



THE PLACE OF THE CULTURE IN THE TRANSLATION PROCESS

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Abstract

This paper deals with the translation phenomenon as a cultural transfer. We try to show the importance of the translation factor in this globalized world and to what extent the translation is important in people's daily life. Actually translation factor was existed in all areas of time and we can say that it was a kind of the bridge between the people of the different origins. This article points out that the professional translator is a kind of intercultural expert. Translation can be defined as intercultural practice. Some aspects will be given to show the special interrelation between the language and the culture. Culture can be different according to everyone. Culture means nation where nation means language, tradition and believes. Every nation has proper culture to live. Successful translation can be defined as a cultural transfer. So the translation is one of the essential way in transferring culture. The translation is a kind of transfer between cultures. Language must be understandable as a cultural practice because by the help of the language we transfer our cultural scenes. So the translation of the particular language can be called as the cultural process. Though we cannot imagine how much ethnic and cultural values differ through language, where language preserves the history and traditions of the people. Language is the construction of our identities and cultures.

Keywords: Language, Culture, Cultural Competence, Translation process, Translation Competence.

1. Introduction

During the ages translators have always played an important role in a given society. Throughout history, translation has always been an important practical concern. We can say that translators have developed the societies for centuries. So in order to explain the bound between culture and translation. We have to look at some disciplines. Firstly when we look at the language we can say it can not be completed without its culture. Language is not just a simple way of communication, it is a mirror of a particular culture. In order to understand and learn a particular language, the culture of this language should be examined. Language is a tool of communication.

Lucy states that "Language holds a special place in human life. It provides the dominant medium for social interaction helping to enable the distinctive forms of organization that we call cultures" (Lucy,2004,p.1)

Acctually we cannot separate culture from language. Both of them are connected to each other. We cannot think about one society without culture. Culture is the characteristics and knowledge of a particular group of people, defined by everything from language, religion, social habits and arts. Firstly we can say that culture can be different according to everyone. Culture means nation and life, where nation means language, tradition, believes and customs. Every human exists according to his or her cultural attitudes. Cultural values as the traditions and different styles make the language so colourful and attractive.

"Language is a central feature of human identity. When we hear someone speak, we immediately make guesses about gender, education level, age, profession, and place of origin. Beyond this individual matter, a language is a powerful symbol of national and ethnic identity". (Gibson, 2004, p.1)

2. Language and Culture

Language plays a very great part in our life. We can define it as a symbolic system of the communication, which is learned by human instead of biologically inherited. "It provides the dominant medium for social interaction that we call cultures". (Lucy, 2004,p.1) We can say that the language, the ability to talk can be earned by time opposite to the other human actions such as eating sleeping or walking which can be earned without special learning even in an isolated area. By other words, it is a combination of sounds, symbols and words, which are expressing a meaning, idea or thought. The language is used in many forms, primarily through oral and written communications as well as using expressions through body language. It is very special thing, which differentiates humans from animals. Where human exist, language exists. We cannot imagine people's life without a language.

Where Bloomfield states in his book as well "the effects of language are remarkable, and include much of what distinguishes man from the animals". (Bloomfield, 1993, p.3)

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We can say that human cannot exist without culture. Every nation has proper culture to live. Because the culture shows us the reality of the world, it is a kind of mirror. Because human shapes his views upon the world through the culture, behaves, and lives according to this. By other words, we can say that our life's rule is the product of our culture. Therefore, we cannot define culture by one word as an art or habits. It has a very huge meaning, which shapes our life and show the reality of the proper society.

Definitely according to the many researches nowadays, there is the relation between the language and thought or we can say that it is the interrelation between the language, thought and culture. Language must be understandable as a cultural practice because by the help of the language we transfer our cultural scenes. So according to this it can be seen that the translator plays a very important place in our life. The importance of translation factor in our daily life is extensively multidimensional. We can see translation in every sphere of our lives. In fact, even our every day language is filled by cultural patterns, which are usually not recognized. By the act of talking, we express our social and cultural roles, which are deeply set in our thoughts. Where Sapir states that: "Language does not exist apart from culture, that is, from the socially inherited assemblage of practices and beliefs that determines the texture of our lives". (Thanasoulas, 2000, p.13)

