LINGUISTIC AND CULTURAL DIFFERENCES IN THE PROCESS OF TRANSLATION

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Annotation: This thesis investigates the difficulties and solutions involved in the art and science of translation, examining the linguistic, cultural, and contextual obstacles that translators encounter. The research highlights various translation issues and suggests effective strategies to improve the accuracy, fluency, and cultural appropriateness of translations, with the goal of promoting effective communication across different linguistic and cultural contexts. The challenges of translating foreign texts and terminology in various sectors are rapidly evolving, reflecting the increasing interest from users and developers in specific terms. A significant and urgent challenge in dealing with foreign texts in this field is selecting an appropriate equivalent for newly emerging concepts. The most crucial and informative words that convey the primary meaning in this context are terms.
Key words: translation, interpreting, linguistic, contextual, cultural challenges

Introduction. Translation is the process of interpreting the meaning of a text in one language and conveying it accurately in another language. Semantics deals with the aspects of meaning and interpretation of linguistic signs, such as words, symbols, expressions, or formal representations. A good translator should be capable of adapting the message in a text to a target language that may belong to a different culture. The ultimate goal is for the recipient of the translated text to perceive it as a new creation rather than a product of translation. However, students and professionals often encounter challenges in translation, particularly related to lexical and semantic issues. Translation is a vital process that enables communication across linguistic and cultural boundaries, playing a pivotal role in our increasingly interconnected and globalized world. It involves rendering text or speech from one language (the source language) into another (the target language) while retaining the intended meaning, tone, and context. This bridging of languages facilitates intercultural understanding, economic transactions, academic exchange, diplomacy, and more.

Language and culture are two things that cannot be separated because culture affects language and language affects culture. This makes the language in one area different from another. The difference in the cultural background of each language is a unique phenomenon that occurs in society and is a difference that must be respected, not to be disputed. Moreover, it affects many things, including the literary works in each part of the region. Literature is a work that is timeless and always has its audience. Often, it is the product of the thoughts, experiences, and imaginations of its authors. In addition, the socio-cultural background also affects the literary work. Many literary works were born from various parts of the world, and some are popular in the region and have become internationally popular literary works. This gives rise to the parties' efforts so that the literary work can be read by people outside who may speak a different language from the original language of the literary work. After being translated into foreign languages, literary writings written in various regions of the world reach

a new audience. The translation is an attempt to translate words from the source language to the target language. It plays an important role in the spread of information throughout the world, and there is no exception for literary works that are amazing for their audiences. Then, as is well known, language is closely related to culture. Translating a language with more or less cultural factors into a target language with a different culture and background is a challenge in itself. The differences in words and grammar are also very important things to consider in translating something. This is not to mention if the source language text contains the figure of speech and aspects of beauty. Equivalence between the source language and the target language is a must. The meaning that the author wants to convey is still conveyed to the readers even through different languages. The process of translating from a source language to a target language involves language and cultural considerations. The process of translating from the source language (and its culture) to the target language is known as translation (and its culture). We use the same term "equivalence" in this situation. In other words, there must be "equivalence" (equivalence) between SL and TL in translation. From this, we can say that translators transfer culture, not language. Language is not the main aspect (only the medium) in the translation process but the main aspect is culture, which must be translated. Therefore, full attention in the translation process is on cultural procedures rather than linguistic procedures. Translating is the most challenging job because if the two cultures cannot correlate or give a clear idea about the aspect of the culture in question, it may be meaningless. The differences in socio-cultural, geographical conditions, and grammar that underlie a language as a medium in a literary work and its translation are interesting. This could be due to the equivalences taken by a translator in translating it from the source language to the target language and the adjustments made to the translation. Moreover, there will be culturally charged or common words in the source language that cannot be found in the source language or are not possible to translate without reducing much meaning of the word. In addition, grammatical differences between the source and target languages will lead to adjustments between words, phrases, clauses, sentences, and even paragraphs.

To overcome these issues, strategies must be established to improve the performance of students in translation. These strategies should address the obstacles arising from confusion, lack of language knowledge, and differences in the distribution of meaning and semantics in texts. Some key causes of these problems include the lack of practice, reading, prior research, and familiarity with the topics and terms related to the text being translated.

