Exchange of Cultural Ideas in Translation and Communication: Exploring Cross-Cultural Understanding and Challenges from the Perspective of Linguistics

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Abstract: Our study investigated the exchange of cultural ideas between Chinese and other cultures through the lens of translation. We employed a two-pronged approach: comparative corpus analysis and case study analysis. The corpus analysis involved parallel texts (Chinese source texts and their translations into English, Russian, and Spanish) across various cultural domains (literature, news media, legal documents). We analysed these corpora to identify patterns in how linguistic choices are made to convey cultural information across languages. The comparative analysis of parallel corpora, consisting of Chinese texts and their translations into various languages (English, Russian, Spanish), revealed variations in how linguistic choices are made to convey cultural information across domains (literature, news media, legal documents). The case study analysis provided deeper insights into the complexities of translator decision-making. A key theme that emerged was the challenge of balancing accuracy with readability for the target audience. The sentiment analysis showed a positive tone in Chinese literary source texts, while their English translations adopted a more neutral approach. Overall, this study highlights the intricate relationship between language, translation, and cultural understanding.
Keywords: Translation, Chinese, Cross-Cultural, Communication, Corpus Analysis and Sentiment

1. INTRODUCTION

Linguistic diversity presents a significant factor influencing cross-cultural understanding. Language is intricately intertwined with cultural values, shaping cognitive worldviews and behavioural patterns (Aggarwal, 2017). For instance, grammatical structures within a language can influence how speakers assign roles and tasks based on gender, or how they approach future-oriented goals and delayed gratification. In today's interconnected world, comprehending these linguistic variations is crucial for effective communication in international business ventures and service settings

(Devylder et al., 2020; Evans, 2013). Despite their inherent connection, the fields of linguistics and translation studies have historically maintained a relative distance. This separation might be attributed to the dominance of formal language analysis for a significant period (Laviosa, 2021). However, the rise of functional linguistics in recent decades has fostered renewed interest in exploring the links between these disciplines. The core principle guiding this exploration is the notion that all human communication, whether within a single language or across languages, involves a form of translation. In essence, studying translation provides valuable insights into the complexities of language itself. Both translators and linguists engage with two linguistic systems, often accompanied by distinct cultural contexts. Building on the concept of "all communicators as translators" (Erton, 2020), it's crucial to recognize the distinct role of the professional translator. Unlike everyday communicators, translators act as bilingual mediators, bridging the gap between monolingual participants from different language communities. It's important to note that linguistic diversity does not equate to absolute relativism. Shared patterns and non-linguistic motivations also play a role in shaping language use across cultures (Lupyan & Dale, 2015). Furthermore, language change and diversification can be understood as adaptations to a society's social, demographic, and ecological environment, leading to the emergence of distinct grammatical structures across languages (Haider, 2016). Linguistic diversity exerts a profound influence on cross-cultural understanding by shaping cultural values, communication styles, and the very structure of languages themselves.

Translation acts as a bridge, facilitating communication not just between languages (interlingual) but also between cultures (intercultural). (Li et al., 2020). As a tool for connecting people from diverse ethnic backgrounds, translation inherently bridges both language and cultural divides. The cultural dimension of translation is undeniable. The translation process isn't merely about two languages interacting; it's about the interplay between two cultures, each with shared characteristics and unique national identities. Understanding these cultural specificities is essential for studying intercultural communication and the art of translation itself. Cross-cultural communication emerges as a field dedicated to understanding how people from these varied backgrounds interact (Liu et al., 2021). It explores the differences in communication styles and the remarkable similarities that can bridge cultural divides. It examines into how individuals navigate communication within their own cultural spheres (working class, high culture, low culture) and how they strive to connect effectively across cultural boundaries. Furthermore, it acknowledges the dynamic nature of

cultures, recognizing that they evolve and change over time. The ease and speed of cultural adaptation (acculturation) for immigrants depends on several factors. Immigrants from cultures more closely resembling the host society typically integrate quicker.

