

TRANSLATION STUDIES AND PROBLEMS OF INTERLINGUAL COMMUNICATION

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Abstract of the article: This article explores the field of translation studies and the main problems that arise in interlingual communication and provides information on the views of scholars regarding this topical issue. It examines the difficulties translators face when transferring meaning, cultural elements and idioms from one language into another. The article also highlights the importance of considering context, cultural background, equivalence and communicative purpose in achieving an accurate and natural translation. Understanding these issues can contribute to improving the quality of translation and facilitating effective communication between speakers of different languages.

Key words: translation studies, interlingual communication, translation problems, cultural differences, translation strategies and equivalence in translation.

As we all know, translation studies is the academic field that studies the theory, practice, methods, problems and development of translation. In simple words, it focuses on how meaning can be transferred from one language to another while considering language, culture, strategies and opportunities of AI. In recent years, we are realizing that this field plays a crucial role in our life. For example, many words or idioms are translated with different ways and meanings and most of individuals are getting misunderstanding while they are communicating with people in another language. It is also way of transferring ideas, meanings, traditions and cultural meanings from one community to another. Every language reflects the culture and history of its speakers. Therefore, we should be careful while translating foreign words. The phrase "Break a leg!" literally means "Break your leg!" in English. However, its actual meaning is "Good luck!". Translation Studies also examines how to convey the intended meaning correctly in such cases.

Role of Artificial Intelligence. In today's world, the importance of interlingual communication is rapidly increasing while artificial intelligence technologies are having a significant impact on the field of translation. The advantage is that it increases translation speed and popularity. In fact, unlike human translators, AI tools can process thousands of words within a short period of time. They are useful for translating simple and difficult texts, such as general information, instructions and basic documents. However, AI still has some limitations. As I mentioned, translation is not only about words: it also involves context, culture, emotions, idioms and intended meaning. For example, an idiom may have different meaning from its literal translation. If AI translate this idiom “ it's raining cats and dogs” word for word, its translation may be meaningless. But its actual meaning is “it is raining very heavily”.

Equivalence in translation. Equivalence in translation refers to the relationships between the original text and its translation. It means that the translator tries to transfer the same meaning, message, function or effect from the source language to the target language. However, equivalence does not always mean translating every word literally. Languages have different grammar, vocabulary, cultural references and ways of expressing ideas. Therefore, a good translation should focus on the intended meaning rather than only the individual words.

Major Types of Equivalence

Formal and Dynamic Equivalence:

- Formal equivalence focuses on structural and literal fidelity, matching the exact form and grammar of the source text:

-La ragazza legge un libro. [Italian]

-The girl reads a book. [English]

- Dynamic (or functional) equivalence focuses on the response of the target reader, aiming for the same natural expression and communicative effect:

-Costa un occhio della testa [Italian]

word for word translation: it costs an eye of the head.

-It costs an arm and a leg (expensive) [English]

2. Koller's five frameworks:

- ***Denotative equivalence.***

- *Connotative equivalence.*
- *Text-normative equivalence.*
- *Pragmatic equivalence.*
- *Formal equivalence.*

Translation strategies. Strategies are the methods and techniques that translator use to solve difficulties when transferring a message from source language (SL) into a target language (TL) while preserving meaning, style and communicative effect. In literal translation, the translator follows the structure and words of the original as closely as possible. This works well when the two languages have similar structures and the literal meaning sounds natural.

Why are translation strategies important?

- grammar
- vocabulary
- idioms
- cultural references
- sentence structure
- style
- context
- pragmatic meaning

The main goal is not always translating every word, but transferring the intended meaning and communicative effect as naturally and accurately as possible.

In conclusion, the process of translation and interlingual communication requires the correct transmission not only of linguistic units, but also of cultural contexts and systems of thought. In the context of equivalence and technological progress, a deep understanding of linguistic and cultural differences and the development of an approach appropriate to each context remain important factors for effective translation and communication.

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