LITERATURE REVIEW

There are several previous studies related to linguistic and cultural issues in translation. Satisha has done a study entitled "Linguistic and Cultural Challenges Faced by Translators" [1]. It is about the language and cultural problems faced by translators in translating SL to TL which have different languages and cultures. This includes costumes, activities, conversations between people, methods of celebrating celebrations, and traditions. It also offers solutions to these problems. Another study has been done by entitled "Linguistic and Cultural Issues in

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[1] M. Satisha, Linguistic and Cultural Challenges Faced by Translators, in: Proceedings of International Journal of Psychosocial Rehabilitation, vol. 24, issue 02, 2020. ISSN: 1475-7192

Literary Translation".[2] A case study of translating a short tale from Arabic to English is discussed in this article. The study focused on the translation process and reconstruction, with specific relevance to some of the linguistic and cultural difficulties that arose in the original and how they were addressed in the translation. The other study has been done by entitled "Linguistic and Cultural Issues in Translating Negation in Literary Texts: A Case Study, Mourning Becomes Electra, by Eugene O'Neill" [3]. It is about analyzing the techniques used by Petru Comărnescu and Margareta Sterian in their translation Romanian of "Mourning Becoming Electra." by Eugene O'Neill. This study shows the obstacles of translation and highlights the necessity of cultural understanding while communicating. In the researcher's research, the researcher will focus on analyzing the phenomenon of linguistic and cultural problems in the Indonesian translation of the novel "The Hobbit or There and Back Again" by J.R.R. Tolkien translated by A. Adiyoto into Indonesian language. The differences between the two languages and their culture make this interesting to discuss. Considering the many factors that affect the result of a translation.

Language and culture

Humans need language to convey the contents of their thoughts and feelings to something or someone. Language's importance in generating text and expressing meaning is growing, as evidenced by its involvement in global cultural and linguistic growth trends, as well as inter-lingual correlations and interactions. The use of language varies greatly depending on the needs or goals to be achieved. Mu'in stated language is commonly comprehended to enable humans to interact and communicate. The use of the same language with the surrounding community makes an utterance easy to understand while using a different language with the surrounding community will cause "difficulty" in communicating. Therefore, it is necessary to understand what language one wants to use in communication and interaction. Generally, culture shapes people, and humans shape culture. Culture in society is certainly different from the culture in other societies. Mu'in stated humans are guided by culture in their lives. Furthermore, the differences between a person, a group, a nation, or a country may be seen in a variety of ways, and one of the most distinguishing characteristics is culture. The diversity of the cultures requires each party to respect and understand each other. We cannot comprehend motivation and people's lives, and connect with their interests and concerns without culture. In addition, the relationship between culture, people, and the language used will affect various aspects, one of which is literature which is more or less influenced by the culture in which the author comes from or where the story is told. The discussion will be more interesting if it is about literary works translated into different languages and distinctly different cultures.

The translation of a literary work is needed to reach readers who have a different language from the language of the original literary work. Newmark stated that it (translation) conveys the meaning of a text in another language following the author's intended; this occurs

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[2] M. Albakry, Linguistic and Cultural Issues in Literary Translation, in: Proceedings of Translation Journal, vol. 8, no. 3, 2004.

[3] R. C. Apostolatua, A. Ionel, Linguistic and Cultural Issues in Translating Negation in Literary Texts: A Case Study, in: Mourning Becomes Electra, by Eugene O'Neill, Proceeding sof Social and Behavioral Sciences, vol. 63, 2012 , pp. 63 – 68.

frequently, but not always[4]. Translation is the cultural interchange of languages as well as the conveyance of information[5]. Translation cannot be done haphazardly, some various methods and procedures can be applied in translating something so that the intent and purpose of the original text can be conveyed even through different languages. Decreasing the gap between two cultures can be done by translators[6]. Proficiency in mastering two languages and their use is very important for the translators to have. Translators who have the capacity to convey and recreate works of art, as well as a sensitivity to literary language, may translate more creatively. Moreover, has suggested, translation is essentially theoretical, despite the fact that it is a very practical skill. There are several translation methods, it is separated into two parts of emphasis, one emphasizes the source language, the other emphasizes the target language. There are Word-for-word translation, Literal translation, Faithful translation, and Semantic translation are the methods that stress the SL. Following that, Adaptation, Free translation, Idiomatic translation, and Communicative translation are the methods that highlight the TL. There are also several procedures in translation. The translation procedure is applied to smaller parts of the language and sentences, while the translation method covers the entire text. There are Literal Translation, Transference, Naturalization, Cultural Equivalent, Functional Equivalent, Descriptive Equivalent, Synonymy, Through-translation, Shifts or Transposition, Modulation, Recognized Translation, Translation Label, Compensation, Component Analysis, Reduction, and Expansion, Paraphrase, Other procedures (Equivalence and Adaptation), Couplet, and Notes, Addition, Glosses. Moreover, translating from one language to another has interesting problems to explore because of the fundamental differences between the two languages as well as their cultural backgrounds. In this regard, within the scope of language problems, there are lexical and morphological problems, syntactic problems, and semantic problems in translation.