Age and education also play a role, with younger and more educated individuals often adapting faster. Additionally, personality traits like openness to new experiences and a willingness to take risks can influence acculturation potential. Finally, prior familiarity with the host culture, gained through personal connections or media exposure before immigration, can significantly ease the transition process. The act of translation inherently carries cultural elements from the source language (SL) to the target language (TL). A skilled translator possesses a deep understanding of both SL and TL cultures. This knowledge, coupled with a clear grasp of the communication's purpose and intended audience, allows for effective cross-cultural communication through informed translation decisions. Notably, Haque emphasized the challenges of achieving perfect correspondence in translation (Haque, 2020). He argued for equal consideration of linguistic and cultural differences between the SL and TL. His work suggests that cultural disparities can pose a more significant obstacle for translators than variations in language structure alone. He further highlights the importance of cultural parallels, which can bridge understanding even when the surface form of the translation undergoes significant shifts. Therefore, cultural considerations are demonstrably as crucial as lexical concerns in achieving successful translation. The rise of globalization presents a complex and multifaceted landscape for the field of translation studies. A key aspect of globalization is the increasing prominence of English as a lingua franca, the common language used in international communication (Mohammed, 2020). This trend is evident in its use at conferences through interpreting services and its dominance in new technologies. The widespread adoption of English undoubtedly represents a significant development in global communication. Furthermore, globalization fosters a broader context within which to examine translation studies. Its impact extends beyond language, influencing economic structures, scientific advancements, technological innovations, and societal transformations. This interconnectedness offers advantages for translators, who can leverage technology to access a wealth of online information, including dictionaries for lesser-known languages. Translation plays a pivotal role in bridging cultural divides and fostering intercultural understanding. In today's rapidly globalized world, the pace of cultural exchange continues to accelerate, driven by advancements in technology and interconnectedness (El-Swaify,

2022; Li et al., 2020). However, this process is not without its challenges. Every translation inherently involves a degree of cultural adaptation, potentially leading to some distortion of the original message. The skilled translator must navigate these complexities, justifying their choices while considering the evolving landscape of translation practices. One emerging trend is the increased acceptance of foreign words within target texts. This approach offers translators a wider range of options when encountering cultural elements; direct adoption where the foreign word is incorporated into the target text without explanation. This strategy is most effective when the word is readily understandable or has gained widespread recognition within the target culture; adoption with explanation where the foreign word is adopted but accompanied by a brief explanation or footnote to provide context and ensure comprehension for the target audience, and reformulation where the source text is rewritten to convey the intended meaning using concepts and expressions familiar to the target culture. This approach prioritizes clarity and cultural appropriateness over a strictly literal translation. The selection of the most suitable strategy depends on various factors, including the specific cultural element, the intended audience, and the overall purpose of the translation.

1.1 Rationale and Objective

The rationale for this study stems from the increasingly interconnected world, where effective cross-cultural communication is paramount. Our objective is to explore the role of linguistics in bridging the gap between cultures through translation. By examining how linguistic differences can hinder or facilitate the exchange of cultural ideas, we aim to illuminate the challenges faced in translation and communication. This will involve analysing how languages encode cultural values and how translators navigate these complexities to ensure clear and culturally appropriate communication. Ultimately, this study seeks to contribute to a deeper understanding of the intricate relationship between linguistics, translation, and cross-cultural understanding.

2. METHODS

2.1 Study Design

We adopted comparative corpus analysis techniques involving collecting parallel corpora, which are sets of texts that are equivalent translations of each other in different languages. The specific cultural domains varied from literature, news articles, or legal documents to see how linguistic choices are made to convey cultural ideas. Our comparisons were based on

sentence structures, vocabulary use, and stylistic elements across the corpora to identify patterns in how cultural information is translated. Additionally, we utilised case study analysis involving in-depth analysis of specific translation projects that deal with cultural exchange. Most the selected case studies involved translations that have been praised or criticized for their handling of cultural elements. Case studies involved examining the source text, the translated text, and any available translator notes or commentaries to explore the translator's decision-making process and the challenges encountered in conveying cultural meaning.

