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Abstract. *It is a well-known fact that translation is a cultural activity influenced by many social and cultural factors. Language is a carrier of culture, and culture's language is the soil; translation is the bridge of intercultural communication. Translation is mainly a problem of intercultural communication. To translate correctly, the translator must understand all kinds of cultural factors in the source language and the target language, i.e., cultural context, which would otherwise lead to inaccurate translation.*

Key words: *Culture, translation, intercultural communication, target language, interlingual, interethnic.*

The word "culture" was once used by the English scientist Edward B. Thyloming in the book *Primitive Culture*, published in 1871, to refer to knowledge, trust, traditions, and various members of society that are made according to culture, including knowledge, trust, adoption by law, and various members of society. Translation of a text is not just an equivalent; it's a difficult and complex process. This is the influence of one culture on another. To understand the activities, we need to understand the concepts of culture and language and the links between them. The art of translation played an important role in the development of world culture and has continued to do so. Translation of an ever-growing language is the reverence of the one who copies his charm to another language and the reader; it is a mental creative activity that aims to win.

Language is social; without it, there is no social activity. Translation is part of the process of facing a foreign culture. For this reason and because our success in translating a foreign culture depends so much on our understanding it, zero translation is an intercultural phenomenon. The culture is reflected in the language. For example, the Japanese usually do not use the word "no." To avoid saying "no," they use other words or sentences. If the Japanese respond to your suggestion, "I consulted this issue with my wife," when he answers "I have to see," it will be his refusal. If you call the Japanese and say to see him at 6 o'clock and he says, "Yes, say at 6 o'clock?" when he answers, understand that he does not agree with your proposal.

When talking about social culture, it is necessary to take into account the problems of meaning expression and the inalienable meaning of translation. From the most difficult problems facing translation, one refers to the lexical equivalent of an object or

event: eventalaming find. A translator compares not only two languages but also two cultures. which, due to the difference in culturam lexical equivalents in the language being translated, may not be concepts in the language. This is due to geography, traditions, and beliefs. Due to the variety of worldviews and bases, the boom is possible. There is a new way in the tariima language for the expression of interpretive concepts, and it is necessary to find methods.[5]

Based on the above definitions of culture and its role in language translation, we discuss the importance of this concept by focusing on the following definition of culture: Culture is the product of the interaction of the human mind, and therefore, the science of culture is the science of the most complex phenomenon in the human mind. It will also be a discipline that must draw on interdisciplinary foundations such as genetics, neuroscience, individual development, ecology and evolutionary biology, psychology, and anthropology. In other words, a complete explanation of culture involves a synthesis of all human science, if such a thing is possible. Such a synthesis raises important conceptual and methodological issues, as well as other kinds of challenges for contributors to the discipline. Scientists of different disciplines should be tolerant of each other and open to ideas from other fields of knowledge.

Language is the main tool that governs our social lives. When it is used in the context of communication, it connects with culture in many and complex ways. To begin with, what people say refers to their general experience. They represent facts, ideas, or phenomena that can be conveyed since they refer to the set of knowledge about the world that other people share. Also, the words reflect the attitude and beliefs of the authors, their point of view, etc. In both cases, language represents cultural reality. But members of a team or social group not only express experience; they also create through language. They give it meaning through a tool that they choose to use to communicate with each other, such as talking on the phone or face-to-face, writing a letter or sending an email, reading a newspaper, or commenting on a graph or a diagram. The ways in which people use a verbal, written, or visual medium themselves, for example, through the speaker's tone of voice, accent, colloquial style, gestures, and facial expressions, create meanings that are understandable to the group to which they belong. Language embodies cultural reality in all its verbal and nonverbal aspects. Finally, language is a system of signs that have self-cultural value. Speakers choose themselves and others through the use of language; they see their language as a symbol of their social identity. The ban on its use is often perceived by speakers as a rejection of their social group and culture. Thus, we can say that language symbolizes cultural reality.[6]

Adequate translation of texts is possible only by taking into account the influence of different cultures on target languages. Some translation problems arising from cultural differences will be discussed below. Translation has been an aid for centuries, and people have used it to spread their religion, facilitate commerce, provide knowledge, and improve education. Nowadays, the

language translator plays the role of a communicator. The translator is responsible for ensuring the effective delivery of the message that the author wants to convey. The absence of verbal exchange in personal and business life should not be an obstacle to proper communication since another way to effectively transfer information is through translation.[3]

