## COGNITIVE CONFLICT ISSUES IN TRANSLATION AND PRACTICAL SOLUTIONS

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**Annotation:** This article investigates the challenges of cognitive dissonance faced by translators when working with texts from different languages and cultures. It examines how variations in cultural backgrounds and language systems can create conflicts between the translator's personal beliefs and the original content. The study highlights the psychological difficulties involved and stresses the need to understand these factors to improve translation quality.

Translation is the process of converting text or speech from one language into another. There are various types of translation that cater to different purposes and contexts.[1]

**Key words:** problem-solving in translation, translation challenges, language structure differences, translation ethics.

Literary translation involves translating literary texts, such as novels, poems, and plays, while preserving their artistic and stylistic elements. The translator aims to convey the original author's voice and intent.

Technical translation: This type of translation is focused on technical documents, manuals, and scientific papers. It requires familiarity with specific terminology related to fields like engineering, medicine, and technology.

Legal translation involves translating legal documents, such as contracts, laws, and litigation materials. Precision and adherence to legal terminology are crucial in this type of translation.

Simultaneous interpreting is a type of verbal translation that occurs in real-time, often during conferences or meetings. The interpreter translates the spoken words of one language into another as the speaker is talking.

Unlike simultaneous interpreting, the consecutive interpreting waits for the speaker to finish a segment before providing the translation. This is common in smaller meetings or interviews.

Subtitling involves translating dialogue in films, videos, or television shows into written text that appears on the screen. The translation needs to be concise and timed to match the speech.

Dubbing is the process of replacing the original spoken dialogue with another language's audio. This requires not only translations but also voice acting and synchronization with the visuals.

Machine Translation: The use of software and algorithms to translate text automatically. This can range from simple translation apps to advanced systems like Google Translate.

Certified Translation: This is often required for official documents, where a translator certifies that the translation is accurate and complete. This is common for legal and immigration documents.

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1. Munday, Jeremy (2016). *Introducing Translation Studies: theories and applications (4th ed.)*. London/New York: Routledge. pp. 67–74. ISBN 978-1138912557.

Community Translation: This involves translation performed by volunteers or community members, often in social or humanitarian contexts, such as translating health information or public service announcements for multilingual populations.

Each type of translation has its own set of challenges and requires specific skills, knowledge, and often sensitivity to cultural nuances.[2] Translating literary works presents unique challenges distinct from other types of translation:

Preservation of Style and Voice: Capturing an author's unique voice, style, and emotional undertone is crucial yet difficult. Subtle nuances in writing can be lost or altered in translation.

Cultural References and Allusions: Literary texts often contain culturally specific references and allusions that may not resonate with the target audience. Translators must decide whether to adapt these elements or retain their original form.

Ambiguity and Multiple Meanings: Literature frequently employs ambiguity, allowing for multiple interpretations. Translators must navigate these complexities while remaining true to the original intent.

Poetic Devices and Rhythm: Translating poetry or prose rich in literary devices (like metaphor, alliteration, or rhythm) poses a significant challenge, often leading to compromises in the aesthetic experience.

Length and Structure: Differences in grammar and syntax between languages can lead to variations in sentence length and structure, potentially affecting the flow and pacing of the original work.

Emotional Impact: Literature often seeks to evoke specific emotions. Translators must carefully choose words that elicit similar feelings in the target language, which can be highly context-dependent.

Market and Audience Considerations: Translators must be mindful of their audience's preferences and cultural context, which can influence how much they localize the text or adapt it for readability.

Publisher Constraints: Publishers' expectations and commercial considerations may limit the translator's creative choices, sometimes prioritizing marketability over fidelity to the source material.

Ethical Responsibilities: Translators bear the ethical responsibility of faithfully representing the author's work while also making it accessible to new readers, which can lead to dilemmas regarding fidelity and interpretative choices.

Navigating these challenges requires a deep understanding of both the source and target languages, alongside a profound appreciation of literary art. [3]

Cognitive dissonance in the translation of literary works refers to the psychological conflict that arises when a translator must reconcile different interpretations, themes, or cultural meanings between the source text and the target language. Here are some key points to consider:

Cognitive dissonance occurs when a translator holds conflicting beliefs or thoughts, such as wanting to remain faithful to the original text while also making it accessible and relatable for the target audience. Translators face the challenge of capturing cultural references, idioms, and nuances that may not have direct equivalents in the target language. This can create tension between maintaining the author's intent and ensuring clarity for the reader. The unique style of

2. *A theory of cognitive dissonance. Stanford: Stanford University Press. ISBN 0-8047-0131-8.*, paperback ISBN 0-8047-0911-4