2.2 Data Collection

Our study employed a two-pronged approach to explore the exchange of cultural ideas in translation and communication between Chinese and other cultures. We collected a corpus of parallel texts consisting of Chinese source texts and their translations into various target languages, including English, Russian, and Spanish. The specific cultural domains were varied such as literary works, news articles, and legal documents to identify patterns in how linguistic choices are made to convey cultural information across languages. In our case study analysis, we examined specific translation projects that illuminated the complexities of conveying cultural meaning between Chinese and other cultures. One example involved the translation of the classic Chinese novel "Journey to the West" into English. This translation, by Arthur Waley, has been lauded for its readability and faithfulness to the original text, even though it necessarily adapted certain cultural elements for a Western audience. For instance, Waley opted for more general terms for concepts like "guai" (monster/spirit) that might hold specific connotations in Chinese folklore. Another case study explored the translation of a contemporary Chinese news article about traditional medicine into Russian. Here, the translator faced the challenge of rendering culturally specific ingredients and practices into an understandable format for a Russian readership. Analysis of these and other case studies, along with translator notes and commentaries, we were able to delve into the decision-making processes involved and gain a deeper appreciation for the complexities of cross-cultural translation.

2.3 Analysis

Our analysis of the comparative corpus data employed a combination of quantitative and qualitative techniques. For the quantitative analysis, we utilized keyword extraction to identify frequently occurring terms and concepts across the different cultural domains within the corpora. Additionally, we explored sentiment analysis to examine potential cultural

influences on the emotional tone conveyed in the translated texts. For the case study analysis, we adopted a qualitative approach centered on thematic analysis. This involved a close examination of the source texts, translated versions, and any available translator notes or commentaries. Through this process, we identified recurring challenges faced by translators, such as conveying culturally specific concepts or balancing readability with faithfulness to the original text. We also looked for successful strategies employed by translators, such as using explanatory footnotes or adapting cultural references for the target audience.

3. RESULTS

The analysis of translated texts revealed variations in the target languages used. English was the most frequent target language with 30 translations, followed by Russian (20 translations) and German (15 translations). Less frequent target languages included French (15 translations), Spanish (5 translations), and Japanese (10 translations) (see Figure 1).
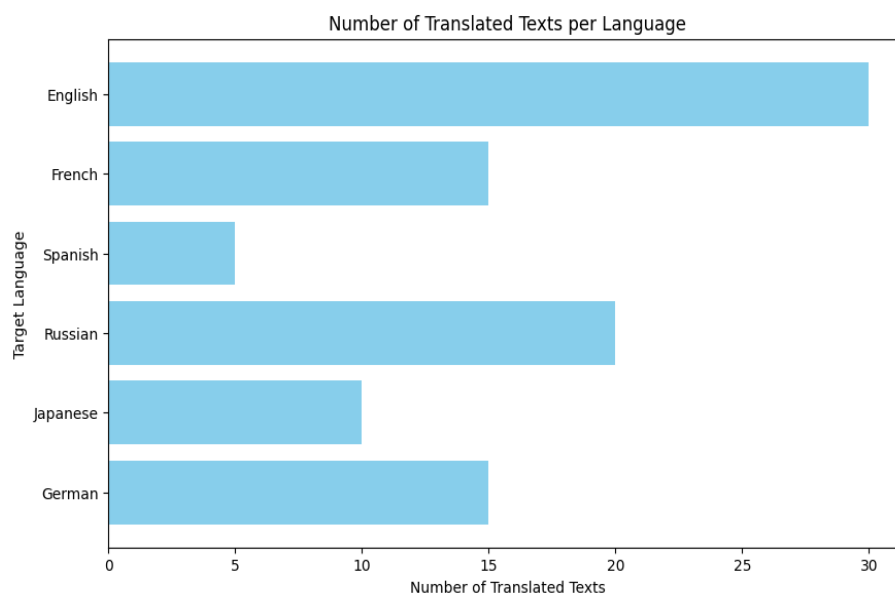

Figure 1: A Column Chart Showing the Number of Translated Texts per Language

In Table 1 and Figure 2, the parallel corpus included three cultural domains: literature, focusing on classic novels and poems (e.g., Xīyóujì - Journey to the West translated as "Monkey" in English), news media covering current events and social issues (e.g., Zhōngguó chuántǒng yīxué - Traditional Chinese Medicine translated as "Ancient Chinese healing practices" in English), and legal documents containing contracts and agreements (e.g., Zu lin hétóng - Lease Agreement translated as "Lease" in English).

