

THE RELEVANCE OF TRANSLATION IN GUIDING ACTIVITY AS THE NEGOTIATION IN INTERCULTURAL COMMUNICATION

M. Normuratova, M. Baymatova.

“Silk Road” international university of tourism and cultural heritage

Abstract: Translation/interpretation has always been central to intercultural communication. Lack of knowledge of another culture may cause confusion, misunderstanding or even offense during communication process, especially for tour guides. For the past years Uzbekistan has been attracting many tourists from foreign countries which also contributes to the development of not only tourism field but economy, healthcare, education and many other fields as well. This is the main reason of training successful tour guides in order to have perfect negotiation between various culture representatives and leave the best impression on tourists. It is necessary for a guide who will also take a role of a translator or an interpreter to realize the importance of having a cultural background when taking part in negotiations, which can affect thousands of people. Therefore, this paper aims to offer a closer analysis of the translation profession for guides from the point of view of intercultural communication.

Keywords: guide, translation, translator, interpreter, intercultural communicator

Introduction

In a variety of fields like scientific domain, academic research, business, management, education, health, culture, politics, diplomacy, development etc. the importance of intercultural communication cannot be denied. With the help of travel, international media and internet, communication among people becomes easy. In order not to isolate the rest of the world and to survive in such a kind of environment everybody needs to interact with each other. Therefore, intercultural communication is a must for every people. The position of translation, for tour guides especially, in intercultural communication is fundamental. It is necessary for both international business and social relations which can influence the tourism field. The purpose of translation is transmitting of the ideas and events through time and space to make something understood, to accomplish, to prove. The world that is increasingly interlinked and translation fulfils a role by breaking down language barriers. From the professional point of view, guide-translators play a role as intercultural communication experts, mediators, and the bridge between people, cultures, and opinions. Guides always represent the country, culture, values, good manners of people as a whole for the tourists which means that guides should be well educated and know all the nuances of the translation. From the perspective of intercultural communication, possible reasons behind inaccurate translations will be covered to shed light on to communication interruptions with some examples.

*Who is a **translator**? The definition of a translator is a person who helps people who speak different languages to communicate or who takes something (such as a speech or a book) in one language and who puts it into a different language for people to understand.*

The above dictionary definition of translator is provided by <https://www.yourdictionary.com>.

However, this definition is not enough to explain who exactly a translator is. Translator is not only the one who translates words from one language to another. Becoming a translator does not mean mastering at least two languages because in order to become valuable translators, mastering vocabulary and the grammar of languages are not enough to bring people coming from different cultural backgrounds. There might be some words that do not exist in other culture's languages. They are called "non-equivalent words". In the case of Uzbek language there are words such as, "chopon", "atlas", "xontaxta" and others that are used to show our cultural uniqueness. Therefore, guides should just give the perfect explanation of these words or bring the comparison between different cultures. In the following, from the perspective of different translators having different linguistic and cultural backgrounds, the profession of translating is tried to be explained (<https://theopenmic.co/what-does-it-mean-to-be-a-translator>):

Being a translator means removing a language barrier and, as much as possible, bridging a cultural gap between people. (Julia Thorton)

Translator is a nobleman or noblewoman who translates the source language into target language. Also, he or she is a political researcher. (Qasem Mafi)

I understand that language is a living thing. So, new phrases and cultural references are constantly being added as the time passes so translators need to embrace the culture of the languages they are dealing with and also the current events, as those have a major impact on the way people communicate. So, to me, translation means it's not just conveying meaning from one language to another, they re-create. It's architecture of words building bridges that connect people and cultures from around the world. (Sirajul Islam)

It can be understood from the above explanations that a translator is a mediator between two different languages two different cultures. A translator is also an expert in intercultural communication, whose task is to create a bridge and aid others to cross cultural and linguistic boundaries. Therefore, a translator should have the mastery of fields like translation, interpretation, work organization, procurement of services, and management of intercultural communication processes. Translations indeed represent the place where cultures, previously separated, come together and establish ongoing relations. So, it is quite obvious why translations have become so important and the translator is not just the person who translate words, but the one who can find the best way to transpose the main ideas, so that the intended audience gets them right. He/She should also take into consideration the social and political background, within which the translation takes place.

