"TRANSLATION AND CULTURE"

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ABSTRACT
In this article, it should be said that the choice of words affects the translation during communication due to the presence of age, gender and knowledge factor there are many factors. Different vocabulary is used in different places, at someone's house, in a casual conversation with friends. Technical terminology also has a special connotative feature have sometimes people know the levels of society or professional use technical and professional vocabulary to show thinking. The use of technical jargon may be confusing to the uninitiated. Who is the translator? should use a technical term depending on what they are dealing with. It is clear that it is symbolic in every culture movement will exist. If the action is just a literal translation if done, its meaning disappears. This is important in the main language occurs when there is no action that is not focused on meaning. For example: He nodded his head. If the head nod in the original language means "yes" and the translation such a symbol may not have meaning in the language culture. In some cultures, nodding has a negative meaning rather than a positive one can also have. If the action form with another form in the recipient language connected, sometimes it is difficult to translate the marked action will be For example, if the original language contains "show fist". If so, the interpreter uses "anger" to clarify the meaning of the gesture. However, if "Show the fist" translation. If it has a different meaning in the language, this translation will help the students to understand the text allows him to understand.[1]

Keywords: translation, culture, language, equivalent, communication, translator, communication concept, communicator.

The word "culture" was coined by the English scientist Edward B. Tailoming in the book "Primitive Culture" published in 1871 used. According to Taylom, you know culture, trust, law, tradition and acceptance by various members of society includes various customs. Translation of a text not just an equivalent, it's as difficult as rewriting the original and complex process. This is the influence of one culture on another. Translation to understand the activity, we need the concepts of culture and language to clarify the relationship between language and culture we should pay attention. Linguist Gary Witherspoon is expressing his opinion on relations, he writes: "If we go to cultur if we look at it from the point of view of linguistics, it is one of culture we will have a

comprehensive understanding. If the language is a cultural point of view if we look at it from the point of view, the one-sided concept of language we will have." Every communication or original message has practical value. The interpreter determines that the message is a statement of evidence, a suggestion, a command, or a joke should know. For example, "I don't know" (hold) is not only translated as a statement, but a hesitation it can also mean ("Let's see").[2]

- Gives the meaning of the question "How are things" in the American dialect. It's about getting translation across linguistic and cultural barriers is a process. Culture is a way of life and its appearance for the masses who use their own language to express themselves unusual. We use the term "cultural" in general and personal language we have to separate. "Be", "live", "star", "table", "mirror" concepts such as are common and the problem is in their translation no. But such concepts as "steppe", "dacha", "challar" are known it is cultural and creates problems in translation. We focus on the similarity between the target and the source of the language we have to give. Different cultural outcomes in language grammar (rods of inanimate objects), forms of address (sir, sir, ma'am) consists of The more the language becomes a special phenomenon (flora and fauna), for translation if it has cultural characteristics causes problems. Words are often negative goes in a positive direction. For example: "skinny"-"layer", "thin"- "thin", "slender" – "thin" is the following for most people has meanings: "thin" - neutral, "slender" – "thin" - positive. They are synonymous in meaning. But they are different. "Fat" — "fat" — negative, "overweight" – "overweight" (fat) - neutral, "plump" – "full" - positive.[3]

The translator has different meanings of words in the original language and translation should be aware of alternatives in the language being used. Adjectives that seem synonymous are actually interchangeable may not be. For example: "beautiful" - beautiful, "handsome" - came. The words "lovely" and "pretty" are the same. Every communication or original message has practical value. Translator must know whether the message is a statement of facts, a suggestion, an order, or a joke. An example for "I don't know" (hold) just translates as a statement not done, but it can also mean hesitation ("We'll see"). "What gives" is the meaning of the question "How are things" in the American dialect will give. Translation is the transfer of a message across linguistic and cultural barriers is a process. Culture is a way of life and its appearance is self-expression it is unusual for the public to use a specific language. We need to distinguish the term "cultural" from common and personal language. "to die" concepts such as "live", "star", "table", "mirror" are common there is no problem with translation. But like "steppe", "dacha", "challar". concepts are culturally specific and present problems in translation brings we focus on the similarity between the target and the source of the language we have to give. In language grammar, different cultural results (inanimate stems of things), consists of forms of address (sir, Mr., Mrs.). How language has become a special phenomenon (flora and fauna), cultural if it has characteristics, it causes problems for translation will issue. Many cultural customs are described in simple language. Edward Sepir calls language a guide to social reality. Human

experience broadly defined by the language steps of society and each system describes a particular reality. Two that reflect the realities of exactly one society the language is not the same. Also the words used in different societies is different. Therefore, language is the heart of culture. Culture is reflected in language finds For example, the Japanese do not usually use the word "no". they don't they use other words or sentences to avoid saying. If Japanese to your proposal: "I will discuss this matter with my wife I have to see", if he replies, this will be his refusal. If you call a Japanese and tell him to meet you at 6 o'clock and he says, "Yes, at six o'clock say?" If he answers, understand that he does not agree with your proposal.[4]

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