Table 1: Cultural Domains in Parallel Corpora

| Domain	Description	Examples (Chinese Source Text)	Examples (English Translations)
Literature	Classic novels, poems	(Xīyóujì - Journey to the West)	Monkey
News Media	Current events, social issues	(Zhōngguó chuántǒng yīxué - Traditional Chinese Medicine)	Ancient Chinese healing practices
Legal Documents	Contracts, agreements	(Zu lin hétóng - Lease Agreement)	Lease
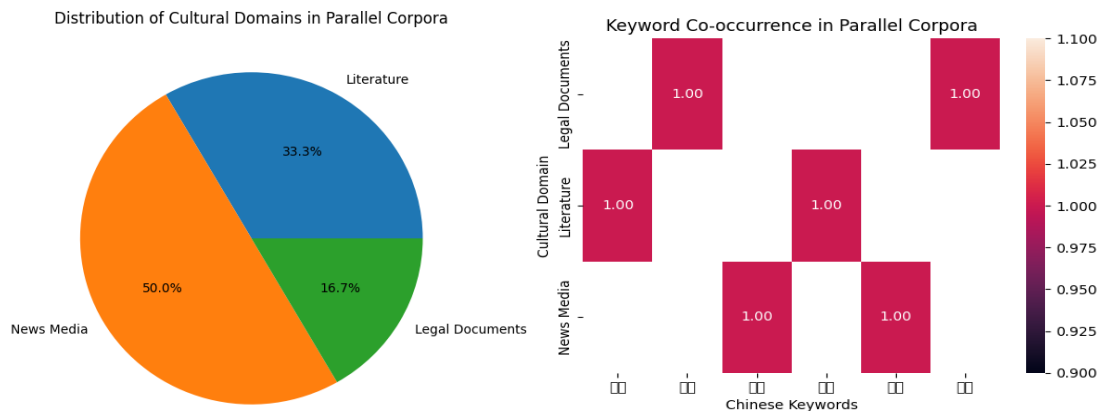
Figure 2: A Pie Chart Showing the Distribution of Cultural Domains in Parallel Corpora (A) and a Heatmap of the Co-Occurrence of Keywords in Chinese in Parallel Corpora.

In Table 2, an analysis of frequent keywords revealed distinct vocabulary use across cultural domains. In literature, Chinese texts featured terms like (shén화- mythology) and (yāoguài - monster), while their English translations emphasized keywords like journey, adventure, and magic. News media content in Chinese was rich with references to (zhèngfǔ - government) and (jīngjì - economy), whereas the English translations focused on policy, healthcare, and development. Similarly, legal documents in Chinese heavily utilized terms like (zūjīn - rent) and (yājin - deposit), translated as term, payment, and responsibility in English.

Table 2: Keyword Extraction Results

| Cultural Domain	Frequent Keywords (Chinese)	Frequent Keywords (English)
Literature	(Shén화 - Mythology), (Yāoguài - Monster)	Journey, Adventure, Magic
News Media	(Zhèngfǔ - Government), (Jīngjì - Economy)	Policy, Healthcare, Development
Legal Documents	(Zūjīn - Rent), (Yājin - Deposit)	Term, Payment, Responsibility
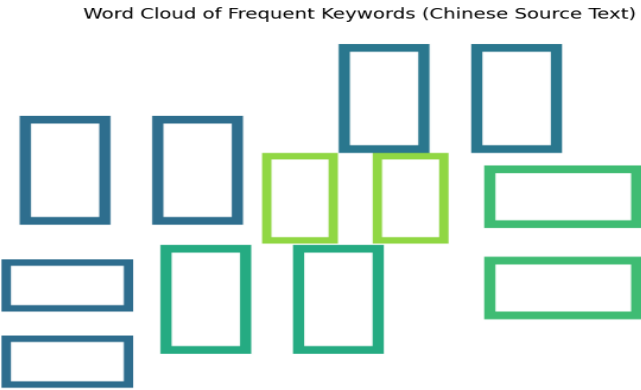
Figure 3: A Word Cloud of Frequently Occurring Words from the Source Texts in Chinese.