The purpose of translation is to serve as a substitute for the original, making it intelligible for people who cannot read the language in which it was written. This heavy responsibility creates a burden on the translator. Awareness of history is an essential requirement for the translator of a work coming from a totally different country culture. Knowledge of a foreign language with its vocabulary and grammar is not enough to make one competent as a translator. It is essential to have a thorough knowledge of his/her own

culture and own language and be aware of the source-language culture before attempting to build any bridge between them.

In order to understand the responsibilities of a translator/interpreter during communication process, there is a need to explain the differences between translator and interpreter. Both are closely related, and quite similar to each other, yet they are also very different. They both basically translate from one language into another; however, there are several differences too.

Most people know that translation involves retaining the original meaning of the source text, and not a literal translation. The words used are often different, but they convey the same meaning. Surprisingly, people think of interpretation as a word for word translation

– but that is not the case. An interpretation is often a paraphrased version of the original message. The followings are the similarities between these two professionals:

- They are both linguists.
- They both translate a message from one language to another.
- Both professionals have thorough knowledge of the two languages they work with. This includes fluency, sentence structure, grammar, idioms, slang, and more.
- They both have an in-depth knowledge of the culture, customs, traditions, and so on of both the languages they work with.
- They both require professional qualifications.
- Neither interpretation nor translation is a word-to-word translation.
- Both translators and interpreters have to translate into the target language without changing the meaning of the message.

When the above items are examined, a translator and an interpreter have lots of features in common. However, there are also differences between these two professionals. The biggest difference between the two professionals is that the interpreter's role involves working with spoken communication, while a translator's role involves working with writing – websites, scripts, legal, technical or medical documents, manuals, and so on. Interpreting is all about translating something that is said, and translation is about translating something that is written. An interpreter is often required to translate back and forth; that is, from and into a particular language. However, translators usually only translate into a specific language – they don't have to translate from that language back into the original source language.

Interpreters are required to translate on the spot; at conferences, meetings, TV coverage signing for hearing impaired individuals, diplomatic mediations between nations, voice or video calls and so on. They have to listen very carefully to what the person is saying, retain it, and immediately translate it into the target language. A translation can be delivered long after the creation of the source text. So a translator gets much more time to perform the translation, and can be more thorough and precise, and deliver high quality work. Therefore, interpreters have to rely on their learning, knowledge and experience because they have to translate immediately. They don't have the convenience of any reference materials but translators have more time to search online, use dictionaries, style

guides, glossaries, or even take the help of others to deliver an accurate translation. For example, when they have completed translating a document, they often pass it on to an editor, who will check the document for accuracy but no such process happens in interpretation.

Translators often benefit from technology; they use some computer aided translation tools to provide the best possible work. An interpreter has no such facility because they do not have enough time to access such tools. Another difference between translators and interpreters is related to accuracy. Translators are required to maintain a very high level of accuracy in their work but it is acceptable for interpreters if the accuracy is slightly lower because the emphasis is on conveying the message without altering the meaning in any way. Sometimes, it is not really necessary to translate the entire speech so, they have the liberty to leave out certain parts. A translator on the other hand, must translate the source document entirely; they do not have the freedom to choose what to translate and what not to.

Translators have to maintain a particular format and style of writing; there are different styles of writing for technical documents, legal documents, user manuals, medical reports, film scripts and so on; the translator also has to be careful with punctuations. However, an interpreter does not have to bother with all these things; they have something else to worry about: they need to match the tone, the modulation and inflections of the speaker, because they are vital in spoken communication. These are verbal cues which convey a lot to the audience.

Both translation and interpretation are sensitive processes. Therefore, it is very important to choose the right words and to convey them in an appropriate language otherwise this may cause some translation errors.

1. The Reasons for Translation Errors

1.1. Inexperienced Interpreters. Although not very common, inexperienced translators are prone to error. If inexperienced interpreters are involved in interpreting, then many mistakes are inevitable and they may cause a big crisis. As an example, in 2012, two interpreters' crisis created a crisis during an important symposium due to the lack of legal terminology. At the symposium organized by Turkish Academy of Justice, the public prosecutor Felice Casson shared his experiences with judges and prosecutors. During the presentation of Italian Senator Casson, simultaneous translation was abandoned when two interpreters had difficulty in translation.

