

## INTERCULTURAL COMMUNICATION THEORY AND TRANSLATION IN MODERN LINGUISTICS AND CURRENT ISSUES

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### *Abstract:*

This article analyzes the issues of intercultural communication theory and translation in modern linguistics. Intercultural communication is an important tool for studying the problems and difficulties that arise when people share language, traditions and values. The importance of culture, cultural contexts and intercultural relations in the translation process is briefly discussed. The article highlights current issues using examples and demonstrates the use of scientific literature.

*Key words:* cultural communication, translation, modern linguistics, intercultural relations, context, language.

### Introduction:

In the modern era, intercultural communication is one of the important topics not only in linguistics, but also in sociology, psychology and anthropology. The theory of intercultural communication is aimed at analyzing the complex relationships between language and culture. Translation is a key tool in this process, since it is a process that changes and transmits the cultural context, including language. [1] Intercultural communication and translation-intercultural communication are not only linguistic in nature, but also involve the interaction of cultures. For example, the communication between English and Uzbek cultures is often expressed through language and traditions. The translator must take into account not only words, but also their cultural context. [2] The translator plays an important role in transferring information from one culture to another through language. However, the problem of "loss of meaning" arises in translation. This situation occurs when words and expressions that convey a clear meaning in the specific, traditional or cultural context of their own language are changed during the translation process. In modern linguistics, it is natural to encounter urgent problems in intercultural communication, which are the following: Loss of meaning and context - many expressions and strict statements can lose their traditional or cultural identity during the translation process. For example, the Uzbek word "mohiyat" is translated into English as "essence", but the deeper meaning of this term in the Uzbek context may be lost. Each language reflects the uniqueness of its culture. The meaning of a word or expression depends on where and in what context it is used. For example, in Uzbek the expression "ko'm mara" is translated as "repeatedly", but this has historical and social connotations in our country. If this expression means something different in another culture, the translator should try to explain it more clearly. Context - Context is important in intercultural communication. For example, the word "fork" in English as an element of eating and drinking, and in Uzbek with "kurt" or "barmoq", can cause different communication. Such ambiguities lead to confusion in translation.[3] Cultural difficulties - in intercultural communication, translators have to deal with intercultural stereotypes and myths. For example, when translating a text about Uzbek national dishes into English, they are also expected to explain their importance and their place in culture. The term context refers to the connections and concepts between events and phenomena in language and communication. Context plays an important role in translation, as it is crucial in determining the meaning of words and expressions. Below, we will analyze in detail how context is understood and its role in the translation process. Context is mainly divided into two types: linguistic context (linguistic indicators used in linguistics and communication) and cultural context (cultural values, traditions and social conditions). In any chat or conversation, there is always a certain context, and this context helps to correctly understand the meaning. For example, in English, the expression "I'll see you later" can be interpreted in many ways. It can mean a plan to see each other, or it can be a casual conversation, like saying "hello" in our country. [4] Understanding the context is very important in cross-cultural communication. In each culture, it is necessary to analyze social circles and universal values. For example, greetings can vary across cultures. In Uzbek culture, a question such as "Hello, how are you?" is expected to be answered with a question about health and well-being. In English culture, this question is more of a casual conversation and no information about the real situation is expected. The translator plays an important role in building such bridges. Linguistic context is concerned with how words and phrases are presented and interact. The meaning of a word can be related to the words that come before and after it. For example, the word "girl" in the sentence

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"My daughter will lift you up," may refer to a specific person, but the ambiguity of this meaning means that if such a line is interpreted as "my daughter," it is necessary to be aware of the connection. Pragmatic context refers to the purpose and setting of the communication. Expressions in different situations can have different meanings. For example, the words "I saw a village in the air," may mean a simple sentence like a joke in a social setting, but in a specific situation or depending on the purpose of the work, it can become strange and funny. [5] It is very important to take into account the context in the translation process, because an ambiguous or distorted context can change the meaning of words or phrases. The translator must take the context into account to convey the main meaning and culture. For example, the translation of the word "pull" can be "money", "food", or "space" in different contexts. The translator must understand the specific context well. Cultural barriers are barriers that arise in intercultural communication. Cultural barriers refer to problems that arise in communication as a result of the uniqueness and contradictions of different cultures. As the interaction between different cultures increases in the era of globalization, these challenges become even more important. The main aspects of cultural challenges and ways to overcome them are discussed below. Language differences are one of the most important obstacles in intercultural communication. [6] Each language has its own semantic, syntactic and pragmatic features. For example, words or expressions that are unique to one language may not exist at all in another language. Translators in such cases have difficulty understanding the cultural context. For example, idioms in English ("kick the bucket" - "to die") may not be understood in another language, which leads to a loss of meaning in translation. Differences in cultural values Differences in values between cultures can create difficulties in communication. [7] Each culture has its own traditions, customs and moral rules. For example, in some cultures, physical contact (hugging, kissing) that indicates a friendly relationship is normal, while in others it is unacceptable or uncomfortable. Therefore, it is very important to take these rules into account in intercultural communication. Misunderstandings that arise between cultures can lead to unexpected results. For example, a word or action that is perceived as a joke in one culture may cause strong resistance or conflict in another culture. Intercultural communication requires caution and experience, because mutual understanding and feelings are very different. Social rules and traditions naturally create difficulties in intercultural communication. [8] For example, in some cultures there is a strict separation between women and men, while in others there is gender equality. Such differences can create discomfort or lead to misunderstandings in social communication. Competition and mutual contradictions In the process of globalization, competition and mutual contradictions also arise between different cultures. The inherent difficulties between cultures can hinder the strengthening and coordination of intercultural communication. In such cases, needs and interests cause conflict. Cultural difficulties and their resolution are a rather complex matter, and there are several strategies for overcoming cultural difficulties, which are as follows: Education and translation - this helps to increase linguistic and cultural knowledge in intercultural communication, to understand traditions. The translator is able to take into account cultural contexts. [9] Developing sensitivity - striving to understand mutual feelings in intercultural communication, helps to prevent discomfort. In thoughtful communication, not only words but also the environment and actions should be taken into account in intercultural communication. It is necessary to feel all the aspects that are important in mutual communication. Time and patience Being patient in intercultural relations can create a wide opportunity to improve mutual understanding.

#### Conclusion:

Context is a complex and significant factor in translation, and is a key factor in the correct understanding and transmission of words and expressions. Being aware of the cultural, linguistic and pragmatic contexts is at the heart of successful and accurate translation. In this case, translators must help ensure reliable communication and develop intercultural understanding. Translation is not just a matter of changing words, but also the art of understanding personal and cultural connections. Cultural difficulties are obstacles that arise in global communication and need to be addressed. Education, empathy and thoughtful communication are essential in resolving them. Developing intercultural communication helps to reveal multifaceted mental and emotional experiences, as well as to better understand each other. This process serves to establish contacts with foreigners and to ensure peace, understanding and cooperation in multicultural societies.

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