

## ISSUES OF TRANSLATION THEORY AND PRACTICE IN THE FORMATION OF PROFESSIONAL COMMUNICATION

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**Abstract.** This article shows the importance of effective communication between languages and cultures in the era of globalization. Translation theory, that is, the basic principles that guide the work of translators, plays an important role. Concepts such as equivalence and hermeneutics help to understand the cultural context. In specialized fields, such as medicine, law, and business, where translations require precise language and terminology, translators play an important role as cultural mediators. This article explores how translation theory can improve the quality of professional communication and how it can contribute to improving international communication and cooperation. Emphasizes the need to invest in translation training and resources.

**Keywords:** Translation theory; effective communication; Globalization; Cultural context; equivalence; hermeneutics; Professional contexts; specialized fields; precise language; Industry-specific jargon; Cultural mediators; Cross-cultural communication.

In an increasingly globalized world, effective communication across languages and cultures is essential. Translation, as a fundamental aspect of this communication, plays a crucial role in facilitating understanding. This article explores the

significance of translation theory in professional contexts and its impact on diverse fields.

Translation theory encompasses various principles that guide translators in their work. Key concepts include equivalence, where the goal is to convey the same meaning in the target language, and hermeneutics, which emphasizes understanding the cultural context. By grounding their work in these theories, translators can provide accurate and culturally sensitive translations.

Practical Applications, in specialized fields such as medicine, law, and business, translation requires precise language and terminology. Professionals must be aware of industry-specific jargon and ensure that the translations do not lose meaning. Translators are not merely language converters; they are cultural mediators who bridge gaps between diverse audiences.

Cross-Cultural Communication. Translation also plays a vital role in cross-cultural communication. Different cultures have unique expressions, idioms, and values, which can lead to misunderstandings. Skilled translators navigate these differences, ensuring that the intended message is conveyed while respecting cultural nuances. This enhances collaboration and fosters better international relations.

The theory and practice of translation is important in the formation of professional communication. Translation requires not only the transfer of words from one language to another, but also the consideration of culture, context, and communication goals.

Translation theory helps to optimize communication through, for example, equivalence and contextual approaches. The practice requires the translator's language skills and cross-cultural understanding.

Additionally, to be successful in professional communication, it is important that translators adhere to the terminology, norms and standards specific to their field. In this way, theory and practice can be combined to develop the skills necessary for

professional relationship building and effective communication. Translation acts as an intercultural bridge as an important part of professional communication.

Translation theory is fundamental to improving professional communication. By understanding and applying its principles, translators can enhance the quality of their work, leading to greater clarity and understanding across cultures. As globalization continues to advance, the importance of effective communication and translation will only grow. Investing in translation education and resources will be essential for professionals in all industries.

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