# TRANSLATION STUDIES: PROBLEMS AND SOLUTIONS

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***Abstract:*** *This article looks at some of the key issues in translation studies today, especially with the impact of globalization and tech. We'll discuss how to achieve equivalent meaning, deal with cultural elements, the role of machine translation, and ensuring quality in translation. We also suggest some practical ways to tackle these challenges to help improve translation and communication between cultures.*

***Keywords:*** *Problems, translation, solution, research, communication, cultural exchange.*

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In today's world of globalization and technology, translation plays a vital role in connecting different cultures and languages. It's not just about transferring information; it also helps cultures share and understand each other better. But despite being around for a long time, translation studies still has several unresolved issues that need fresh thinking and analysis. This article aims to pinpoint the most pressing challenges in translation today and suggest effective ways to address them. We'll explore issues like achieving equivalence, conveying cultural nuances, using machine translation, and maintaining quality in translations.

Translation is an essential tool that ensures communication works when people express their thoughts in different languages. It's especially challenging when translating literary texts, which come with their own style and emotional depth[1].

While translation studies is a relatively new field, there's a wealth of theoretical work out there, often complicated and abundant. This is particularly

true in literature, where translation challenges are examined through modern linguistic lenses. The insights gained from these studies help shape training programs for future translators, and understanding the linguistic theories behind translation is key for that education[2].

Every field has its challenges, and translation is no different. Translators run into a variety of issues when working on texts[3].

Here are a few of the main challenges they face: the equivalence problem, capturing cultural nuances, ensuring translation quality, and managing the responsibility of being a translator. Equivalence problem: One of the trickiest parts of translation is achieving full equivalence between the source and target texts[4]. Finding a perfect translation that captures the meaning, style, and emotion of the original is tough. Equivalence can mean different things: the meaning of the text, the style it's written in, or how it impacts the reader. Modern theories, like the theory of skopos[5], suggest focusing on the function of the translated text in its new culture, which may mean straying from a literal translation. Transferring cultural realities: Cultural elements like proverbs, idioms, historical references, and place names usually don't have direct equivalents in other cultures. Translators must decide how to convey the meaning and importance of these cultural aspects[6].

Quality assurance: As translation work grows and competition increases, maintaining quality has become crucial. There's a need for solid quality assurance systems, including reviews by editors, proofreaders, and, when necessary, experts in the subject matter.

Possible ways to solve these problems:

- Developing the theory of equivalence from a pragmatic perspective: It is necessary to develop more flexible models of equivalence, taking into account the communicative purpose of translation and the specifics of the target audience.

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- Improving methods of translating cultural realities: It is necessary to develop and systematize methods of translating cultural realities, as well as to create glossaries and databases containing information on cultural features of different languages.
- Develop quality control systems based on linguistic expertise and feedback from clients: The quality of a translation should be assessed not only in terms of consistency with the original, but also in terms of its functionality and compliance with customer requirements.
- Enhancing translators' competence in intercultural communication and specialization in specific subject areas: Translators should have not only linguistic knowledge, but also a deep understanding of the culture and specifics of the field in which they work.
- Active promotion of ethical principles in the interpreting community: Codes of professional ethics should be developed and trainings for interpreters on ethical responsibility should be organized.

Translation activities play a key role in ensuring intercultural dialog and global communication. The solution to actual problems of translation studies requires a comprehensive approach, including the development of theory, improvement of methods, integration of technologies and professional development of specialists. Only then will we be able to realize the full potential of translation as an instrument of cultural exchange and mutual understanding.

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