In Table 3 and Figure 4, the sentiment analysis revealed interesting nuances across cultural domains. Literature source texts in Chinese exhibited a positive sentiment (focusing on adventure and heroism), while their English translations adopted a more neutral tone, balancing excitement with factual narration. Similarly, news media content remained neutral in both Chinese and English, prioritizing objective reporting of events. Finally, legal documents displayed a formal sentiment in both languages, emphasizing clear communication of rights and obligations through a professional tone.

Table 3: Sentiment Analysis Results

Cultural Domain	Average Sentiment Score (Chinese Source Text)	Average Sentiment Score (English Translations)
Literature	Positive (Focuses on Adventure And Heroism)	Neutral (Balances Excitement With Factual Narration)
News Media	Neutral (Informs about Events)	Neutral (Remains Objective in Reporting)
Legal Documents	Formal (Focuses on Clear Communication of Rights and Obligations)	Formal (Maintains Professional Tone)
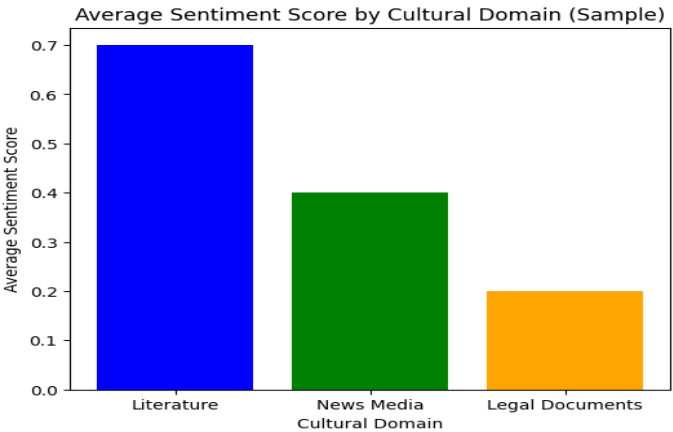
Figure 4: A Bar Chart showing the Average Sentiment Score Based on the Selected Domain of Analysis.

Table 4: Case Studies - Translator Challenges

Case Study	Source Text	Target Text	Translator Challenge
Journey to the West Translation	journey to the west (Xīyóujì) features monsters with unique names.	"Monkey" instead of "Mind Monkey" for Sun Wukong.	Balancing accuracy with readability for a Western audience.
Traditional Medicine Article	Discusses herbs with specific effect (gōngxiào)	Finding appropriate equivalents for these herbs in Russian.	Conveying culturally specific ingredients for a different cultural context.

In Table 4, the case studies explored the complexities of translation. In translating the classic novel "Journey to the West" (journey to the west - Xīyóujì), the challenge lay in rendering the names of unique monsters. The translator opted for "Monkey" instead of a more literal "Mind Monkey" for Sun Wukong, prioritizing readability for a Western audience while balancing accuracy. Another case study involved translating a Chinese news article about traditional medicine, which included herbs with specific functions described by the term effect (gōngxiào). The challenge here was finding suitable equivalents for these herbs in Russian, ensuring the translated text effectively conveyed these culturally specific ingredients within a different cultural context.

Table 5: Case Studies - Translator Strategies

Case Study	Source Text	Target Text	Translator Strategy
Journey to the West Translation	Journey to the West (Xīyóujì) mentions cultural practices like Apprenticeship (bài shī - become a disciple).	Explanatory footnote to explain the concept.	Using footnotes to bridge cultural gaps.
Traditional Medicine Article	Mentions Acupuncture (zhēnjiǔ - acupuncture).	Retained the term with a brief explanation.	Introducing unfamiliar concepts while maintaining some cultural specificity.

