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THE CONCEPT OF “LINGUISTIC PICTURE OF THE WORLD” IN TRANSLATION

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Abstract. This article aims to explore the concept of "linguistic picture of the world" in translation studies. The notion of "the picture of the world" refers to the way individuals perceive and understand the world around them, influenced by language, culture, and personal experiences. This article provides a literature review on the topic to identify key theories and methodologies related to translating the picture of the world. The findings emphasize the importance of cultural embeddedness and the role of translators as cultural mediators in conveying accurate and nuanced pictures of the world through translation.

Keywords: linguistic picture of the world, translation studies, cultural embeddedness, cultural mediation, translation, perception, cultural adaptation, linguistic mediation.

ПОНЯТИЕ ЛИНГВИСТИЧЕСКОЙ КАРТИНЫ МИРА В ПЕРЕВОДЕ

Аннотация. Целью данной статьи является исследование понятия «лингвистическая картина мира» в переведоведении. Понятие «картина мира» относится к тому, как люди воспринимают и понимают окружающий мир под влиянием языка, культуры и личного опыта. В данной статье представлен обзор литературы по данной теме с целью выявления ключевых теорий и методологий, связанных с трансляцией картины мира. Полученные результаты подчеркивают важность культурной укорененности и роль переводчиков как культурных посредников в передаче точных и тонких картин мира посредством перевода.

Ключевые слова: лингвистическая картина мира, переведоведение, культурная укорененность, культурное опосредование, перевод, восприятие, культурная адаптация, лингвистическое опосредование.

TARJIMADA OLAM LISONIY MANZARASI TUSHUNCHASI

Annotatsiya. Ushbu maqola tarjima tadqiqotlarida "olam lisoniy manzarasi" tushunchasini tadqiq qilishni ko‘zda tutadi. "Olam manzarasi" tushunchasi shaxslarning til, madaniyat va shaxsiy tajribalar ta’sirida atrofdagi dunyonidrok etish va tushunish tarzini anglatadi. Ushbu maqolada dunyo rasmini tarjima qilish bilan bog‘liq asosiy nazariya va metodikalarni aniqlash uchun mavzu bo‘yicha adabiyotlar sharhi berilgan. Topilgan ma’lumotlarda tarjima orqali dunyoning to‘g‘ri va noyob suratlarini yetkazishda madaniy singdirish va tarjimonlarning madaniy vositachi sifatidagi roli alohida ta’kidlanadi.

Kalit so‘zlar: olam lisoniy manzarasi, tarjimashunoslik tadqiqotlari, madaniy singdirish, madaniy vositachilik, tarjima, idrok qilish, madaniy moslashuv, lingvistik vositachilik.

Introduction. Translation is a complex process that involves conveying meaning from one language to another. However, translation goes beyond mere word-for-word or literal translations; it requires capturing the essence of the text and transmitting the cultural nuances embedded within it. One vital aspect of translation is the concept of "the linguistic picture of the world," which refers to how individuals perceive and understand the world based on their language, culture, and personal experiences. This article aims to delve into the intricacies of translating the linguistic picture of the world by reviewing existing literature and exploring the theories and methodologies associated with this concept.

Literature Review. The concept of "the linguistic picture of the world" has been widely discussed in translation studies. Schleiermacher (1813) argued that every language offers a unique worldview, emphasizing the importance of capturing this unique perspective during translation. According to Hatim and Mason (1997), the picture of the world encompasses cultural norms, values, and beliefs that influence how individuals perceive and interpret reality. This understanding highlights the significance of a translator's role as a cultural mediator to accurately convey this picture of the world.

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Holz-Mänttäri (1984) introduced the concept of "translator's competence" as an essential aspect of translating the linguistic picture of the world [3]. A translator's competence involves an in-depth understanding of the source culture, being sensitive to cultural subtleties, and possessing the ability to transfer these cultural elements into the target language effectively. Additionally, Toury (1995) emphasized the role of translators as agents of acculturation, responsible for bridging the gap between cultures and transmitting the linguistic picture of the world embedded in the source texts.

Another key approach to translating the linguistic picture of the world is Skopos's theory. Vermeer (1989) proposed this theory, which emphasizes that the purpose (Skopos) of a translation should guide translation strategies. Applying Skopos's theory, translators aim to transmit the linguistic picture of the world intended by the source text to the target audience, even if it requires adaptation or modification to align with the target culture. This approach acknowledges the dynamic nature of translation and the need to balance fidelity to the source text with cultural appropriateness in the target language.

The existing body of literature surrounding the concept of "the linguistic picture of the world" in translation reveals the multi-faceted nature of this phenomenon. Shih (2017) explores the idea of the "linguistic picture of the world" as the amalgamation of culturally specific perceptions and experiences that inform our understanding of reality [6]. This perspective emphasizes the need for translators to possess a deep cultural literacy to accurately convey the intended meaning, cultural nuances, and worldviews embedded within a source text to its target audience.

Building upon this idea, Johnson (2015) argues that translation involves more than mere linguistic conversion; it necessitates bridging cultural gaps and adapting the message to suit the cognitive frameworks of the target audience. Johnson proposes that translators serve as mediators between cultures, facilitating cross-cultural understanding through their careful selection of words, phrases, and cultural references. Chung (2019) similarly emphasizes the importance of cultural adaptation, highlighting how translators must contend with the challenge of conveying a narrative or argument that resonates with the target culture while remaining true to the source text [1, 4].

Hatim and Mason (2017) delve into the influence of linguistic mediation on the picture of the world in translation. They suggest that the linguistic choices made during the translation process impact how readers perceive and interpret the translated text. Translators must navigate the linguistic features of both the source and target languages, considering the nuances of syntax, vocabulary, and discourse conventions to accurately communicate the intended meaning and context [2].

