

Loskot R. O.

*National Aerospace University “Kharkiv Aviation
Institute” Scientific advisor – Heletka M. L., PhD,
Associate Prof. of the Department of Applied Linguistics*

THE IMPACT OF CULTURAL NUANCES ON TRANSLATION ACCURACY

The interconnection between language and culture underscores the complexity of accurate translation in an era dominated by globalization. The heightened demand for effective cross-cultural communication necessitates a nuanced understanding of the intricate relationship between language and culture. As a crucial facilitator of this communication, translation encounters challenges in preserving the subtleties embedded in cultural contexts. Cultural nuances, integral components of language expression, are prone to distortion during the translation process. The challenge lies in deciphering the cultural connotations inherent in linguistic elements and faithfully transferring them into the target language. Cultural idioms, metaphors, and contextual references often resist direct translation, demanding a profound grasp of cultural intricacies by translators.

Examples abound where the intricate web of cultural nuances impedes translation accuracy. In literature, the translation of idiomatic expressions often poses a formidable challenge. Consider the Japanese phrase *Mono no aware*, which has seen multiple translations, such as ‘pathos of things’ and ‘sensitivity of things,’ both of which have failed to convey the original meaning of awareness of the transience of things and wistfulness felt at their passing, thus requiring a translator to have a profound understanding of Japanese aesthetics and philosophy for an accurate translation.

Similarly, cultural nuances play a pivotal role in business communication, especially during negotiations. A seemingly straightforward phrase in one language may carry implicit meanings or cultural undertones lost in translation. For instance, the Chinese concept of *Guanxi*, denoting the importance of personal connections and relationships, cannot be directly transposed into Western business contexts. Attempting such a translation overlooks the cultural subtleties surrounding

hierarchical structures and interpersonal networks prevalent in Chinese business culture.

The same applies to diplomatic discourse; translating diplomatic speeches or documents demands meticulous attention to cultural nuances. A historical example is the translation of Nikita Khrushchev's famous declaration, "We will bury you," during the Cold War. The literal translation created a perception of a death threat in English, while the intended meaning in Russian conveyed a more abstract notion of outlasting the capitalist system. In this case, the translator's failure to grasp the cultural implications of the statement contributed greatly to already heightened tensions between the United States and the Soviet Union.

In legal translation, cultural nuances can significantly impact the interpretation of laws and regulations. The concept of "reasonable care" in English legal documents may not seamlessly translate into languages with different legal traditions. The cultural and legal frameworks that underpin the notion of what is considered "reasonable" vary, necessitating a careful consideration of cultural nuances in legal translation to prevent misinterpretations and legal disputes.

These examples underscore translators' challenges in navigating the delicate balance between linguistic precision and cultural fidelity. The failure to recognize and address cultural nuances can result in miscommunication, misunderstandings, and a loss of intended meaning, highlighting the indispensability of cultural awareness in the translation process. As the global landscape continues to witness increased interconnectivity, navigating and preserving cultural nuances in translation remains critical to effective cross-cultural communication. Translation accuracy is contingent upon the translator's ability to navigate the cultural landscape embedded in the source language. Inaccuracies may arise when cultural elements are overlooked, misunderstood, or incorrectly interpreted. Failing to grasp the subtleties can result in a loss of meaning, misrepresentation, or even unintended offense in the translated text.

Machine translation has emerged as an alternative to human translation as technology has evolved. However, it still struggles with capturing intricate cultural nuances. While machine translation algorithms are improving, they lack the cultural context that human translators possess, making them unable to ensure accurate and culturally appropriate communication. As a result, human translators remain indispensable in ensuring precise and culturally resonant communication.

Ultimately, the intricate and complex relationship between language and culture forms the backbone of the challenges faced by translators in achieving accurate translation, a process crucial for effective cross-cultural communication in our globally interconnected world. From literature and business to diplomacy and law, it's clear that cultural awareness plays a critical role in achieving accurate

translation. Despite technological advances, machine translation still lags behind human translators in understanding the nuances of language and culture, which underscores the continued importance of human translators in facilitating global communication.