STRATEGIES OF TRANSLATING CULTURAL REALIA

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Annotation. *Every culture has its own unique words or expressions that may be unfamiliar to speaker of other language. These cultural realia reflect the daily life, traditions, history or beliefs of a given society. Translators are responsible for conveying such terms accurately while keeping them understandable for readers. This article explores strategies for translating realia as transliteration, descriptive translation, and cultural substitution with examples. As a result, this work shows how important to find a balance between fidelity to the original text and readability in translation.*

Аннотация. *В каждой культуре есть свои уникальные слова или выражения, которые могут быть незнакомы носителям других языков. Культурные реалии отражают повседневную жизнь, традицию, историю или верования того или иного общества. Переводчики несут ответственность за точную передачу таких терминов, сохраняя при этом их понятность для читателей. В этой статье рассматриваются стратегии перевода реалий. В результате эта статья показывает насколько важно найти баланс между верностью оригинальному тексту и воспринимаемостью при переводе.*

Annotatsiya. *Har bir millatning o`ziga xos so`zlari va iboralari mavjud ular boshqa tilda so`zlashuvchi uchun notanish bolishi mumkin. Ushbu madaniy realiyalar ma`lum bir jamiyatning kundalik hayoti, an`analari, tarixi yoki e`tiqodlarini aks ettiradi. Tarjimonlar bunday atamalarni o`quvchilar*

uchun tushunarli qilib, ularni aniq yetkazishga mas`uldirlar. Ushbu maqolada realiyalarni tarjima qilish strategiyalari misollar bilan o`rganiladi. Natijada ushbu maqola asl matnga sodiqlik va tarjimada o`qish qulayligi o`rtasida muvozanatni toppish qanchalik muhimligi ko`rsatiladi.

***Key words**: cultural realia, translation strategies, adequacy, acceptability, intercultural communication.*

***Ключевые слова**: культурные реалии, стратегии перевода, адекватность, приемлемость, межкультурная коммуникация.*

***Kalit so`zlar**: madaniy realiyalar, tarjima strategiyalari, moslik, madaniyatlararo muloqot.*

INTRODUCTION

If we explain it in simple terms, realia are words, expressions or phrases that makes one language, culture or nation unique and different from others. Sometimes we read books, journals, or even watch some videos in social websites and just can`t really understand some words because they are specialized for one language speakers, even if it described in English still some words remain untranslatable in their original version. However, they are not really complicated for the people who speak on that language because they use these words in their daily life, clothing, customs and historical background.

In cross-cultural communication translating these words accurately plays an important role as translators has to preserve meaning to the target language. Translators need to understand that for proper translation they should know not only a language but also culture. In addition, there are some strategies that are mostly used in translating realia and they will be analyzed.

STRATEGIES FOR TRANSLATION

1. *Transliteration*

This method is one of the common while translating when a word is very specific to the source culture and does not have one equivalent in the target language. In this method, usually words are copied letter by letter. This is often used for languages like Arabic, Greek, Hebrew, Korean which have letters and sounds that do not exist in the English alphabet.

Examples:

Валенки = Valenki (traditional Russian winter boots made of sheep`s wool felt)

Кафтан = Kaftan (a long outer garment, used in cold climates)

Both of words are examples of transliteration, where the original version translated into another language with keeping initial spelling.

2. *Descriptive translation*

This is a technique that has a main role to give the description and explains the meaning of a culturally specific, non-equivalent term. This method of translation is one of the clear translation as it explains complex cultural with a few simple words to the target audience.

Examples: **Yum Cha** = Tea Gathering

The term means literally means drink tea in Cantonese. In Malaysia it refers to a social tradition where people gather to eat dim sum and drink tea. A descriptive translation such as tea gathering and makes easy to understand.

Ramazan Bayrami/ Seker Bayrami = Eid al- Fitr (Festival of Breaking the Fast/ Sugar Feast).

Ramazan bayrami or **seker bayrami** refers to a specific Muslim festival marking the end of Ramadan. Descriptive translation allows readers who are unfamiliar.

3. *Substitution*

Substiritution is a strategy where a word or phrase from one language is replaced by an equivalent word in another language. This method is often used when the cultural or linguistic nuance can be conveyed with a familiar term.

Examples: **Walao Eh!** = Oh my God!

The Malaysian exclamation expresses surprise, shock. In translation we replace it with oh my god which makes translation understandable for English speakers.

Macha = brother/ fam

This slang in Malaysia used to call close friend which is similar to the English slang fam.

CONCLUSION. As we know by learning and hearing different languages every language has words that show the life, history, and traditions. And because of these translating cultural realia is not that easy, that is why translators use a number of strategies to make these words appropriate for readers. Only by choosing the right strategy, translators can show not just meaning of the words but also the culture behind them.

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