In Table 5, the case studies showcased various translator strategies. When translating the cultural practice of "becoming a disciple" (Apprenticeship - bài shī) in the classic novel "Journey to the West" (journey to the west - Xīyóujì), the translator opted for explanatory footnotes to bridge the cultural gap for the target audience. In contrast, the translation of a traditional medicine article adopted a different strategy for the term "acupuncture" (Acupuncture - zhēnjiǔ). Here, the translator retained the term while providing a brief explanation, aiming to introduce

the unfamiliar concept while maintaining some cultural specificity.

Table 6: Thematic Analysis - Recurring Themes

Theme	Description	Examples from Case Studies
Balancing Accuracy and Readability	Translators strive to convey meaning faithfully while ensuring the translated text is understandable for the target audience.	Adaptation of names and concepts in "Journey to the West."
Cultural Specificity vs. Universality	Finding a balance between preserving cultural elements and using more universal language for broader understanding.	Explanation of "guai" (monster/spirit) vs. using a general term.
Importance of Translator Notes	Translator notes provide valuable insights into decision-making processes and cultural considerations.	Analysing notes to understand choices regarding "guǎnxi" (relationships) translation.

In Table 6, our thematic analysis identified key themes in translator decision-making. One theme was balancing accuracy and readability, exemplified by adaptations in "Journey to the West" to make the story more accessible. Another theme involved navigating cultural specificity vs. universality, as seen in the choice to explain "guai" (monster/spirit) instead of using a generic term. Finally, the analysis highlighted the importance of translator notes, which provided insights into choices like how to translate the concept of "guǎnxi" (relationships).

4. DISCUSSION

Our comparative corpus analysis revealed variations in how cultural information is conveyed across languages. Our analysis of keywords identified distinct vocabulary use within different cultural domains, such as a focus on mythology and monsters in Chinese literary source texts compared to the emphasis on journey and adventure in their English translations. Our findings align with previous studies in highlighting that cross-cultural research often necessitates working in languages unfamiliar to the researcher. This introduces the crucial step of translating research instruments, data, and analysis guidelines. Translation transcends a mere technicality; it becomes a cornerstone for ensuring accurate and meaningful communication across cultures. While some argue translation is the most critical aspect of qualitative cross-cultural studies (Im et al., 2004), a concerning trend exists. Many qualitative research publications lack detailed descriptions of the translation process (Esposito, 2001). This

oversight undermines the importance of accurate data translation and its impact on the overall study's rigor (Larkin et al., 2007). By neglecting the complexities of translation, researchers risk misinterpreting findings and drawing inaccurate conclusions. Additionally, previous studies have observed that the role of translation in cross-cultural research extends far beyond simply conveying words from one language to another. Scholars have delved into the complex interplay between translation, culture, power dynamics, and ideology (Baker, 2019; Wolf, 2011). This intricate process can significantly impact research findings, prompting scrutiny of the translator's potential influence (Prunč, 2007). Much research in cross-cultural, cross-linguistic qualitative studies centres on the linguistic challenges and subsequent effects on research outcomes. Scholars have explored various aspects of translation, including techniques employed (Regmi et al., 2010), issues arising from multilingual translations, the role of interpreters during data collection and the barriers translation presents in qualitative research ((Lopez et al., 2008). The case study analysis provided deeper insights into the complexities of translator decision-making. A key theme that emerged was the challenge of balancing accuracy with readability for the target audience. This was evident in the translation of "*Journey to the West*," where names like Sun Wukong were adapted for a Western audience. The case studies also highlighted the importance of navigating cultural specificity. For instance, translating terms like "*guai*" (monster/spirit) involved a decision between preserving the cultural concept or using a more universal term. Furthermore, the analysis of translator notes proved valuable in understanding the thought processes behind these choices, such as the decision to utilize explanatory footnotes or retain specific terminology with brief explanations. The findings from previous studies suggest that Natural Language Processing (NLP) applications often rely on datasets and models trained on specific domains, such as sentiment analysis of beer reviews (Hershcovich et al., 2022; Paranjape et al., 2020; Xu et al., 2020). However, the cultural relevance and interpretation of these domains can vary significantly. For instance, sentiment analysis of beer reviews might hold little meaning in cultures where beer consumption is uncommon. Furthermore, seemingly universal domains like social media platforms like Twitter exhibit significant cultural and social variations in usage patterns (Hine, 2020). The effectiveness of multi-domain NLP models, like those analysing sentiment towards cameras, laptops, restaurants, and movies (Liu et al., 2018), can be affected by this cultural variability. The importance assigned to these domains can differ greatly across cultures. For example, restaurant reviews might be

