

The Role of Applying Culture Strategies in Achieving a Better Translation

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The Cultural Turn

This significant switch is called ‘Cultural Turn’ to refer to “the analysis of translation in its cultural, political, and ideological context”

(Munday 2012).

Culture-Specific Concepts: (CSCs)

According to Wiersema (2004) a translator has three options for the translation of cultural elements:

1- Adopting the foreign word without any explanation.

2- Adopting the foreign word with extensive explanations.

3- Rewriting the text to make it more comprehensible to the targetlanguage audience.

Culture-Specific Concepts: (CSCs)

Graedler (2000:3) puts forth some procedures of translating CSCs:

- 1. Making up a new word.**
- 2. Explaining the meaning of the SL expression in lieu of translating it.**
- 3. Preserving the SL term intact.**
- 4. Opting for a word in the TL which seems similar to or has the same "relevance" as the SL term.**

Strategies



General concepts

1. **Social and Religion Terms**
2. **Political and Administrative Terms:**
3. **Material Objects**
4. **Animals**
5. **Jobs, Duties, and Activities**

Thank you

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