When translating sacred books such as the Bible, the Qur'an, or the Bhagavad Gita, the source appears when it is necessary to correctly convey the text and maintain a real historical context. The difficulty of a non-equivalent vocabulary, that is, the lack of vocabulary, There is a prevalent issue that translators come across a lot. For example, biblical texts give the Lord's Prayer ("Our Father"), in which there is a request, "Give us the bread of this day." Although there is no bread in the diet of the peoples of the Far North, replacing the word "bread" with the words "fish, deer or seal meat, bananas, rice, etc." is unacceptable and is not freedom. An important food is fish, venison, and seal meat. Consequently, for residents of the tropical forests of Equatorial Africa and the South American Amazon, bananas are better known than bread (rye or wheat). The most familiar and necessary product for Indochina is rice. Unlike sacred texts, where each word is considered "inspired," the translation of secular texts gives great freedom to apply words unknown to the culture of the language and interpret them. For example, in the fields of economics, management science, and information technology, English predominates, and the Russian language actively adopts English terminology. It was discovered that Russian scientists and publicists working in the fields of Oriental Medicine and Oriental Studies had mastered a vast terminological apparatus derived from oriental languages. Translation is indeed a type of communication, not only interlingual but also cultural. Its goal is to truly communicate the original message, attending to its meaning while also taking into account the cultural and historical context of the text. A well-executed translation will make your target audience understand your message as precisely as if they could read your mind. Translation is used to express in different languages the same communication content. Communication and translation are related skills. It is the translation that makes it possible to carry out intercultural, interethnic, and interlinguistic communication. The need for translation often arises after the need to communicate.

Translation is the semantic expression of language and the interpretation of culture. Therefore, translation is a very active linguistic and cultural system made up of many elements.

Translation, as a bridge for the dissemination of knowledge and culture, is an inevitable influence of culture. There are two main aspects of the influence of culture on translation:

*one is the influence on the translator, and
the other factor is the impact on translation activity .[4]*

Culture can not only stimulate the translation activity but also influence and even limit the translation activity to some extent. Translation is the process of communicating between information and cultural differences. In this process, it is possible to determine that the translator is the key. His knowledge, experience, and living environment play an important role as well. For the translator, from the point of view of cultural communication, the translated text must be considered as part of a wider social and cultural background. The translator must recognize the cultural factors in the source text in order to render a translation that is accepted by the reader. A successful translator should have the following qualities when working with cultural factors in translation:

- two cultures are well known;
- specialist in cultural understanding;
- flexible change of cultural direction;
- high intercultural sensitivity;
- level of cultural appreciation.[2]

Artistic translation and cultural factors are closely related, due to the displacement of the language, the original language changed the original soil. The survival of the cultural context must be maintained in the reconstruction of another language culture. In addition, the resistance or test that this construction faces can come from all levels of the target language.

- the level of culture,
- the level of language,
- the psychological level of the student and
- the level of acceptance of the student. [1]

Whoever said that language and communication were the main factors in our society was a genius. Vocabulary really plays an important role in the formation of the language. Your vocabulary and the changes that come over time are a reflection of your culture and the changes that have taken place over the years. The relationship between language, translation, and culture is a key aspect of communication.

The translation began so that there would be no gap in communication between national States and there would be trade and cultural exchange. The idea was to develop understanding between these National states. The translation described by the American translation theorist Eugene Nida; the translation consists of repeating the receptor language first in meaning and, secondly, in style, the natural equivalent closest to the source language. When we talk about keeping meaning and style in place, we mean that it should help the reader connect to the text and understand the links in their native language. Translation is greatly influenced by cultural differences, and the accuracy of any translated text is very proportional to the translator's knowledge of another culture. This means that translation checks not only the linguistic ability of the translator, but also how much he knows the cultural origin of the target languages.

The influence of culture on language and translation cannot be overlooked. Knowing another culture makes it easier for the translator to translate and maintains accuracy in the examination. The purpose of translation is to achieve semantic equivalence, and this can only be achieved with a good knowledge of the cultural origins of the target language and source languages.

The translator takes on the responsibility of a cultural mediator. The final text, like the original text, is a semiotic cultural product. The translator is a specialist in multicultural communication. They know the best methods of mediation; they are the most adapted, taking into account the socio-cultural context. The culture of each language involved in translation determines the creation and interpretation of meanings. The translator traverses the space between languages and plays with the hidden or explicit relationship of languages, achieving a clear meaning. They must take into account social norms and practices, national or corporate identities, or relationships within authorities and political structures, which in one way or another affect the translation.

Current research has dealt with the challenges of achieving the goal of culturally based translation. To help students acquire translation skills, translation teachers focus only on the following: providing students with syntactic and semantic strategies for solving problems with source texts. Ignoring the cultural aspects of the text affects the translation process and the quality of the translation.

Since culture gives birth to language, translation and culture are closely related. Meanings in both source and target languages are deeply influenced by their cultural context, especially in business translation. A seemingly easy-to-translate phrase may contain cultural subtleties that, if ignored, may convey the opposite of the intended meaning. Thus, translation without deep cultural context can be dangerous, especially when meanings are important.

For each translated sentence, the translator must be able to determine the importance of its cultural context—not necessarily the original meaning of the phrase, but its literal meaning—and convey this meaning in a way that has meaning, not only in the language of the target. also in the context of the target culture.

There are many institutions and practices that exist in one culture but do not exist in another. Deep belief systems, even commitments to reality, differ from culture to culture. Each of the psychological beings based on this unique culture is associated with words that have meaning in one language and are not repeated in other languages. How are the peculiarities of culture translated? Only the source can hope for interpretation by someone whose language and purpose are embedded in the culture of the language.[7]

The language has changed, the cultural background has changed, the reader has changed, and the translation opens up a new space for the original work. In this sense, we can say that the translation expands the space of life as an original work and also gives a new assessment of the original work in this new open space.

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