1.2. Lack of editorial supervision in written translations. Translation errors are often encountered in oral translations, but mistakes are also made in written translations. Although some of these errors are minimized nowadays, one of the most important reasons for errors in written translations is the lack of editorial supervision. Editors' check for errors made the last time files are delivered. It reviews dozens of factors, especially spelling mistakes. Usually, files that need to be delivered quickly will be overridden by the editor control. Therefore, mistakes are inevitable.

1.3. Inaccurate Terminology. In technical, medical, legal and academic terminology, texts can be translated perfectly according to the experience and knowledge capacity of the translator. For example, it is impossible to translate the text accurately if you do not have enough knowledge of medical issues. Therefore, texts and projects should be directed to interpreters in the fields they specialize.

1.4. Pressure on Interpreters. Interpreting is an area that needs not only knowledge but also talent. On the one hand, interpreter tries to understand what is spoken, and on the other hand, he passes it on. All translation takes place in a few seconds. Therefore, an interpreter has to have a cache memory that can extract the words that are stored in the deepest within 400-500 milliseconds.

In such a kind of race against time, the participation of diplomats and professors as speakers in verbal translations increases the tension in the environment. Interpreters are exposed to lots of words, terms and expressions so; the interpreter needs to be talented and knowledgeable, as well as self-confident.

1.5. Avoiding Translation. One of the most recent translation problems is not related to translation error itself; it is interpreter's "preference not to translate". Sometimes interpreters either soften or skip the whole subject while interpreting to avoid damaging diplomatic relations or inclining cultural and social misunderstandings. These events are mentioned translation/interpretation errors in the news on TV. However, it is more a matter of choice.

2. Conclusions

The progress of modern social life, new development in international relations and formation of so-called "intercultural communication" requires abandoning many of the traditional stereotypes and methods of translation. Intercultural communication with a highlight on specific cultural background knowledge has commenced to play an utmost role shaping broad-minded translators, well-aware of ethnic, cultural and other peculiarities of given language. The notion of intercultural communication is defined by Council of Europe (2001) as "the ability to communicate effectively in cross-cultural situations and to relate appropriately in a variety of cultural contexts".

In this regard, the term of 'intercultural communication' has a primordial significance within growing tendencies of globalization and international cooperation in different spheres, where the translator is required to receive a proper training not only in the sphere of foreign languages but also in the intercultural communication. Thus, according to the "White Paper on Intercultural Communication" by the Council of Europe (2001), the intercultural communication is understood as "a process that comprises an open and respectful exchange of views between individuals and groups with different ethnic, cultural, religious and linguistic backgrounds and heritage, on the basis of mutual understanding and respect. It requires the freedom and ability to express oneself, as well as the willingness and capacity to listen to the views of others." Intercultural communication plays an essential role in such fields as political, social, cultural and economic integration and the cohesion of culturally diverse societies. It is aimed at

developing a deeper understanding of diverse perspectives, visions of the world and practices; enhancing integration and co-operation, as well as fostering equality and tolerance.

The prerequisites of an effective intercultural communication cannot be limited to a merely good command of an international language. Still, apart from the linguistic factor, such notions as equal dignity and mutual respect, gender equality, the universal values of human rights, democracy and the rule of the law comprise a set of conditions, necessary for a fruitful intercultural communication. It should not be overlooked that there are a lot of barriers to intercultural communication. Some of these are the outcomes of the difficulty in communicating in several languages. But others concern the domain of politics: racism, xenophobia, intolerance and all other forms of hate speech confront to the very idea of dialogue and create structural barriers, hindering the communication.

It is evident that the interpreters play a vital role as cultural mediators between people who need to communicate but do not speak the same language. The role of interpretation as an intercultural communication is like a bridge, which demands that interpreters not only master exquisite language techniques, but also rich and generous knowledge of different cultural backgrounds. The important functions of intercultural awareness during intercultural communication were always kept in mind. Therefore, it can be concluded that the interpreter/translator needs to strengthen the sensitivity not only to linguistic differences but also to cultural differences, so that misunderstandings can be effectively reduced, and intercultural communication can be successfully achieved.

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