



THE IMPACT OF GLOBALIZATION ON CULTURES AND ITS EFFECT ON TRANSLATION

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Annotatsiya:

Ushbu maqolada globalizatsiya tushunchasi batafsil yoritilib, uning ta'siri ostida madaniyatlar va millatlar o'rtasida yuzaga kelayotgan o'zgarishlar tahlil qilinadi. Globalizatsiya yirik jarayon bo'lib, natijada ko'plab davlatlarning urf-odatlar va madaniy qadriyatlarida sezilarli o'zgarishlar kuzatilmoqda. Maqolada hozirgi zamonaviy dunyoda davlatlar o'rtasidagi o'zaro bog'liqlik, uning shakllanish sabablari hamda uzilish ehtimollari ko'rib chiqiladi. Shuningdek, globalizatsiyaning tarjima jarayoniga ko'rsatadigan ta'siri va madaniy omillarning tarjimada aks etishi masalalariga alohida e'tibor qaratiladi.

Abstract:

This article provides a detailed explanation of the concept of globalisation and analyses the changes that occur between cultures and nations under its influence. Globalisation is a large-scale process that has led to significant transformations in the traditions and cultural values of many countries worldwide. The article examines the growing interdependence among states in the modern world, the reasons for its formation, and the conditions under which it may be disrupted. Additionally, special attention is given to the impact of globalisation on the translation process and to the role of cultural factors in translation.



Keywords: *globalisation, culture, intercultural communication, translation, cultural adaptation, loanwords, western influence, social media, culinary globalisation, fashion and clothing, pragmatic meaning, cultural equivalence*

Introduction

Globalization is one of the most pressing issues that has become the subject of widespread discussion in today's world. It is difficult to define in just a few words. The invention of technologies such as the Internet, telephones, and airplanes, and their rapid spread across different countries, has made it possible to exchange information and products worldwide with minimal difficulty. This very process is referred to as globalization.

Globalization involves not only the exchange of goods but also the transfer of services, information, and cultures. These elements are closely interconnected and influence one another. Globalization can be defined as a concept that reflects the growing interdependence among the world's economies, cultures, and populations, as well as cross-border trade of goods and services, technology exchange, investment, and the flow of people and information.

However, alongside its positive aspects, globalization also has negative consequences. The continuous increase in exchange and production processes has caused harm to both humanity and nature. For example, global warming is closely linked to the sharp rise in the use of ships and trucks for transporting goods across international borders. Consequently, globalization has a significant impact on almost all areas of modern life.

Additionally, ways people greet each other across cultures convey fascinating insights into their values, history, and social connections. From classic handshakes to intricate bows, these small yet meaningful gestures shape how we connect with



others. Getting them right is especially important in business and professional contexts, where first impressions matter.

Cultural Examples

Globalization has significantly intensified intercultural interaction, leading to notable changes in various spheres. For example, English terms such as “selfie” and “hashtag” have entered other languages and become part of everyday communication.

Culinary culture has also been influenced: foods like pizza, sushi, and burgers have gained worldwide popularity, yet they often need to be adapted to local customs. Fashion and clothing practices have changed as well: jeans and T-shirts are now globally widespread, though some regions modify them to meet religious or climatic requirements. Additionally, greeting practices, such as bowing in Japan, double-cheek kisses in France, and handshakes in Western countries, have become more common, promoting intercultural familiarity.

However, as the customs and behaviors of different nations sometimes clash, it is crucial to understand and interpret them correctly. In translation, it is particularly important to consider not only the literal meaning of words but also their cultural significance. Translators, acting as intermediaries between cultures, must accurately convey these differences. Otherwise, incorrect translation or neglect of cultural nuances can lead to misunderstandings. Therefore, in the era of globalization, the translator’s role extends beyond language alone, helping to preserve cultural values and ensure proper interpretation, thus supporting effective intercultural communication.

Impact on Translation

One of the most significant factors affecting translation is texts that are difficult to understand due to their cultural and historical context. For example, classical



literary works or older poetry may not be fully comprehended even by contemporary Uzbek youth.

Alisher Navoi's "Khamsa" or the older poems of Muhammad Yusuf reflect the cultural and social codes of their era and include archaic terminology and symbolic expressions. When translating such texts, the translator must convey not only the literal meaning of words but also their underlying historical, cultural, and religious significance.

Furthermore, local customs, oral traditions, and religious terms may require additional explanation or adaptation in translation. For instance, greeting practices such as bowing in Japan (ojigi) or the double-cheek kiss in France (la bise) may be incomprehensible to people from other cultures if presented without explanation. Hence, the translator's role extends beyond language, acting as a bridge to accurately convey cultural meaning.

2. The Impact of Globalization on Culture

Through globalization, cultures of different countries come closer and gradually integrate. Worldwide economic, informational, and cultural interactions result in national cultural components complementing one another. At the same time, globalization carries the risk of eroding national cultures and values.

