



Cultural Translation: Relationship Between Culture, Language and Translation

Pramod M. Kale

Assistant Professor, Night College of Arts and Commerce Ichalkaranji

1. Abstract

Culture is an important aspect of society which is expressed through various mediums that is written, visual etc. In this article we are dealing with the relationship between the culture language and translation. In this due process of translation one need to keep in mind the cultural expressions. While translating the vocabulary plays vital role so the language, culture and translation goes hand in hand. The key role of translation is that it bridges the gaps between the multicultural audience and the translator plays the vital role in it. Transformation of culture can be widely achieved through the cultural translation and it also helps to achieve the goal of communication also.

Key Words - Cultural Translation, Language, Cultural Expressions, Communication, Translation

2. Introduction

In the world there are more than 200 countries and every country has its own culture. So what is culture? To put it into simple words, culture means the customs, ideas, beliefs etc. of a particular society, country. It is also defined as all the ways of life including arts, beliefs and institutions of a population, that are passed down from generation to generation. Then how culture transform from one nation to other? It is mostly done through the translation. These translations help people to communicate with the people of different culture, language hence the both language and culture closely related with each other.



3. Relationship between Culture, Language and Translation

This paper aims on the relationship between culture, language and translation while translating a text into the target text. Culture, language and translation goes hand in hand. It helps to bridge the gap that different languages might create. There are so many nations in the world and so does the languages. The translation is an element of healthy cultural exchange. The relationship between language, translation and culture is key aspect of communication. Translation plays major role when it comes to understanding the culture, so it becomes necessary to see the definitions of culture language and translation

3.1 Culture

According to Sujati, culture is generally defined as a shared background resulting from common language and communication, styles, customs, beliefs, attitudes and values. It refers to the formal and often hidden patterns of human interactions, expressions and viewpoints that people in one culture share.

3.2 Language

There are lots of definitions on language. Language is used to maintain and convey culture and cultural ties. Language may refer either to the specifically human capacity for acquiring and using complex system of communication or to a specific instance of such a system of a complex communication.

3.3 Translation

The communication of the meaning of source language text is by means of an equivalent target language text, so translation consists of culture and language. Two things are necessary for a good translation-an adequate understanding of the original language and an adequate command of the language into which one is translating. Larson claimed that "translation is a complicated process."



Upon reading the about three definitions it is quite evident that culture, language and translation are related to each other.

4. Cultural Translation

Cultural translation is the practice of translation, while respecting and showing cultural differences. This trend of translation solve some issues linked to culture such as dialects, food or architecture. To communicate with one another and exchange ideas, thoughts and information we need language. Sometimes during communication, there are linguistic expressions that we cannot locate in other languages. The context and manner of these expressions are distinct. Most people refers them as a cultural expressions. These cultural expressions provide additional insights into the person and the society to which they belong. Every society, community has a unique culture, the language of that specific community or society serves as an expression of their culture. Understanding a society's culture is essential if we hope to comprehend it. A society's language is greatly influenced by its culture.

Culture is a way of a life of a particular group or society which he or she passes from one generation to other. Peter Newmark defined culture as "the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression". As a community member, one develops their eating habits, sense of dressing style, religious tradition, world view and interpersonal communication styles. In order to convey the precise and unambiguous meaning of their cultural practices inside a community, members of that culture, established language codes in the form of words and other idiomatic and phrasal expressions. Even customs ,traditions, festivals ,ways of living and one's perspective on various issues of life developed in a particular society has a unique culture expressing words and phrases which we do not find in the linguistic society. The ways of greetings are different in different society and their concept behind it is also different. According to Susan Basnet "culture is the essence of the language and so of translation".

Translating text with cultural expressions presents challenges in conveying their meaning accurately in another language. Translation involves transferring meaning from one language to



another, focusing in both meaning and style. Translators must consider both the structure and meaning of the text when translating it in another language. Translating cultural expressions involves difficulty in finding exact equivalent in another language. Translators must select the closest natural equivalent in the target language to ensure the cultural meanings from the source language is effectively communicated. A text that is written in a uni-cultural language does not encounter any difficulties while translating it across culture boundaries. However, there are numerous challenges in translating a multilingual text to find an equivalent cultural expression. In this era of globalisation people from different cultural background has a desire to understand the culture, traditions of other culture. This will happen only through the translation of the literature from different culture with proper cultural expressions. Translator must use proper cultural expression in the target language while translating.

Translation extends beyond text to text, it includes film adaptations of English literature novels. Adaptation is described as translating artwork into the verbal language of a cinema. When novels are adapted into films, consideration is given to the target audience's cultural understanding. Translators may select scenes suitable for the audience's culture to ensure comprehension.

5. Conclusions

Culture and language are interwind with culture influencing the creation of language. This connection is crucial in translation as understanding the cultural context essential for accurately conveying meaning. Translators must consider the culture of the target language to prevent miss interpretations and ensure quality translations. The reader or the audience of the target text should be taken into consideration while conveying the message through translation. Translator should be more creative artist than a technical replacer of a text while dealing with cultural translation.

References



1. Newmark, P. (1988). A Textbook of Translation. New York: Prentice Hall
2. Nida, E.A. & Taber, C. R. (1969). The theory and practice of translation. Leiden: E.J. Brill.
3. Bassnett, S., (1991). Translation Studies. London: Routledge.
4. Newmark, P. (1981). Approaches to translation. Oxford: Pergamon Press.
5. <https://translationjournal.net/July-2015/cinematic-text-and-translation-film-adaptations-and-follow-ups.html>
6. <https://www.bbc.com/news/world-asia-india-62427992>