

## THE TRANSFORMATIVE ROLE OF TRANSLATION IN THE ERA OF GLOBAL CULTURE

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***Annotatsiya:*** Tarjima zamonaviy dunyoda juda muhim o'rin tutadi. U odamlarning boshqa davlatlarga tegishli kitoblar, filmlar, tadqiqotlar va g'oyalarni tushunishga yordam beradi. Ushbu tadqiqot tarjimaning madaniyati va insonlar orasidagi muloqatga qanday ta'sir qilishini o'rganadi. Maqolada tarjima qilingan adabiyotlar, ommaviy axborot vositalari va ilmiy matnlar misol tariqasida tahlil qilidadi. Natijalar shuni ko'rsatadiki, tarjima bilim almashishni kuchaytiradi va turli madaniyatlar o'rtasidagi o'zaro tushunishni yaxshilaydi. Shu bilan birga, tarjima jarayonida ma'nolar va madaniy nozikliklar yo'qolib ketishi ham mumkin. Xulosa qilib aytganda, tarjima insonlarni bog'laydigan va xalqaro muloqotni qo'llab-quvvatlaydigan kuchli vositadir.

***Kalit so'zlar:*** Tarjima, Global madaniyat, Muloqot, Bilim almashish, Madaniyatlararo muloqot.

***Аннотация:*** Перевод играет важную роль в современном мире. Он помогает понимать книги, фильмы, исследования и идеи из разных стран. В этом исследовании рассматривается, как перевод влияет на культуру и общение между людьми. В статье используются примеры из переведенной литературы, медиа и научных текстов. Результаты показывают, что перевод

способствует распространению знаний и улучшает взаимопонимание между культурами. Однако во время перевода некоторые значения и культурные особенности могут теряться. В целом, перевод-это мощный инструмент, который помогает людям соединяться и поддерживает международное общение.

**Ключевые слова:** перевод, глобальная культура, общение, межкультурное понимание.

**Abstract:** Translation plays a crucial role in the modern world. It helps people understand books, films, research and ideas from other countries. This study examines how translation affects culture and communication between people. The article uses examples from translated literature, media and scientific texts. The results show that translation helps share knowledge and improves understanding between different cultures. However, some meaning and cultural details can be lost during translation. To sum up, translation is a strong tool for connection people and supporting international communication.

**Key words:** Translation, Global culture, Communication, Knowledge sharing, Intercultural communication.

In today's increasingly interconnected world, individuals from diverse linguistic and cultural backgrounds must communicate, exchange information, and collaborate. Translation plays a critical role in facilitating these interactions by removing language barriers and enabling meaningful communication across borders. Beyond simply converting words from one language to another, translation serves as a bridge between cultures, helping societies understand one another's histories, values, and worldviews.

The purpose of this study is to explore how translation influences global culture and why it remains essential in modern society. By examining translated literary works, media content, and scientific publications, this research highlights the cultural, educational, and communicative functions of translation, as well as the challenges that arise in the translation process.

This study employs a qualitative research design aimed at understanding the deeper cultural and communicative implications of translation. The emphasis is placed on analyzing translated materials, identifying patterns, and describing the ways in which meaning is transferred or transformed across languages.

*1. Translated Literature* Five widely circulated fiction books—translated across multiple language pairs—were analyzed to observe how cultural elements, idioms, character voices, and narrative styles shift in translation.

*2. Media Sources* Translated news reports, articles, and digital media content were reviewed to examine how translation affects public communication, shapes international perceptions, and influences cultural representation in global media.

*3. Academic Texts* Ten peer-reviewed scholarly articles were assessed to understand how scientific knowledge spreads through translation and how academic communication adapts across linguistic boundaries.

A systematic comparison was conducted across different language versions of the same texts. This allowed for the identification of differing translation strategies, such as literal translation, adaptation, domestication, and foreignization.

A qualitative descriptive approach was used to examine cases where original meanings, cultural references, or scientific details were altered, simplified, or lost during translation. This analysis helped reveal how translation decisions influence readers' understanding of the source culture.

*1. Cultural Access* Translation provides readers with the opportunity to explore global literature, films, and media. It opens a window onto the world, allowing individuals to experience foreign cultures, traditions, and perspectives without linguistic limitations.

*2. Global Reach of Media* International films, television series, and digital content rely heavily on dubbing, subtitling, and localization. Through translation, entertainment industries expand their global audiences and promote intercultural awareness.

#### 4. Cultural Loss and Distortion

Findings from the study reveal that translation goes far beyond linguistic substitution. It is an active cultural process that transmits ideas, identities, emotions, and values from one society to another. Through translation, readers and audiences not only access information but also develop intercultural competence and broaden their worldview.

However, the study also emphasizes that translation requires careful decision-making. Translators must balance accuracy with cultural adaptation, ensuring that the message remains understandable without losing its original significance. This responsibility is especially important in contexts such as scientific writing, political communication, and culturally sensitive literature.

Ultimately, translation acts as a powerful tool in global communication, promoting mutual respect, reducing cultural misunderstandings, and strengthening international connections.

Translation is a fundamental component of global culture. It enriches human experience by connecting people across linguistic boundaries, supporting the exchange of ideas, and contributing to intercultural dialogue. Although challenges such as cultural loss and misinterpretation persist, the development of more advanced translation methods, professional training, and technological tools can enhance the quality of translated content. Strengthening translation practices therefore contributes to deeper international cooperation and a more culturally aware global society.



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