

Therefore, the move from translation as a text to translation as culture and politics is what is called a "Cultural Turn" in translation studies. In fact, Cultural Turn is the metaphor adopted by Culturally-oriented translation theories to refer to the analysis of translation in its cultural, political, and ideological context.

This Cultural Turn has extended to incorporate a whole range of approaches from cultural studies and become a true indicator of the interdisciplinary nature of contemporary translation studies. As the result, .cultural studies have taken an increasingly key interest in translation