³ Bainbridge, William Sims & Rodney Stark 1979. Cult formation: three compatible models. *Sociological Analysis*. **40** (4): 90. JSTOR

the original author often poses a challenge. Translators may struggle to replicate the same artistic qualities, leading to a feeling of discomfort as they navigate between fidelity to the source and creativity in the translation. Translators may experience dissonance when considering the expectations of their target audience. Balancing the original message with the reader's cultural context can result in difficult choices that might alter the text's impact. Translators may confront ethical dilemmas regarding how to handle sensitive subjects or themes within a literary work. The desire to maintain authenticity while adapting to contemporary values can lead to internal conflict. Some translators might resolve cognitive dissonance by choosing a strategy, such as domestication (adapting the text for the target audience) or foreignization (preserving the source culture), each with its own set of implications. The dissonance that arises can influence the final translation, resulting in unique interpretations that reflect the translator's individual voice and perspective, thus contributing to the evolution of the text. Understanding cognitive dissonance can provide insights into the translational choices made by translators, as their decisions often stem from a need to resolve conflicting pressures while staying true to both the text and the reader.

In summary, cognitive dissonance in literary translation captures the complexity of the translator's role as both an interpreter of the original work and a creator of a new literary experience. This ongoing negotiation between fidelity and adaptation ultimately shapes the reader's engagement with the translated text.

Cognitive dissonance happens while translating literary works due to several intertwined factors:

Translators often face the challenge of balancing fidelity to the source text with the need for readability and relatability in the target language. This can create tension when the literal translation may not convey the original intent or cultural significance. Literary works are often steeped in cultural references and idioms that do not have direct equivalents in another language. Translators may experience dissonance when they have to choose between preserving cultural authenticity and making the text comprehensible for the target audience.[4]

Capturing the unique style and voice of the original author can lead to dissonance. Translators may feel conflicted about how much to adapt language or structure to retain the author's literary essence versus making it more engaging for the reader.

Translators are often aware of the expectations of their target readers, who may prefer a smoother narrative or specific themes. This awareness can cause internal conflict when the translator must modify the text to meet these expectations. When dealing with sensitive topics or controversial themes, translators might experience cognitive dissonance regarding how to represent these issues appropriately. Balancing the original message with current societal values can create a moral dilemma. Literary texts often employ ambiguity, complex metaphors, or multi-layered meanings. Translators may feel dissonance when they must decide which interpretation to convey, knowing that their choice will inevitably affect the reader's understanding. A translator's background, beliefs, and personal experiences can influence their choices, leading to cognitive dissonance as they navigate their interpretation against the original work's intent.

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[4] *Festinger, Leon; Riecken, Henry W.; Schachter, Stanley (1956). When Prophecy Fails: a social and psychological study of a modern group that predicted the destruction of the world. University of Minnesota Press. ISBN 1-59147-727-1*. Reissued 2008 by Pinter & Martin with a foreword by Elliot Aronson, ISBN 978-1-905177-19-6

Commercial considerations can also create dissonance, as publishers may favor translations that cater to market trends, potentially resulting in alterations that conflict with the original text's integrity.[5]

In essence, cognitive dissonance in literary translation arises from the complex interplay of linguistic, cultural, ethical, and personal factors that translators must navigate to create a bridge between the source and target texts. This internal conflict can significantly impact the translation outcome, shaping how the work is perceived in a new cultural context.

Solutions to Cognitive Dissonance in Translation. Building a deep understanding of both the source and target cultures can help translators make informed decisions that respect both contexts. Engaging with cultural studies or collaborating with cultural experts can provide insights that mitigate dissonance. Employing various translation strategies, such as dynamic equivalence or skopos theory, allows translators to adapt their approach based on the context and intended audience, reducing feelings of conflict between fidelity and readability. Working with other translators, editors, or stakeholders can help resolve dilemmas by providing diverse perspectives and solutions. Regular feedback can guide translators in maintaining the balance between originality and audience appeal. Establishing personal or organizational guidelines that clarify priorities (e.g., faithfulness to the text, audience engagement) can help translators navigate challenging choices with greater confidence and clarity. Accepting that some ambiguity and multiple interpretations are inherent in literary texts can alleviate pressure. Rather than seeking a single "correct" version, translators can produce nuanced translations that reflect different aspects of the original work.

Providing annotations or footnotes can help explain cultural references, idioms, or complex passages. This approach enables the translator to maintain fidelity to the source text while facilitating the reader's understanding. Translators can engage in self-reflection to recognize their biases and the influences of their background. Acknowledging these factors can help in making more balanced and informed translation choices. Participating in professional development, workshops, and conferences can enhance translators' skills and knowledge, equipping them to handle cognitive dissonance more effectively. This ongoing education helps them adapt to new challenges in the translation landscape. Sometimes, a compromise between literal translation and creative adaptation can resolve dissonance. Translators can seek a middle ground that honors the source material while still being accessible to the target audience. Practicing mindfulness can help translators manage the stress and anxiety that may accompany cognitive dissonance. Techniques such as meditation or journaling can provide clarity and better emotional regulation during the translation process.

By employing these strategies, translators can effectively address cognitive dissonance, ultimately leading to more thoughtful and resonant literary translations that honor both the source material and the target audience.

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