In translation, the concept of the "cultural term" or "cultural word" is quite frequent, especially in literary translation.[7] Literary translation is a form of bilingual rewriting of a literary work that includes a variety of processing techniques, ranging from comparative natural language to knowledge processing. In cultural problems, translators classify cultural words in many fields. Mu'in stated the first is a term in ecology. This ecological term relates to geographical features that are free of political or commercial value and can usually be distinguished from other cultural terms[8]. For example, the terms flora, fauna, wind, plains, hills, seasons, etc. Both are terms related to cultural objects such as food, clothing, houses and cities, and transportation. Food is the most sensitive and important expression of national culture for many people, for example, sate, coto, sego pecel, and others. Clothing as a cultural term can be in the form of national or traditional costumes such as abaya, sari, kimono.

Linguistic challenges in translation

[4] P. Newmark, A Textbook of Translation, London, Prentice-Hall International Ltd. 1988.

[5] M. Zhang, Some Thoughts on the Influence of Culture on Translation in Literary Translation, in: Proceedings of Advances in Computer Science Research, vol. 83, 2018.

[6] H. Hussain, S. Syed, Translating a Literary Text: Enigma or Enterprise, in: Proceedings of International Journal of English Language & Translation Studies, 2017, pp.75-80. ISSN: 2308- 5460.

[7] G. E. Putrawan, Foreignization and Domestication of Indonesian Cultural Terms in The Novel Gadis Pantai Translated Into English, in: Proceedings of Lingua Cultura, vol. 12, no. 3, 2018, pp. 309-315.

[8] F. Mu'in, Ekokritisisme: Kajian Ekologis dalam Sastra, in: Proceedings of Literature and Nation Character Building, 2013.

As the field of translation is a complex and multifaceted endeavor, the translator should always pay special attention to the linguistic, contextual, and cultural challenges. These challenges are inherent to the process of transferring meaning and intent from one language and culture to another. Linguistic challenges arise from the inherent differences between languages, such as variations in grammar, syntax, and vocabulary. Translators must navigate these linguistic disparities to ensure that the translated text is accurate and conveys the intended message. Additionally, idiomatic expressions, wordplay, and cultural nuances further complicate the linguistic aspects of translation, requiring a deep understanding of both the source and target languages. Linguistic challenges encompass complexities such as idiomatic expressions, wordplay, and nuances that may not have direct equivalents in the target language. These hurdles demand not only linguistic fluency but also a deep understanding of the source language's structures and the ability to adapt them creatively in the translated text. Lexical semantics is a fundamental aspect of translation, as it focuses on the study of word meaning and how words convey concepts. While translation aims to capture the meaning of a text, it is equally important to consider the nuances, style, and tone of the original text. This process can be further complicated by the influx of anglicisms, neologisms, and changes in language brought about by new technologies and media. Lexical semantics is mainly concerned with content words, such as nouns, verbs, and adjectives, which carry the primary semantic load in a text. One of the biggest challenges in the process of translation, is mastering the idiosyncrasies of vocabulary, as words in different languages rarely have exact equivalents. This means that the semantic space of each word in a language is shaped by its unique historical and cultural evolution. Overcoming lexical challenges in translation requires the translator to have the ability to see the document as a whole, create clarity in the translation, and choose the correct meanings of polysemantic words. Lexical-semantic problems can be resolved by consulting dictionaries, glossaries, terminology banks, and experts.

Lexical-Semantic Problems: Translators often need to address issues related to vocabulary and meaning. This can involve consulting dictionaries, glossaries, and experts to resolve terminology differences, neologisms, semantic gaps, or lexical networks. Contextual synonyms and antonyms also pose challenges, as they may have different meanings based on context. Semantic contiguity, which involves identifying common features between terms, is another concern. Lexical and semantic issues are common challenges in translation, and overcoming them requires a combination of language expertise, cultural understanding, and the ability to capture the full meaning and nuances of the original text.

Grammatical Problems: Translators may encounter grammatical difficulties, such as questions about verb tense (temporality) and aspect (indicating whether an action is ongoing or completed). Decisions about the use of pronouns and whether to make the subject explicit are also part of this category.

Problems in Syntax: Syntactic challenges can stem from issues like syntactic parallels, the choice of passive voice, the narrative perspective (focus), and the use of rhetorical devices such as hyperbaton (inverting word order) or anaphora (repeating words or segments at the beginning of sentences).

Rhetorical Problems: Translators must tackle rhetorical issues, including identifying and recreating figures of speech like comparisons, metaphors, metonymy, synecdoche, oxymorons, paradoxes, and the choice of diction. Practical difficulties may arise from differences in formal and informal language, idiomatic expressions, sayings, irony, humor, and sarcasm. For instance, in marketing texts, deciding whether to use formal or informal pronouns like "you"

in translations can be challenging. Strategies for accurate linguistic translation, including word choice, syntax adaptation, and idiomatic expressions.

