

Translation is a complex process that involves transferring meaning from one language to another. While the primary goal of translation is to convey the content and message of a text accurately, it is essential to consider the cultural aspects inherent in the original text. Translators often prioritize fidelity to the source text, focusing primarily on linguistic accuracy and structural equivalence. It can also perpetuate stereotypes or reinforce cultural biases if translators rely on their own cultural assumptions instead of engaging with the cultural context of the target language. Another factor contributing to the neglect of cultural aspects is the belief in linguistic universalism or the idea that language is a universal system detached from culture. As a result, cultural nuances, idiomatic expressions, and references specific to the source culture may be overlooked or inadequately conveyed in the target language. The neglect of cultural aspects in translation can be attributed to various factors. However, historically, there has been a tendency to neglect or downplay cultural elements in translation. However, language and culture are inherently intertwined, and meaning is often deeply rooted in cultural norms, values, and experiences. The neglect of cultural aspects in translation can lead to various problems. This approach assumes that meaning can be transferred directly between languages without considering the cultural context. It may result in a loss of the intended message, misrepresentation of cultural references, and a lack of resonance with the target audience. One factor is the dominant influence of the source language and culture