



## THE ROLE OF TRANSLATION IN PROMOTING CULTURAL HERITAGE IN DIGITAL MEDIA: THE INTERPLAY OF STORYTELLING, LITERACY, AND KNOWLEDGE TRANSFER

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**ANNOTATSIYA:** *Ushbu tadqiqotda raqamli media muhitida madaniy merosni targ'ib qilishda tarjimaning roli o'rganiladi va uning madaniy vositachi sifatidagi funksiyasi yoritiladi. Tadqiqot tarjima, hikoya qilish (storytelling) va raqamli kommunikatsiyaning birgalikdagi ta'siri orqali madaniy meros savodxonligini hamda bilim uzatishni qanday kuchaytirishini tahlil qiladi. Natijalar shuni ko'rsatadiki, tarjima faqat lingvistik jarayon emas, balki madaniy va interpretatsion faoliyat bo'lib, madaniy ma'nolarni global miqyosda tarqatishga yordam beradi. Shuningdek, storytelling o'quv jarayonida qiziqish, xotirada saqlash va tushunishni yaxshilovchi samarali usul sifatida ko'rsatiladi. Tadqiqot oliy ta'limda tarjima va storytellingni birlashtirish orqali madaniyatlararo kompetensiyani rivojlantirish muhimligini ta'kidlaydi.*

**ANNOTATION:** *This study examines the role of translation in promoting cultural heritage in digital media and highlights its function as a cultural mediation tool. It explores how translation, combined with storytelling and digital communication, enhances cultural heritage literacy and knowledge transfer. The research shows that translation is not only a linguistic process but also a cultural and interpretive act that enables the global dissemination and adaptation of cultural meanings. Additionally, storytelling is identified as an effective method for improving engagement, memory retention, and understanding of cultural content. The study emphasizes the importance of integrating translation and storytelling in higher education to develop intercultural competence and cultural awareness in the digital age.*

**АННОТАЦИЯ:** *В данном исследовании рассматривается роль перевода в продвижении культурного наследия в цифровых медиа и*



подчеркивается его функция как инструмента культурного посредничества. Анализируется, как перевод, в сочетании со сторителлингом и цифровыми коммуникациями, способствует развитию культурной грамотности и передаче знаний. Результаты показывают, что перевод является не только лингвистическим процессом, но и культурным и интерпретационным актом, обеспечивающим глобальное распространение культурных значений. Также сторителлинг определяется как эффективный метод повышения вовлеченности, запоминания и понимания культурного контента. Исследование подчеркивает важность интеграции перевода и сторителлинга в высшем образовании для развития межкультурной компетенции в цифровую эпоху.

**Keywords:** Translation, Cultural heritage, Digital media, Storytelling, Cultural heritage literacy, Knowledge transfer, Cultural mediation, Intercultural communication, Mediamatics, Education

## Introduction

People now use digital media platforms to share and interpret their cultural heritage because the digital age is advancing at a fast pace. The current situation requires development of communication systems which will enable people to protect cultural heritage while making it accessible to all through bilingual communication. Translation functions as a vital instrument for cultural mediation which allows translators to send cultural concepts and values and traditional knowledge from one language to another. The research on cultural heritage literacy shows that educational programs need to teach students how to access and analyze cultural information so they can effectively use it in different contexts. Pitoňáková and Augustínová conducted research which shows that cultural heritage literacy involves two main components: historical knowledge preservation and its contemporary connections through cultural and media and information literacy skills. Students who study at universities learn how to analyze cultural heritage resources in their local surroundings and throughout the world. The latest research about educational storytelling and knowledge management shows that learning through narratives



helps students transfer knowledge better while they stay more engaged and remember information for longer periods of time. Digital storytelling enables people to share intricate information through a format which makes it easier to understand and creates emotional connections with viewers thus becoming a powerful educational and communicative resource.

## **Integration of Translation and Storytelling in Cultural Heritage**

The combination of translation and storytelling functions as an essential method for both protecting and advancing cultural heritage through digital media. Cultural heritage exists as an authentic narrative form because it manifests through historical accounts and traditional customs and mythical stories and shared community recollections. The global audience needs translation because cultural narratives require it as their essential method to create understanding between different languages and cultural groups. The process of translation extends beyond translating words because it acts as a cultural bridge that transmits information to different cultural situations. Storytelling creates a framework that enables people to understand cultural material which generates emotional connections through its narrative structure. The combination of translation and storytelling enables different audiences to experience cultural heritage which researchers can study through their accurate transfer. Digital media environments gain strength through this integration which achieves maximum effectiveness. The translation of multimedia storytelling allows cultural heritage to be shown through various forms, including text and audio and images and video, which leads to a complete educational experience that involves active participation. This method preserves cultural content while creating new interpretations that show how people communicate today.

## **Digital Media as a Space for Translated Cultural Heritage**

Digital media has established a new method for cultural heritage preservation which now exists as an online digital resource. Previous methods of cultural heritage preservation occurred through physical locations which included museums and libraries and archives and historical sites. Historical knowledge along with traditional practices and cultural values existed in these locations which people needed to visit



for educational purposes. Modern digital technologies together with internet access now enable people to discover cultural heritage content which exists throughout various online platforms including websites and social media and digital museums and videos and interactive applications. Translation has gained critical importance in the contemporary world because of the new conditions which exist today. The process of translation goes beyond word replacement between two languages to create understanding of cultural meanings which different cultures interpret differently. Translation enables global audiences to understand cultural heritage elements which include distinctive customs and historical facts and local expressions and traditional meanings. The process of translation in digital media operates as an integrated system which functions with visual design and audio elements and video content and narrative techniques. Online historical content. Online historical content includes written text and subtitles and narration and images and animations. All elements function together to enhance the cultural content presentation which becomes more attractive while maintaining better understanding for audiences. The main functions of translation in digital media can be explained as follows:

**First, multimodal translation.** This means combining different forms of communication such as text, sound, and visuals. Users gain access to content through visual displays and audio playback which creates a more memorable experience of cultural material.

**Second, localization of cultural content.** This means adapting cultural information so that it fits the language, culture, and expectations of different audiences. For example, some cultural expressions or traditions may not be familiar to foreign audiences, so translators explain or adapt them in a simpler and clearer way without losing the original meaning.

**Third, adaptation of historical and cultural narratives.** Many cultural stories are complex and deeply connected to a specific culture. Translation helps to restructure these stories so that online users can easily understand them while still keeping their main message and cultural value.



**Fourth, facilitating intercultural dialogue.** Digital media allows people from different countries to communicate and share cultural knowledge. Translation plays a key role in this process because it removes language barriers and helps people understand each other's cultural heritage. This builds mutual respect and global cultural awareness.

## Conclusion

In conclusion, the promotion of cultural heritage in digital media is strongly supported by the combined use of translation and storytelling. In today's globalized and digital environment, cultural heritage is no longer limited to local or physical spaces; instead, it is widely shared through online platforms where people from different linguistic and cultural backgrounds can access it. In this process, translation plays a key role as a cultural mediator that ensures the accurate transfer of meanings, values, and traditions across languages.

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