

CROSS-CULTURAL COMMUNICATION: HOW CULTURAL DIFFERENCES INFLUENCE THE PERCEPTION AND USE OF LANGUAGE, CONCEPTS OF INTERCULTURAL COMMUNICATION AND TRANSLATION

Кросс-культурная коммуникация: как культурные различия влияют на восприятие и использование языка, понятие межкультурной коммуникации и перевода

In today's world, where cultural diversity is an integral part of our lives, cross-cultural communication plays a crucial role. It is a process that enables people from different cultural backgrounds to understand one another and exchange information. However, cultural differences deeply influence how we perceive and use language. Language is not merely a tool for communication but a reflection of the unique norms, traditions, and worldviews of each culture.

For instance, words and expressions can carry entirely different meanings depending on the cultural context. Even simple gestures or facial expressions may be interpreted differently in various parts of the world. What is considered friendly in one culture could be perceived as rude in another. This highlights the importance of cross-cultural communication, which requires openness and respect for differences.

High and low context cultures are preserved. I will give an example of two different countries with different communication contexts. In the high context culture of Japan. This means that most of the communication is implicit and uses more non-verbal means. Communication involves subtlety and understanding of social hierarchy. You cannot say the word «no» because in Japanese communication gestures are crucial. If we are talking about low context culture, we should remember Germany. Germans like brevity, precision and do not like ambiguity. However, if you do not understand the subtleties of the communication culture of different countries, this can cause misunderstandings.

Translation serves as a powerful tool to bridge these gaps. However, a translator must go beyond the literal meaning of words to convey the cultural context behind them. Missteps in translation can lead to misunderstandings or even offense, underscoring the complexity and responsibility of this work. Literal translations often fail to capture the nuances of meaning embedded in cultural contexts. For example, «Break a leg!» The literal translation into Russian is «Break a leg!», and the correct one is «Good luck!». Skilled translators must not only possess language proficiency but also an understanding of cultural references and idiomatic expressions to convey the intended message accurately.

Understanding and embracing cultural nuances not only enhances communication but fosters mutual respect and cooperation in a globally connected world.