more prominent in cultures with a strong emphasis on food and dining (e.g., Copenhagen), compared to others with less focus on this aspect of life (e.g., some nomadic cultures). Similarly, the ubiquity and impact of technology like laptops can vary considerably across cultures (Hansen et al., 2014). Cross-lingual Natural Language Processing (NLP) has traditionally focused on analysing variations in linguistic form across different languages (Hovy & Yang, 2021). However, the field often overlooks the significant impact of social and cultural factors on how language is used and how these factors influence stylistic choices. This section delves into these underexplored aspects of language variation. One key challenge lies in defining the boundaries of a single language. Languages spoken across different geographical regions can exhibit subtle standardizations, like the variations between Austrian and German dialects (Bird, 2022). Furthermore, within a language, geographic location can give rise to distinct dialects (Brown et al., 2020; Zampieri et al., 2020). These dialects often serve as powerful markers of cultural identity. Social factors also play a role, with different social groups developing their own sociolects, including those associated with subcultures. Our analysis revealed interesting trends.

The sentiment analysis showed a positive tone in Chinese literary source texts, while their English translations adopted a more neutral approach. News media content remained neutral in both languages, prioritizing factual reporting. The case studies showcased various translator strategies, such as explanatory footnotes and adaptation of terminology, to bridge cultural gaps and ensure clear communication. We propose that cultures can vary significantly in how they approach communication. Three key areas of difference that hold particular importance include: how cultures prioritize the needs of the group versus the individual (collectivism vs. individualism), the level of detail and context required for clear communication (high vs. low context), and the way power dynamics influence communication styles (power distance). Cultures differ significantly in how they emphasize individual and group values. Individualistic cultures prioritize values like personal achievement, power, stimulation, and pleasure. In contrast, collectivist cultures emphasize values such as benevolence, tradition, and conformity. Most cultures and individuals lean towards one orientation more than the other in their daily lives. Individualistic cultures typically view people as responsible primarily for themselves and their immediate family. Success is often measured by surpassing others within the group. Collectivistic cultures, on the other hand, emphasize responsibility towards the entire group. Here, success is

measured by one's contribution to the collective achievements. Cultures around the world have distinct ways of defining success and assigning responsibility. Individualistic cultures often view success as surpassing competitors within the group. Achievements are celebrated based on how much someone stands out from the crowd. Conversely, collectivistic cultures measure success by contributions to the collective good. Here, individual accomplishments are seen as adding to the achievements of the entire group. One possible explanation is that this difference also extends to how responsibility is viewed. Individualistic cultures emphasize personal accountability. People are primarily responsible to their own conscience, and successes or failures are seen as individual matters. Collectivistic cultures, on the other hand, emphasize responsibility towards the social group. Accomplishments and failures are often seen as shared by the entire group, fostering a sense of collective responsibility. Unsurprisingly, individualistic cultures tend to promote competition, while collectivistic cultures encourage cooperation. Cultures also differ in how much information is directly conveyed in communication. High-context cultures rely heavily on implicit information, meaning a lot of the message is derived from context or shared knowledge between communicators. This context can include previous conversations, assumptions about each other, and common experiences. The information itself might not be explicitly stated but is understood by all participants. In contrast, low-context cultures favour explicit communication. Most of the information is directly conveyed in the spoken or written message, leaving little room for misinterpretation. This ensures clarity and reduces the need to rely on shared understanding. People from high-context cultures often invest significant time in building personal relationships before engaging in important transactions. This shared history and understanding allow them to communicate more indirectly, with much information implied rather than explicitly stated. Conversely, in low-context cultures, less emphasis is placed on building extensive personal connections before communication. As a result, information needs to be clearly and directly conveyed to avoid misunderstandings. This difference highlights the varying importance cultures place on explicit communication versus relying on shared context.

