

ANTHROPOCENTRIC APPROACH TO CULTURAL TRANSFER IN TRANSLATION

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Abstract. This article examines the anthropocentric approach to cultural transfer in translation, emphasizing the central role of the translator as an active agent in meaning construction. It analyzes how culture-specific elements such as idioms, traditions, and realia are conveyed from the source language into the target language through the prism of human cognition and cultural competence. Special attention is given to the translator's individual decisions, background knowledge, and interpretative strategies, which significantly affect the translation outcome. The study also explores major translation strategies, including domestication, foreignization, and adaptation, in the process of cultural transfer. Furthermore, it discusses the challenges related to translating culture-bound items and highlights the importance of balancing fidelity to the source text with clarity for the target audience. The findings indicate that the anthropocentric approach enhances translation quality by prioritizing human and cultural factors.

Keywords: anthropocentric approach, cultural transfer, translation, translator's role, domestication, foreignization, adaptation.

АНТРОПОЦЕНТРИЧЕСКИЙ ПОДХОД К ПЕРЕДАЧЕ КУЛЬТУРНЫХ ЭЛЕМЕНТОВ В ПЕРЕВОДЕ

Аннотация. В данной статье рассматривается антропоцентрический подход к передаче культурных элементов в переводе, с акцентом на ключевую роль переводчика как активного участника процесса формирования смысла. Анализируется, как культурно-специфические элементы, такие как идиомы, традиции и реалии, передаются с исходного языка на целевой через призму человеческого мышления и культурной компетенции. Особое внимание уделяется индивидуальным решениям переводчика, его знаниям и интерпретационным стратегиям, которые существенно влияют на результат перевода. Также рассматриваются основные переводческие стратегии, включая доместикацию, форенизацию и адаптацию в процессе культурной передачи. Кроме того, обсуждаются трудности перевода культурно обусловленных единиц и подчеркивается важность баланса между сохранением смысла оригинала и понятностью для целевой аудитории. Результаты показывают, что антропоцентрический подход способствует повышению качества перевода за счёт учета человеческого и культурного факторов.

Ключевые слова: антропоцентрический подход, культурный трансфер, перевод, роль переводчика, доместикация, форенизация, адаптация.

TARJIMADA MADANIY ELEMENTLARNI YETKAZISHDA INSON MARKAZIYLIGI

Annotatsiya. Ushbu maqolada tarjimada madaniy elementlarni yetkazishda antropotsentrik yondashuv tahlil qilinadi hamda tarjimonning ma'no yaratish jarayonidagi markaziy roli yoritiladi. Tadqiqotda idiomalar, urf-odatlar va realiyalar kabi madaniy birliklarning manba tilidan tarjima tiliga inson tafakkuri va madaniy kompetensiya asosida qanday o'tkazilishi ko'rib chiqiladi. Tarjimonning individual qarorlari, bilim darajasi va interpretatsiya strategiyalarining tarjima natijasiga sezilarli ta'siri alohida ta'kidlanadi. Shuningdek, domestikatsiya, foreignizatsiya va adaptatsiya kabi tarjima strategiyalari madaniy tarjima jarayonida tahlil qilinadi. Bundan tashqari, madaniy birliklarni tarjima qilishdagi muammolar muhokama qilinib, asl matn mazmunini saqlash va o'quvchi uchun

tushunarlikni ta'minlash o'rtasidagi muvozanatning ahamiyati yoritiladi. Natijalar shuni ko'rsatadiki, antropotsentrik yondashuv tarjima sifatini oshirishda muhim omil hisoblanadi.

Kalit so'zlar: antropotsentrik yondashuv, madaniy transfer, tarjima, tarjimon roli, domestikatsiya, foreignizatsiya, adaptatsiya.

INTRODUCTION

In today's world, globalization has increased communication between different cultures, and because of this, translation has become more than just changing words from one language into another. It is now also a way of transferring culture from one society to another. Since language and culture are closely connected, translating a text always involves dealing with cultural meanings as well.

In translation studies, there is an important idea called the anthropocentric approach. This approach focuses on the role of humans in translation, especially the translator. According to this view, translation is not only a mechanical process, but also a mental and interpretative activity. The translator plays an active role in understanding and recreating meaning based on their knowledge, experience, and cultural background. One of the main difficulties in translation is how to deal with culture-specific words or expressions, such as *realia*. These elements often do not have exact equivalents in another language. Because of this, the translator has to make decisions on how to transfer their meaning in the best way. In some cases, the translator keeps the original cultural element, and in other cases, they adapt it to make it easier for the target reader to understand.