Findings. The notion of "the linguistic picture of the world" in translation has been a subject of scholarly attention in the field of translation studies. Scholars such as Eugene Nida and Charles R. Taber have delved into the intricate relationship between language, culture, and the representation of reality in translated texts. Nida's concept of "dynamic equivalence" emphasizes the importance of capturing the meaning and style of the original text while transmitting its message accurately to the target audience (Nida, 1964). This idea inherently revolves around the intricate task of conveying the original "picture of the world" embedded within the source text, acknowledging the cultural and linguistic disparities between the source and target languages.

Gideon Toury's descriptive approach to translation regards the translation process as an integral part of the target culture's literary system, highlighting the influence of cultural norms and values on the representation of the "linguistic picture of the world" in translated texts (Toury, 1980). Toury's framework sheds light on the complexities involved in managing cultural discrepancies during the translation process, demonstrating the need for a nuanced understanding of the source culture to faithfully convey the author's worldview [8].

In addition, Lawrence Venuti's notion of "foreignization" and "domestication" emphasizes the translator's role in mediating between the foreignness of the source text and the expectations of the target audience (Venuti, 1995). This framework encompasses the intricate balance between maintaining the foreign elements of the source culture to preserve the original "picture of the world" and adapting the text to align with the sociocultural norms of the target audience, thereby revealing the multifaceted nature of the translation process [9].

The works of these scholars collectively contribute to the theoretical foundation for understanding the complexities of translating the "picture of the world." However, it is essential to examine how these theoretical perspectives manifest in practical translation scenarios, especially in the context of literary works. The next sections of this article will delve into the intricacies of conveying the "picture of the world" in translation, drawing from both theoretical frameworks and practical examples in the realm of literary translation.

The notion of "the picture of the world" in translation encompasses the intricate interplay between linguistic expressions and cultural constructs. Translation, as a transformative process, involves more than the mere substitution of words from one language to another; it necessitates the preservation of the original

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worldview within the target text. In this context, the translator serves as a cultural mediator, striving to convey not only the explicit meanings of words but also the implicit cultural connotations embedded within them. Thus, the act of translation becomes an endeavor to bridge the gap between disparate "pictures of the world," recognizing that each language encapsulates a unique perspective on reality.

The multifaceted nature of the "picture of the world" becomes particularly apparent in literary works, where the fusion of language and cultural representation shapes the overall context and meaning. When translating literary texts, the translator encounters the daunting task of transposing not only the explicit narrative but also the subtle cultural nuances that underpin the author's worldview. This process involves grappling with idiomatic expressions, contextual references, and socio-cultural allusions that are inherently tied to the source language. Consequently, the translator must navigate a labyrinth of cultural intricacies to accurately convey the author's "picture of the world" to readers who may hail from a different cultural milieu.

Translators encounter multiple challenges when capturing the original "picture of the world" in their work, stemming from the complexities of linguistic nuances, cultural disparities, and the representation of reality in literary texts. These challenges are deeply intertwined with the intricate task of faithfully conveying the author's worldview from the source language and culture to the target language and cultural context. Linguistic nuances, such as idiomatic expressions and untranslatable words, pose significant hurdles in accurately preserving the original portrayal of reality within the translated text (Katan, 2009). Furthermore, cultural disparities, including social norms, values, and historical contexts, necessitate a nuanced understanding of the source culture to accurately reflect the original "picture of the world" in the translated work. Additionally, the representation of reality, influenced by the author's socio-cultural background, adds another layer of complexity, requiring the translator to navigate and convey the author's unique perspective to the target audience (Tymoczko, 2007).

The challenges faced by translators in capturing the original "picture of the world" are deeply rooted in the intricate interplay of linguistic, cultural, and interpretative complexities, emphasizing the multifaceted nature of the translation process and the need for a comprehensive understanding of the source text and its cultural underpinnings.

These examples illustrate the intricate challenges faced by translators in conveying the original "picture of the world," highlighting the complexities of preserving cultural and linguistic richness within translated texts.

Conclusion. Translating the picture of the world is a multifaceted task that requires linguistic proficiency, cultural knowledge, and sensitivity to the target audience. The literature review highlights the significance of cultural embeddedness and the role of translators as cultural mediators in effectively conveying the picture of the world through translation. Understanding and respecting the cultural nuances embedded in texts is essential for accurate and meaningful translations. While theories such as translator's competence and Skopos's theory offer valuable frameworks, the translation process must take into account the dynamic nature of languages and cultures.

Through a literature review, it explores key theories, methodologies, and approaches related to translating the picture of the world. The findings highlight the importance of cultural embeddedness and the role of translators as cultural mediators in conveying accurate and nuanced pictures of the world through translation.

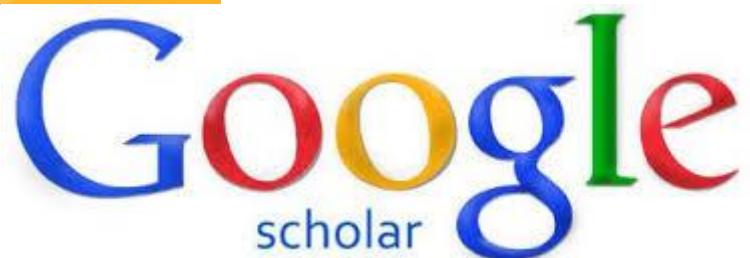
The concept of "the picture of the world" in translation encompasses the intricate interplay between culture, language, and perception. The literature reviewed here emphasizes the importance of cultural adaptation, linguistic mediation, and cross-cultural understanding in achieving an accurate and nuanced translation. By recognizing and engaging with the complexities inherent in translating worldviews, translators can bridge cultural gaps and facilitate meaningful cross-cultural exchanges.

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