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TRANSLATION AS CULTURAL MEDIATION IN A GLOBALIZED WORLD

Today, people communicate with representatives of other countries and cultures more often than ever before. We study, work, travel, and share information with people from around the world.

Understanding other cultures is especially important in difficult and uncertain times, including periods of war. The ability to speak foreign languages and to translate information allows people to explain what is happening in their country and to share real experiences with the international community. This responsibility does not belong only to professional translators. Every individual who communicates with foreigners, talks to international media, or shares information with friends abroad can become a mediator between cultures.

The work aims to explore the role of translation in connecting people from different cultural backgrounds.

Translation plays a special role in this process. It helps convey not only words but also cultural meanings, values, traditions, and ways of thinking.

In today's world, communication between people from different cultures has become part of everyday life. Social media, international education, migration, and global events connect individuals across countries and continents. However, the ability to communicate does not automatically mean the ability to understand.

Cultural differences, different values, and ways of expressing meaning often create misunderstandings. That is why translation and intercultural communication are important not only for professional translators but for every individual who interacts with the global world.

E. Hall and M. Hall's distinction between high-context and low-context cultures helps explain why misunderstandings occur even when people speak the same language or use translation tools. In high-context cultures, meaning is often implicit. It depends on shared cultural knowledge; in low-context cultures, information is expressed more directly through words (Hall & Hall, 1990, 6–10).

For translators, this means interpreting cultural meaning. For ordinary people, it means learning to recognise that communication styles differ and that words may carry different meanings in different cultures.

W. Gudykunst emphasizes that intercultural communication is often accompanied by uncertainty and anxiety, especially when people are unsure how their message will be understood (Gudykunst, 2003). This idea is highly relevant in the modern world, where people communicate across cultures daily. Translation helps reduce this uncertainty by adapting messages to others' cultural expectations. On a broader level, this shows why cultural sensitivity is important for anyone communicating internationally – whether through media, education, or personal interaction.

Intercultural competence plays a key role in this process. According to D. Deardorff, intercultural competence includes openness, respect, and the ability to interact effectively with people from different cultural backgrounds (Deardorff, 2006). For translators, this competence is essential to producing accurate and culturally appropriate translations. For individuals, it supports meaningful communication, cooperation, and integration in multicultural environments. Thus, intercultural competence is not only a professional skill but also a social necessity.

M. Bennett's approach to intercultural communication suggests that understanding cultural differences is a gradual learning process (Bennett, 2013). Translation contributes to this process by allowing people to access other cultures through texts, media, and communication. By encountering translated materials, individuals learn to compare cultures, reflect on their own values, and develop tolerance. In this way, translation supports cultural exchange and mutual growth.

In the contemporary global context, intercultural communication also involves social responsibility. I. Piller emphasizes that communication across cultures is linked to the circulation of information and representation of cultural realities (Piller, 2017). Translation allows individuals and communities to share their experiences, cultural values, and perspectives with the broader world. Therefore, translation functions as a tool that empowers both translators and ordinary people to participate in global dialogue and contribute to mutual understanding.

Translation plays an important role in helping people from different cultures understand one another. It enables communication by overcoming language barriers and clarifying cultural meanings that may not be clear to everyone. Through translation, people gain access to the traditions, values, and ways of thinking of other cultures. In this process, the translator serves not only as a language expert but also as a mediator, building a bridge between cultures. Therefore, translation contributes to intercultural dialogue, promotes mutual respect, and supports understanding in the modern, multicultural world.

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