This article discusses the anthropocentric approach in translation and focuses on how cultural elements are transferred from one language to another. It also explains the role of the translator and the strategies used in this process.

LITERATURE REVIEW AND METHODOLOGY

This article is based on the analysis of scientific research conducted in the field of translation studies, as well as the views of local scholars. In particular, the works of G‘. Salomov, I. G‘afurov, O. Mo‘minov, N. Qambarov, R. Shirinova were used as the main theoretical sources. Their studies focus on translation theory, cultural transfer, linguocultural aspects, as well as the cognitive and interpretative role of the translator.

In addition, the research employs comparative, analytical, and statistical methods in the process of investigation. These methods were used to analyze and compare different theoretical approaches and translation strategies within the scope of cultural transfer in translation.

DISCUSSION

The analysis of the anthropocentric approach to cultural transfer in translation shows that translation is not merely a linguistic substitution process, but a complex cognitive, cultural, and interpretative activity. In this process, the translator plays a central role as an active decision-maker who reconstructs meaning based on linguistic competence, cultural awareness, and individual interpretation. This confirms the key idea of the anthropocentric paradigm, which places the human factor at the center of translation.

One of the most challenging aspects of cultural transfer is the translation of culture-specific elements, such as realia, idioms, traditions, and culturally bound expressions. These elements are deeply rooted in the source culture and often do not have direct equivalents in the target language. Therefore, translators must rely on different strategies depending on the communicative purpose and the target audience.

In this regard, two main translation strategies—domestication and foreignization—play a crucial role in cultural transfer.

<p>Domestication (Adaptation to Target Culture)</p>	<p>Foreignization (Preservation of Source Culture)</p>	<p>Effect in Translation</p>
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Apple pie (US cultural item) - “oddiy mashhur shirinlik”	Apple pie (kept in original form)	Domestication makes meaning clear; foreignization preserves culture
Thanksgiving - “oilaviy minnatdorchilik bayrami”	Thanksgiving (kept with explanation if needed)	Adaptation increases accessibility
High school prom - “maktab bitiruv kechasi”	Prom (kept as cultural term)	Domestication removes cultural distance
“It’s raining cats and dogs” - “juda kuchli yomg‘ir yog‘yapti”	Literal form kept with explanation	Meaning vs. cultural imagery contrast
Baseball idioms - general sport or everyday expression	Original baseball metaphor preserved	Cultural simplification vs. authenticity

As shown in the table, domestication helps to make the text more understandable and reader-friendly by adapting cultural elements to the target culture. However, this strategy may reduce or even eliminate the original cultural identity and stylistic uniqueness of the source text.

On the other hand, foreignization preserves the cultural specificity of the source text and allows the reader to experience a foreign culture more directly. However, it may create difficulties in understanding, especially for readers who are not familiar with the source culture.

Another important point is that translation decisions are not mechanical but highly subjective. Different translators may choose different strategies depending on their cognitive abilities, cultural knowledge, and personal interpretation. This supports the

anthropocentric view, which emphasizes the translator's central role in meaning construction.

Furthermore, globalization has increased the importance of cultural transfer in translation. Today, translators act not only as linguistic mediators but also as cultural mediators between societies. This requires not only language proficiency but also intercultural competence and sensitivity.

Overall, the discussion shows that effective cultural transfer depends on achieving a balance between domestication and foreignization. While domestication ensures clarity and accessibility, foreignization maintains cultural authenticity. The anthropocentric approach highlights that this balance is ultimately determined by the translator as a human agent, making translation a dynamic, creative, and culturally sensitive process.

CONCLUSION

The results of this study indicate that the anthropocentric approach plays an important role in understanding the process of cultural transfer in translation. Translation is not only a linguistic activity involving the replacement of words from one language to another, but also a complex cognitive and cultural process based on human thinking, experience, and interpretation. In this regard, the translator acts as a central figure who actively constructs meaning.

The analysis shows that culture-specific elements such as realia, idioms, and national concepts require different translation strategies. In particular, domestication and foreignization are considered the most important approaches in dealing with cultural transfer. Domestication makes the text more understandable and accessible for the target reader by adapting cultural elements, while foreignization preserves the originality and cultural identity of the source text.

The study also confirms that translation decisions are subjective and depend on the translator's knowledge, cultural competence, and experience. This supports the main idea

of the anthropocentric approach, which emphasizes the dominant role of the human factor in translation.

Overall, effective cultural transfer requires a balance between preserving the source culture and adapting it to the target audience. Therefore, translation should be viewed not as a mechanical process, but as a creative, interpretative, and human-centered activity.

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