Language is bound up with culture in multiple ways. Words reflect people's attitudes and believe. Language expresses cultural reality. Therefore when people communicate face to face or by telephone or acting like a writing a letter and sending an e-mail all these show their cultural backgrounds. The way in which people use the language, spoken, written or visual creates messages that are understandable to the group they belong. Such as by the accent or way of talking an even gestures and facial expressions this can be obvious. Actually, it does not matter verbal or non-verbal will be communication all will express cultural reality, which cannot deny. Where Walsh says that: "Language is more than a mode of communication or a system composed of rules, vocabulary, and meaning; it is and active medium of social practice through which people construct, define, and struggle over meanings in dialogue with and in relation to others." (Norton, 2000, p.110) These norms of interpretations and interactions are formed by culture of language users. Hence, we can say that without language culture cannot be completely acquired nor can be effectively expressed. Nevertheless, as well as we mentioned above that everyone completing each other as well language cannot exist without culture. We can call the language as a tool of expression and adaptation of culture. Language helps us to realize our own culture and to study the new one. By the help of the language we can explain our wishes, our culture explains us what to do and not to do. Where in one of the books called "Language and Culture". It speaks about the parents who can inform by the help of the symbolic communication his child that the snake is dangerous thing. By giving particular details and shaping its form or color or length, therefore when child probably will recall the symbolic word for the animal, he will remember that he has to avoid the danger. We can say that if this symbolic language does not exist it will be quite different to explain by live example, which will be quite dangerous. As we mentioned above that human being cannot exist without a language, where if language cannot exist without its culture as both of them interrelated with each other. Hence, we can explain our happiness or sadness all our conditions by the help of the symbolic language including gestures or facial expressions. It can be given example that Some languages such as Arabic, Turkish are filled by the expressions like , "Hoş geldiniz" in Turkish or "Tafaddal" in Arabic means welcome, or in the condition if someone ill "Salamtek" in Arabic or "Geçmiş olsun" in Turkish, where there is no similar word to it in English or in Russian at all. From all these statements above, we can see very big differences in every language where some languages do not contain these expressions at all it is a very big presenting of the cultural pattern. According to all this information we can say that successfull translator should be aware of the cultural patterns and structures in both languages. Actually as we mentioned above all people act according to theis cultural backgrounds.

For example, we can say when we ask the question "what did u cook?" The English speaker will give a respond that I cooked a chicken or "what did you do yesterday?" the answer will be "I studied". While the Chinese speaker will say, "the chicken is cooked" and "the lessons are studied" by using the passive forms of the language. This is showing us that in the Chinese culture the actor is not important even by using different structures the reality is the same. Another example can be given from Turkish expression "Ne kaynatıyorsunuz? The transator who is not aware of Turkish culture will not be able to translate rightly. As the real meaning of the statement in English what are you boiling? or in Russian что вы кипятите? Where the metaphorical definition of this sentence is what are you talking about? So Everyone acts according to her/his cultural values. As Ember (1981, p. 114) quotes:

"Without language we could not transmit or receive information symbolically, and thus we would not be heir to so rich and varied a culture".



Human culture always includes language, and human language cannot exist without culture. Hence we can say that the language is a tool which is used in a transforming a culture. Language can be used in a learning our own or in a discovering new culture as well. Language helps us to be engaged with a new ways of life and patterns of new cultures, where we can communicate with someone from very far and different points in the world, which will make our life colorful and rich. Exposure to another culture through its culture will introduce us the new realms of ideas, customs and habits. It can help us to follow the international events with insight, opening us perspectives to make us an informed and responsible citizen of our country and of the world. Realizing new cultures will create good opportunities for exchange, cooperation and mutual benefit. Though we cannot imagine how much ethnic and cultural values differ through language, where language preserves the history and traditions of the people. Hence, such insider knowledge can achieve the cultural understanding and defines culture in a very wide and clear way: "It refers to the total way of life of any society, not simply to those parts of this way which the society regards as hinger or more desirable. Thus culture, when applied to our own way of life, has nothing to do with playing the piano or reading Browning. For the social scientist, such activities are simply elements within the totality of our culture. This totality also includes such mundane activities as washing dishes or driving an automobile, and for the purposes of cultural studies these stand quite on a par with " the finger things of life". It follows that for the social scientist there are no uncultured societies or even individuals. Every society has a culture, no matter how simple this culture may be, and every human being is cultured, in the sense of participating in some culture of other". (Ember, 1981, pp.111-112)