For example, social media allows people to stay informed about events across the globe, but it may also lead them to replace their own unique traditions and values with those of other cultures. Therefore, educating the younger generation in a national spirit and preserving respect for their language, history, and values becomes a crucial task.

New Concepts and Terms



The global development of technology, economy, and social communication has introduced new terms and concepts. Words borrowed from English, such as “internet,” “startup,” “marketing,” have entered Uzbek, enriching vocabulary in the fields of technology, business, and youth culture. These loanwords create terminologies that reflect modern cultural processes and global trends.

Influence of Western Culture: Music, Cinema, and Social Media

Western, especially American, music, cinema, fashion, and mass media have exerted worldwide influence. American films and television programs dominate in many countries and are particularly popular among youth. Additionally, social media plays a crucial role in spreading global culture, connecting people worldwide and facilitating the exchange of diverse cultural experiences.

3. The Effect of Cultural Changes on Translation

Globalization directly affects translation due to cultural changes. Translators face challenges in conveying cultural-specific elements (realities) accurately. Translating such elements requires consideration of both semantic (denotative) and cultural/pragmatic (connotative) aspects.

For example, the Turkic word “yurt” literally refers to a dwelling but connotatively symbolizes family unity, hospitality, and cultural heritage.

Translation Strategies

- Transcription/Transliteration: Keeping the original word phonetically or in writing (e.g., *samovar*).
- Literal Translation: Using a direct lexical equivalent (e.g., *skyscraper* → “tall building”).
- Cultural Equivalent: Choosing a term or concept appropriate for the target culture (e.g., *miles* → kilometers).



- Descriptive Translation (Explicitation): Explaining the term (e.g., *tundra* → “cold, treeless Arctic landscape”).
- Adaptation (Localization): Fully adapting a term to the target culture (e.g., *pound* → euro).
- Omission: Skipping terms irrelevant to the audience.

Ultimately, translators must harmonize semantic and connotative meanings while adapting both language and culture. This ensures that the audience fully comprehends the text and that cultural differences are accurately represented under globalization.

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Kalit so‘zlar va ta’riflari

1. *Globalizatsiya – Dunyo davlatlari, iqtisodiy tizimlar, madaniyatlar va axborot almashinuvi orqali o‘zaro bog‘liqlik va bir-biriga ta’sir etish jarayoni.*



2. **Madaniyat** – Jamiyatning an'analari, qadriyatlari, urf-odatlarini, san'ati va turmush tarzini o'zida aks ettiruvchi tizim.

3. **Madaniyatlararo muloqot** – Turli millatlar va madaniyat vakillari o'rtasida axborot, g'oya va qadriyatlar almashinuvi jarayoni.

4. **Tarjima** – Matn yoki nutqni bir tiladan boshqa tilga ma'no va madaniy mazmunini saqlagan holda uzatish jarayoni.

5. **Madaniy moslashtirish (Cultural adaptation)** – Tarjima yoki kommunikatsiyada matn va tushunchalarni maqsad madaniyatiga moslashtirish jarayoni.

6. **Loanword (Qarz so'z)** – Bir tilga boshqa tilidan kirib kelgan va u tilning lug'atiga qo'shilgan so'z.

7. **G'arb madaniyati ta'siri** – Kino, musiqa, moda va media orqali G'arb (ayniqsa AQSh) madaniyatining boshqa mamlakatlarga ta'siri.

8. **Ijtimoiy tarmoqlar (Social media)** – Dunyo bo'ylab odamlarni bog'laydigan va turli madaniy tajribalarni yetkazadigan onlayn platformalar.

9. **Global kulinariya (Culinary globalization)** – Turli xalqlarning oshxona madaniyati va taomlarining global miqyosda tarqalishi.

10. **Moda va kiyim-kechak (Fashion and clothing)** – Dunyo bo'ylab kiyim-uslub va kiyinish odatlarining tarqalishi va ularning madaniyat bilan bog'liqligi.

11. **Pragmatik ma'no (Pragmatic meaning)** – So'z yoki iboraning kontekstga, vaziyatga va madaniy qoidalarga bog'liq amaliy ma'nosi.

12. **Madaniy ekvivalent (Cultural equivalence)** – Asl matndagi madaniy unsurlarni maqsad tilida eng mos tushuncha yoki ifoda orqali uzatish.



What is globalization? Kirish tartibi:

[https://www.piie.com/microsites/globalization/what-is-globalization\(murojaat qilingan sana: 28.12.2023\)2](https://www.piie.com/microsites/globalization/what-is-globalization(murojaat-qilingan-sana:28.12.2023)2)

Has globalization passed its peak? Kirish tartibi:

<https://www.statista.com/chart/21821/global-trade-volume-as-a->