



MODERN APPROACHES TO TRANSLATION, COMMUNICATION, AND LANGUAGE PRACTICE

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Abstract. In today's globalized world, translation is no longer just about changing words from one language to another, it has become a vital form of intercultural communication. Modern translation focuses on context, the purpose of the message, and cultural differences, making it an important tool for clear and effective interaction. This article examines current translation theories and their effect on communication and also how language practice helps develop cultural understanding.

Key words: translation, communication, intercultural communication, modern approaches, language practice, functional approach, communicative approach, translation technology.

Introduction

Translation has always been important for connecting different cultures. Since ancient times, translators have helped people from different countries communicate by sharing knowledge, religious texts, laws, and stories. With globalization, good translation is needed more than ever. Today, information, ads, scientific research, and political messages can reach the whole world instantly.

The problems of incorrect translation show the importance of professional training. For example, in the 1960s, Pepsi advertisements in China were translated as "Pepsi brings you death", which caused misunderstanding and a negative response. This shows that translation is not just about changing words, but a complex process of interpretation and adaptation.

Modern translation involves using correct language, cultural adaptation, and a communicative function. The importance of studying modern methods is vital because the quality of translation directly influences the success of communication in an international environment.

Theoretical background

Translation studies have developed significantly in recent decades, moving from a focus on literal translation to more functional, communicative and culturally oriented approaches. Understanding these theoretical foundations is important to analyze modern translation practices and their role in effective communication.

One of the most fundamental principles is literal and communicative approaches (Newmark, 1988). Literal translation is oriented on the exact match of words, the priority is accuracy, not naturalness of the text. This approach is more often used in legal, scientific,



and technical texts. In contrast, communicative approach is aimed at creating a text that sounds natural to native speakers while preserving the original meaning. It is widely used in literature, advertising, and educational materials.

Another key framework is Skopos Theory, or the functional approach, proposed by Vermeer (2000). According to this theory, the purpose of translation (Scopus) determines the choice of strategy. For example, an advertising slogan can be creatively adapted to the cultural characteristics of the target audience, whereas a legal document requires literal accuracy. The functional approach asserts that the translation method is determined by the purpose, and not by a rigid binding to the source texts.

The cultural approach highlights the importance of considering social, historical and cultural factors in translation (Venuti, 2003). Translators act as cultural guides, making sure expressions, values, and customs are adjusted for the audience. This is especially important in literature and intercultural communication, where word-for-word translation may not convey the true meaning.

Language practice is another important part of translation theory. Experts like Baker (2018) stress that actively using both the original and target languages through reading, listening, writing, and speaking is crucial for building cultural understanding and accurate translation skills. Regular practice helps translators understand idioms, cultural details, and meanings in context.

Modern translation theory also looks at technology and computer-assisted translation (CAT) tools, including AI-based translation systems. While these tools make work faster, experts agree that human translators are still important to ensure accuracy, style, and cultural correctness (Kenny, 2021).

Modern approaches to Translation

Modern translation combines theory with practical methods to meet the growing demands of globalization, technology, and cross-cultural communication. While traditional theories are still valuable, today's translation work also requires flexibility, creativity, and skill with technology.

1. Communicative approach in practice

The communicative approach focuses on creating texts that are natural, clear, and culturally appropriate for the target audience. Translators adapt idioms, tone, and style according to the context.

Example: The English phrase "Break a leg!" in literal translations is adapted into Russian as "Ни пуха, ни пепла", maintaining the intended wish for good luck rather than a literal translation.

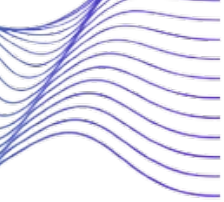
This approach is widely used in literature, advertising, film subtitles, and educational materials.

2. Functional approach

The functional approach guides translators to prioritize the purpose of the text over literal translation.

Example: Nike's slogan "Just do it" is adapted in different countries to suit local culture, e.g., in Japan: "Просто действуй смело".

This approach is very useful in marketing, public relations, and user manuals, where the main goal is to communicate effectively with the audience.



3. Cultural mediation

Translators often act as cultural mediators, adjusting texts to match the social norms, expressions, and expectations of the audience.

Example: The English idiom “to wear one’s heart on the sleeve” is translated into Russian as “быть открытым, не скрывать чувств”, keeping the meaning rather than the exact words.

Cultural adaptation is especially important in literature, media, and diplomatic communication.

4. Technological approaches

Today, translators often use Computer-assisted Translation (CAT) tools and Neural Machine Translation (NMT) systems.

Example: Machine translation can create drafts of scientific papers or websites, but human translators adjust style, remove ambiguities, and ensure cultural correctness.

Tools like DeepL, Google Translate and AI platforms such as ChatGPT can work out but cannot replace human expertise.

5. Pragmatic and Interdisciplinary Strategies

The pragmatic approach focuses on context, audience, and situation, combining language skills with knowledge of the subject.

Example: In diplomacy or international business, translators carefully adjust tone and meaning to prevent misunderstandings.

This method uses knowledge from linguistics, sociology, and intercultural studies

Impact on Communication

Translation is essential for clear communication between different languages and cultures. Accurate and culturally aware translation helps messages be understood correctly, prevents misunderstandings, and supports cooperation in international, educational, and professional settings.

1. Importance of Accurate Translation

Good translation serves as a bridge between cultures. Errors can cause confusion, conflicts, financial losses, or harm a person’s or organization’s reputation.

2. Translation and Intercultural Communication

Modern translation focuses on understanding culture, including local norms, values, and ways of communicating.

Translators act as mediators between different languages and cultures, making sure messages are clear and culturally suitable.

3. Technology and Communication

Computer-assisted translation (CAT) tools and neural machine translation (NMT) systems enhance efficiency but cannot fully replace human judgment. Machine translation may provide speed but can miss cultural nuances or context-specific meanings. Human translators remain essential for ensuring clarity and preventing miscommunication

4. Educational and Professional Impact

Translation practice improves language skills and intercultural competence. Students and professionals engage in translation exercises to better understand nuances of language and culture, improving communication in real-life contexts.

Conclusion



Modern translation is a complex process that combines language skills, cultural understanding, and the use of technology. Effective translation relies on communicative, functional, cultural, and technological approaches.

Regular language practice is key to improving accuracy, cultural awareness, and professional skills. In today's globalized world, translators play an important role as mediators and cultural interpreters, making the study and use of modern translation methods essential for both theory and practice.

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