Every social group acts according to their different believes and experiences during the life. Peck describes culture as : "Culture is all the accepted and patterned ways of behavior of a given people. It is that facet of human life learned by people as a result of belonging to some particular group; it is that part of learned behavior shared with others. Not only does this concept include a group's way of thinking, feeling, and acting, but also the internalized patterns for doing certain things in certain ways....not just the doing of them. This concept of culture also includes the physical manifestations of a group as exhibited in their achievements and contributions to civilization. Culture is our social legacy as contrasted with our organic heredity. It regulates our lives at every turn". (Thanasoulas, 2000, p.18)

Thus, human behaviour, biological, socio-cultural and linguistic, is parallel to the world (of which man is an element). Again, culture and language merge in a particular way: language as an element of culture. (Vermeer, 1992)

Furthermore, culture is a set of rules a group of people have learned to respond to life's events, such as deaths, births or weddings. So according to person's culture, the attitudes and believes are changing, there are some cultural norms, which are appropriate to some cultures where they are not appropriate for others cultures. Some norms we learn as we grow in our family and we can say that the model of these norms shaped by our parents or usually grandparents try to transmit some old traditions and culture to the youth generation. As it will be the continuation of the family's values. Simple example can be given that we do not learn to eat or to sleep by our culture but we learn how to eat and what to eat or when and where to sleep. All people eat but it differs a lot from culture to culture. We can say that we do not think that dogs are edible and this idea horrifies us. However, in China and in some other countries it is considered as a delicious food. According to some countries, the backed ham is a holiday dish, where Muslim society does not eat it at all. Other example can be given that in some Arabic countries and Northern Cyprus in a hot summer days it is quite normal to sleep one-hour afternoon. Even it is seems impolite to call or to visit someone at that hour. Again all these things are very distinctive patternts of the cultures. Therefore, all people eat and sleep because they must to do so but it differs from culture to culture as it is learned by time. As Middleton explains that:

"There is a great tendency to see groups of people in terms of their differences from us. They look different, act different, speak a different language. When they say and do things that we do not like, we attribute it to who they are- to the idea that they are different in essential way" (Parvis; 2005:5)

Therefore every society has culture, which is different from each other it does not a matter that it is simple or complex nice or bad according to everyone view as it is changed, so every human is cultured. Every human's culture includes his or her social heritage that tells which behaviors are appropriate or which are not. In one of the books called "Understanding Cultural Diversity in Today's Complex World" says that three points, which, can define the cultural character:

- Value
- Norm



- Etiquette

We can say that value tells us what to do but now how to do. The values identify the conditions or characteristics that members of the society consider important or valuable. In short, Values are ideas about what is important in life and norms guide our behavior in every situation. There are rules, which every group uses for appropriate and inappropriate behavior, values, attitudes and situations. Etiquette is a kind of manner or is a code that governs the social behavior. It describes the interaction between the individuals. The modern etiquette codifies social interactions such as greetings with respect or eating quietly and neatly, visiting when we are expected or disturbing someone in appropriate voice with respect. Therefore, one society can have very different attitudes and beliefs from the social group. Hence, because of these beliefs their views of the world are different from each other. Especially when we do not find the same things in other cultures, we react in a variety of ways. Sometimes we can find other individuals from other cultures strange, interesting, or even sometimes backwards. All our reactions build because of our own culture and we find them quite different or quite similar to our culture. Ember shows this reality by the term "cultural relativity" Actually usually people think that their culture is the best one and find others is strange. The person who judges other cultures solely in terms of his or her own culture is ethnocentric and positive evaluation called "the noble savage". Therefore, we become aware of cultural differences and similarities when we compare ourselves with people in other societies.

Ember quotes that, "Ethnocentrism, then, hinders our understanding of the customs of other people and, at the same time, keeps us from having creative insight into our own customs".(Ember,1981,p.109)

For example we can give lots of examples of successful translation where we can see cultural effects. The translators in these books successfully translated the languages by creating the pictures of those societies. As the translation activity is not just a kind of mechanical transfer but it is at the same time a creative variation of cultural patterns.

If we look at the book of Orhan Pamuk, *Istanbul Memories And The City* we can see an example of Turkish culture written in English language. ..." you will see apartment buildings and **yalis**, old ladies watching you from balconies as they sip their tea, To stand before the magnificent iron gates of a grand **yalı** bereft of its paint,"(Pamuk,2005,p.46)

We can say that here the translator Maureen Freely, who grown up in Turkey try to create a picture of Turkish culture. **Yalı** represents Turkish culture especially İstanbul is so famous for. Here the translator uses borrowing structure to explain Turkish culture.