Cultural Challenges in Translation

Investigating cultural nuances and variations in language is important and crucial. Cultural considerations may manifest in the form of cultural references, such as food names, festivals, and connotations. Translators use language localization to adapt the text accurately to the target culture. For instance, dates in financial documents may be written differently in different languages, and translators need to consider these cultural nuances. Addressing cultural gaps and sensitivities that affect translation accuracy and appropriateness. Cultural adaptation techniques, cultural equivalence, and localization strategies. 3. Contextual Challenges in Translation Translating and interpreting language poses a significant challenge, particularly when conveying unspoken messages. Different cultures place substantial importance on nonverbal cues alongside verbal communication, and some emphasize formalities before engaging in business discussions. While a direct translation can convey information technically, the true essence of the message might not be fully grasped by the audience. It's crucial to ensure that the information aligns with the reader's cultural context when presenting work, research, or business data. A mere translation might not capture the intended essence and could potentially result in an inadequate or even offensive presentation.

Exploring the impact of context on translation quality is also essential. When we talk about Translations in context of culture, this service has a very broad spectrum, it is because a phrase that may seem easy to translate from language to another may include a cultural context that might be difficult to interpret. This reasons that culture and language are not just quite intimately related but also quite impactful to have a by far influence on certified translation services in all parts of the world. Unless, the context of culture is studied and accounted for during the process, it may produce unavoidable nuances than un-intended, therefore putting all of a translator's efforts in a pit. Meanings in both source and target language therefore should be aligned and attached to one's context at it's exact place.

Conclusion

The role of human expertise and cultural understanding in translation has great importance. Importance of skilled translators and their role improve translation quality. Training and development programs, continuous education, and promoting professional ethics in translation. Combining human intelligence with technology for optimal translation outcomes creates perfect translation. Strategies for integrating human and automated translation to maximize efficiency and accuracy. Contextual challenges involve the consideration of the broader context in which a text is situated. This includes understanding the subject matter, the target audience, and the purpose of the translation. Translators must be adept at adapting their work to align with the cultural norms, expectations, and conventions of the target audience. Failure to do so can lead to misunderstandings or misinterpretations of the text. Contextual challenges arise from the diverse cultural and situational contexts embedded within languages. The translator must navigate these intricacies to ensure that the intended meaning is accurately conveyed without losing its essence. Subtle cultural references, historical connotations, and social nuances significantly impact the interpretation, requiring translators to possess a profound cultural awareness and sensitivity. Cultural challenges are perhaps the most intricate aspect of translation. Language is deeply intertwined with culture, and a successful translation must respect and convey the cultural nuances present in the source text. This involves addressing issues related to history, customs, traditions, and values, among others. Cultural sensitivity and

a deep knowledge of both the source and target cultures are imperative in order to bridge the cultural gaps and ensure that the translation is contextually appropriate. Cultural challenges stand as one of the most intricate aspects of translation. They encompass differences in values, beliefs, customs, and societal norms, which greatly influence language usage and meaning. A successful translation involves not only transmitting words but also capturing the cultural context and ensuring that the message resonates with the audience in the target language. Cultural challenges stand as one of the most intricate aspects of translation. They encompass differences in values, beliefs, customs, and societal norms, which greatly influence language usage and meaning. A successful translation involves not only transmitting words but also capturing the cultural context and ensuring that the message resonates with the audience in the target language. In sum, effective translation is a demanding task that requires a profound understanding of linguistic, contextual, and cultural elements. Overcoming these challenges requires not only linguistic proficiency but also a deep appreciation for the intricacies of different cultures and their impact on language. Translators play a crucial role in fostering cross-cultural communication and understanding, and their ability to navigate these challenges is essential for the success of their work. Recommendations for the translation industry, professionals, and future research always require to follow final thoughts on the evolving landscape of translation and its importance in a globalized society. The complexities of linguistic, contextual, and cultural challenges in translation underscore the need for skilled and perceptive translators who can bridge the gaps between languages while preserving the essence and intended meaning of the original text. Overcoming these challenges demands not only linguistic proficiency but also a deep understanding of cultural nuances and the ability to adapt, making the art of translation an intricate and vital element in connecting diverse cultures and fostering global communication. In the realm of translation, linguistic, contextual, and cultural challenges play a pivotal role in determining the accuracy and efficacy of conveying the intended message from one language to another. The multifaceted nature of language involves more than just the direct translation of words; it requires a profound understanding of cultural nuances, social contexts, and linguistic intricacies.

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