role of cultural differences in the translation process, particularly in translating film titles. It discusses how cultural nuances can affect the way a film is perceived by different audiences and the strategies translators employ to adapt content. These strategies, such as adaptation, addition, omission, and substitution, help maintain the meaning, emotional tone, and cultural relevance of the original text. The article highlights the importance of balancing cultural sensitivity with linguistic accuracy and the commercial considerations involved in translation.

Keywords: Translation, cultural differences, film titles, adaptation, addition, omission, substitution, audience perception, linguistic accuracy, translation strategies.

Annotatsiya: Ushbu maqola tarjima jarayonida, xususan, filmlar nomlarini tarjima qilishda madaniy farqlarning rolini tahlil qiladi. Unda madaniy nozikliklar filmning turli auditoriyalar tomonidan qanday qabul qilinishiga qanday ta'sir ko'rsatishi va tarjimonlarning mazmuni moslashtirishda qo'llaydigan strategiyalari muhokama qilinadi. Bu strategiyalar – adaptatsiya, qo'shimcha kiritish, chiqarib tashlash va almashtirish – original matnning mazmuni, hissiy ohangi va madaniy dolzarbligini saqlab qolishga yordam beradi. Maqolada madaniy sezgirlikni til aniqligi va tarjima jarayonidagi tijoriy omillar bilan muvozanatlash muhimligi ta'kidlanadi.



Kalit soʻzlar: Tarjima, madaniy farqlar, film nomlari, moslashtirish, qoʻshish, tushirib qoldirish, almashtirish, auditoriyaning qabul qilishi, til nuqtai nazaridan aniqlik, tarjima strategiyalari.

Аннотация: В статье рассматривается роль культурных различий в процессе перевода, особенно при переводе названий фильмов. Обсуждается, как культурные нюансы могут влиять на восприятие фильма различными аудиториями, а также стратегии, которые переводчики используют для адаптации контента. Эти стратегии адаптация, добавление, опущение и замена помогают сохранить смысл, эмоциональный тон и культурную значимость оригинального текста. В статье подчеркивается важность баланса между культурной чувствительностью, языковой точностью и коммерческими аспектами перевода.

Ключевые слова: перевод, культурные различия, названия фильмов, адаптация, добавление, опущение, замена, восприятие аудиторией, языковая точность, стратегии перевода.

Introduction: Translation is not merely the act of converting words from one language to another. It involves transferring not just words but also the cultural, contextual, and emotional essence embedded in the original text. One of the significant challenges in translation is dealing with cultural differences that can shape how a message is perceived by different audiences. This article explores how cultural differences affect the translation process, particularly in film titles, and discusses various strategies used by translators to bridge these cultural gaps.



Cultural Differences and Their Impact on Translation

Cultural differences play a vital role in the translation process, especially in translating media such as films, books, or advertisements. Each language is deeply tied to the culture of its speakers, and cultural references that are clear to one audience may not be easily understood by another. For example, the film *The Nightmare Before Christmas* (1993) may not have the same impact in cultures that do not celebrate Christmas, and the original title might need to be adapted or explained for a broader audience. In this case, the translator might provide additional context in the title or the subtitles to help viewers who are unfamiliar with this cultural reference.

Similarly, the film *Jinsiy Ta'qiqlar* (Sexual Harassment) in Uzbek uses the same core meaning as its English counterpart, Sexual Harassment, but the term might be perceived differently in some cultures, particularly Muslim-majority countries, where such topics are approached with more sensitivity. In this case, the translator must find a way to maintain accuracy while considering the cultural nuances of the target language.

Translation Strategies - To effectively translate culturally rich content, translators often use specific strategies. These strategies help preserve the meaning of the original work while making it culturally relevant for the target audience. Some of these strategies include adaptation, addition, omission, and substitution.

Adaptation is when a cultural reference in the original text is changed to better suit the target audience's cultural context. For example, *The Grinch Who Stole Christmas* (2000), a story deeply rooted in American Christmas traditions, was adapted into Russian as *Grinch: The Christmas Thief*. The translator used the term "Christmas Thief" to help the Russian audience understand the story's premise, as the original context might not be as widely recognized in Russia.



Addition occurs when the translator adds information to clarify a cultural reference or provide context. For instance, *Home* (2009), a film about an alien's journey to Earth, was translated into Russian as *Home: A Story of a Journey* to provide a clearer understanding of the plot. Similarly, *Coraline* (2009) was translated as *Coraline in the Land of Nightmares*, adding more detail to the title for the Russian-speaking audience, making it easier for them to grasp the film's eerie tone.

Omission happens when certain elements are removed to simplify the translation or make it more relatable. In the case of *Three Burials of Melquiades Estrada* (2005), the name "Melquiades Estrada" was omitted in the Russian translation, resulting in the more succinct title *Three Burials*. This omission makes the title easier to understand, especially for audiences who might not be familiar with the character's name.

Substitution is used when a term or reference in the original title does not resonate well with the target audience, so a substitute is found. A well-known example is the film *This is 40* (2012), which was translated into Russian as *Love at Forty*. The original title, reflecting a cultural perception of aging in America, would not have the same meaning or impact in Russia, where societal norms about aging are different. Here, the translator opted for a more relatable and commercially appealing title for the Russian audience.

Cultural Elements and Their Role in Translation

Films and media often contain cultural elements tied to the traditions, history, or lifestyle of a specific country, which can pose a challenge for translators. These elements may not have an equivalent in the target language, which means the translator needs to either explain or adapt them to fit the cultural context. For example, the film *The Great Gatsby* (2013) contains many references to the



American Jazz Age, a period that might not be well-known outside of the U.S. In this case, the translator must provide additional context or find a way to adapt the references to make them comprehensible to the target audience.

Similarly, a film like Harry Potter may require cultural adaptations in its translation. The magical world in the Harry Potter series is deeply rooted in British culture, and certain Britishisms might need to be changed to fit the local language. In the Uzbek translation, specific words or idioms related to British customs may need to be substituted with local references to make the content more relatable.

In conclusion, cultural differences play a crucial role in the translation process. Translators must skillfully navigate these differences to ensure that the translated text resonates with the target audience while maintaining the meaning and emotional impact of the original. Translating films and media is not just about converting words; it's about adapting content to ensure it aligns with the cultural context of the audience. Whether through adaptation, addition, omission, or substitution, the role of the translator is essential in making sure that the translated work retains its essence while appealing to a different cultural and linguistic group.

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