Another example can be given from Çalıkuşu book which was translated to Russian language. **Russian example:** "Проходя садом, я встретила женщину со старым кожаным портфелем в руках, плотно закутанную в клетчатый тканый **чаршаф (Çarşaf)** Лицо было закрыто двойной чадрой."

Here Pechenyov translated to Russian language by using similar Turkish word "**Çarşaf**" to transfer Turkish culture.

Borrowing a term is taking a word or expression straight from another language, without translation. The procedure is normally used when a term does not exist in the Target Culture, or when the translator tries to get some stylistic or exotic effect. (Guerra, 2012, p.7)

3. The Relationship between Translation and Culture

Aksoy states that, translation theory that is in close relationship with the human phenomenon and seen as an inseparable part of it, gains a meaning when theory and practice come together. Seeking an answer to how and why this concept came out means to shed a light to cultural exchange between men, cultures and communities, to understand which work of art was translated for what reason and to understand what it contributed to the communities. (Tanrikulu, 2017,p.99)

We can call every translation process as a cultural transmission. When we look to the past in this global world, we have to face translation in every single moment in our lives. We can say that translation takes the important place in people's daily life. In every sphere for example when we watch television, we are face to face with translation. Translation always occupies place between language and culture. Other way communication in the foreign language without translation is impossible. We can say that translation is a kind of bridge between cultures and languages. It is known that every nation has his own culture.

The Professional translator by learning the cultural values can create that meaningful world of the target language. Therefore, the information of the target society should be represented by the target language through culture. Surely, when people can read so meaningful translations they will have chance to compare themselves and discover others as well. We can point out that a successful translator must go more



deeply than just monitoring the linguistic production of the language and must be aware of the complexity of the intercultural process that any foreign language learner undergoes

According to Classen, "translation can be identified as a metaphor of all human activities since we are social beings and heavily rely all the time on the ability to collaborate and to communicate with each other, whatever language we might speak "

(Classen, 2012, p.74)

As we know, this new world has many political, cultural, scientific social developments according to the globalization. In order to be involved in all these innovations people need to be face to face to the translation process. Actually we can say that in order to achieve an aim for the successful translation, firstly we have to take its education. The cultural awareness should be considered as one of the important factors in the translation process. Therefore means that at any rate language transfer means culture transfer. In fact, there is no such a thing as human nature independent from culture. Every our word or mimic are filled by cultural values and habits. According to some individual facts, we can guess an origin and culture of someone.

According to Vermeer: "Translation involves linguistic as well as cultural phenomena and processes and therefore is a cultural as well as linguistic procedure, and as language, now understood as a specific language, is part of a specific culture, translation is to be understood as a "cultural" phenomenon dealing with specific cultures: translation is a culture transcending process" (Vermeer, 1992, p.40)

Venuti points out that: " during the 1900s to 1930s, in translation theory the crucial trends are rooted in German literary and philosophical traditions and hermeneutics. It is considered that language is not communicative, but constitutive in its representations of thought and reality. For translation, taking this into account, it is viewed as an interpretation which necessarily reconstitutes and transforms the foreign text. For scholars as Schleiermacher and Bolt, translation is a creative force in which specific translation strategies serve a variety of cultural and social functions, paving the way for the construction of nations, literatures and languages"(Ghanooni,2012, p.78)

4. Conclusion

Finally we can say that the relation between culture and translation so clear and cannot be ignored. According to all these scholars views translation is intercultural action. The readers by reading books are involved in deeply rooted cultural patterns, traditions and ways of the lives. Sometimes reading a successful translated book can take us in a completely different world of that community according to their cultural patterns. So the translator should be so careful of the cultural elements. The translator should be aware of the structure and culture of the source text and target text. Every translation requires special proficiency in the specific field.

Eldali summarize and shows us so clearly the importance of the translation in these days "Nowadays, knowledge in which cultural exchanges have been widening, has been increasingly expanding and international communication has been intensifying, the phenomenon of translation has become fundamental. Be it for scientific, medical, technological, commercial, legal, cultural or literary purposes, today human communication depends heavily on translation and, consequently, interest in the field is also growing" (Eldali, 2011, p.30)

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