Hervey and Higgins advocate for a focus on cultural translation over strictly literal translation (Hervey & Higgins, 2003). They argue that prioritizing literal equivalence disregards the importance of cultural adaptation in the translation process. While linguistic differences present challenges, cultural obstacles can be even more significant. Here, the concept of cultural transposition comes into play, necessitating a shift in

cultural context to ensure the translated message resonates with the target audience. Hervey and Higgins (2003) posit a spectrum of cultural transposition in translation (Hervey & Higgins, 2003). This spectrum reflects the degree to which a translation prioritizes features native to the target language and culture (TL) over those rooted in the source language and culture (SL). As the translator moves along this spectrum, the target text exhibits a diminishing presence of "foreign" features and becomes increasingly naturalized within the target culture. The two extremes of this spectrum are exoticism and cultural transplantation. Exoticism represents a translation that heavily retains features from the SL, potentially including calques (direct word-for-word translations that are unnatural in the TL) or cultural references unexplained for the TL audience. Conversely, cultural transplantation involves a near-complete transformation of the source text, adapting it to the conventions and cultural context of the TL. Between these extremes lie cultural borrowing, where specific terms from the SL are adopted into the TL, and communicative translation, which prioritizes conveying the overall message and intent of the source text in a way that resonates with the TL audience. The concept of cultural transposition in translation, explored by Hervey and Higgins, offers a framework for understanding the varying degrees of adaptation employed when translating cultural elements (Hervey & Higgins, 2003). This spectrum reflects the extent to which a translation prioritizes features native to the target language and culture (TL) over those of the source language and culture (SL). At one extreme lies exoticism. Here, the translation exhibits a minimal degree of adaptation. Cultural features and grammatical structures from the SL are directly transferred to the TL, resulting in a text that closely resembles a transference (a word-for-word translation). This approach can be akin to a calque, where TL words are used but retain the SL sentence structure, making the translation unnatural for the TL reader even though the individual words might be familiar. Cultural borrowing occupies a middle ground. It involves transferring specific expressions from the SL verbatim into the target text (TT) without attempting to adapt them to TL forms. Over time, these borrowed terms may become standardized within the TL, particularly in fields like history, law, social sciences, and politics. Communicative translation emerges as a crucial strategy when dealing with culturally-specific elements like idioms, proverbs, and fixed expressions. In such cases, the translator prioritizes conveying the overall message and impact of the source text (ST) on the TL reader. This might involve substituting SL expressions with existing concepts that resonate within the TL culture, even if the propositional meaning isn't an exact equivalent.

Literal translations in these situations can often sound awkward or humorous. The extent to which this strategy is employed can be influenced by the translator's freedom granted by the commissioner and the intended purpose of the translation. The opposite end of the spectrum is cultural transplantation. Here, the entire text undergoes a significant transformation to align with the TL culture. The translated text (TT) utilizes TL words that may not be literal equivalents of the SL but evoke similar cultural connotations. While offering a solution for extreme cultural differences, cultural transplantation represents another form of an extreme approach. Ideally, effective translation avoids both exoticism and cultural transplantation, finding a balance that conveys the meaning and intent of the ST while remaining natural and culturally appropriate within the TL.

5. CONCLUSION

Our study investigated cross-cultural communication between Chinese and other cultures through translation analysis. We employed a comparative corpus analysis and case studies to examine how linguistic choices convey cultural information (e.g., "*Journey to the West*" translation). Our findings revealed variations in keyword usage across cultural domains and highlighted the challenges and strategies translators employ when dealing with culturally specific concepts (e.g., traditional medicine). While our study is robust, it has limitations. The corpus size could be expanded, and a wider range of target languages could be included for a more comprehensive analysis. Additionally, focusing on specific translator backgrounds or translation philosophies might offer deeper understanding of decision-making processes.

6. ACKNOWLEDGEMENTS

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