

Investigating Difficulties Facing Intercultural Communication

Al-Sayyed Abdullah Yousif Mohammed ¹, Mahmoud Ali Ahmed Omer ² Sudan University of Science and Technology

ABSTRACT:

This study is an attempt to uncover the intercultural communication as concepts of meaning and identity in strikingly different ways. The study was being carried out with specific aim of recognizing the role of communication in cultures exchange. The problem of the study is represented in answering the following enquiries:

What types of difficulties which can face the receiver of the targeted language, what obstacles, that the sender of the targeted language is expected to be suffering from; to what extent can translation be useful to bridge the gap between the different languages?

The hypotheses of the study are based on answering the above questions, and they are represented in the following: There are difficulties facing the language receiver represented in the political, economic, and racial and borders difficulties, and difficulties facing the understanding of various culture societies because of the differences of cultures, traditions and behaviors.

The researcher used the historical descriptive analytical hermeneutical method to collect and analyze the data and information.

The study concluded to several results top of them:

That communication can be a suitable activity to explore and develop aspects of foreign language students' intercultural competence, that language communication among different communities help in exchanging cultures, there is a close relationship between the language and the culture of a community, - they are inextricably related, so that one cannot understand or appreciate the one without a good knowledge of the other, culture may reflect in body language, customs, superstitions, and even expressions of friendliness, and communication gives people opportunities to establish contacts with a number of groups from different countries and learn about different cultural communication patterns and possible misunderstandings, cultural patterns play a significant part in framing the processes of communication.

Keywords: obstacles, targeted language, cultures exchange, beliefs, values.

المستخلص:

هذه الدراسة هي محاولة للتعرف على التواصل بين الثقافات كمفهوم للمعنى والهوية بطرق مختلفة، وقد أجريت الدراسة

لههدف معين ألا وهو الإعراف بدور الاتصال في تبادل الثقافات، حيث تمثلت مشكلة الدراسة في الإجابة على

التساؤلات الآتية: ما هي أنواع الصعوبات التي يمكن أن تواجه المتلقي للغة المستهدفة، وما هي العقبات التي من

المتوقع أن يعانيتها مرسل اللغة المستهدفة؛ هل يمكن أن تكون الترجمة مفيدة لسد الفجوة بين اللغات المختلفة؟

وتستند فرضيات الدراسة على الإجابة على الأسئلة المذكورة أعلاه، التي تتمثل في ما يلي:

هناك صعوبات تواجه مستقبل اللغة ممثلة في الصعوبات السياسية والاقتصادية والعنصرية والحدودية، وهناك

صعوبات تواجه فهم المجتمعات الثقافية المختلفة بسبب الاختلافات في الثقافات والتقاليد والسلوكيات.

استخدم الباحث المنهج التأويلي الوصفي التحليلي التاريخي لجمع وتحليل البيانات والمعلومات.

توصلت الدراسة إلى عدة نتائج أهمها:

أن الإتصال قد يكون نشاطاً مناسباً لاكتشاف وتطوير مظاهر الخصائص الثقافية المتعلقة بطلاب اللغة الأجنبية ، أن الإتصال اللغوي بين المجتمعات المختلفة يساعد في تبادل الثقافات، وأن هناك علاقة وثيقة بين لغة وثقافة المجتمع، ومرتبطة ارتباطاً وثيقاً، لدرجة أن المرء لا يفهم أو يقدر الشخص الآخر دون المعرفة الجيدة له، قد تنعكس الثقافة في لغة الجسد والعادات ، والخرافات، وحتى عبارات الود، وأن الاتصالات تعطي الناس فرصاً لإقامة اتصالات مع عدد من المجموعات من مختلف البلدان، والتعرف على أنماط الإتصال الثقافي المختلفة وإمكانية عدم التفاهم، كما أن النماذج الثقافية تلعب دوراً كبيراً في تأطير عمليات الاتصالات.

الكلمات المفتاحية: العوائق، اللغة المستهدفة، التبادل الثقافي، المعتقدات، القيم.

INTRODUCTION:

Communication is simply an act of transformation from one place to another. Although this simple definition, communication itself is a light subject it becomes a lot more complex.

Background of the Study:

As culture gives birth to language, translation and culture are intimately connected. Meanings in both source and target languages are profoundly affected by their cultural context, especially in business translation. A phrase that appears easy to translate may actually contain cultural subtleties that, unless they are accounted for, can bring just the opposite meaning than is intended. So translation without deep cultural context can be dangerous, especially when meanings are critical.(The Tree-Thinking Challenge, Science, vol. 310, No. 5750 p. , 2005,)

There are various categories of communication and more of one may occur at any time spoken or verbal communication: face-to-face, telephone, radio or television and other media. Problems of communication in intercultural dialogue typically arise when the communicators understand concepts of meaning and identity in strikingly different ways. This article employs influential assumptions in

modern philosophy of language to discuss fundamental aspects of these problems. Drawing on a distinction between beliefs and values, it is argued that intercultural communication typically fails when communicators have different values and do not acknowledge that culturally shaped values are different from beliefs and thoughts. Within a hermeneutical approach to understanding, it is explained how an understanding of the nature of values can help secure successful intercultural communication. Cases of cultural conflict are used to clarify this and other practical implications of the philosophical analyses that are developed.(, Walter de Gruyter, 1989)..

Material and Methods:

Objectives of the Study are as follow:

- To enhance the significance of translation in globalized communities / societies.
- To demonstrate the relation between translation and culture.
- To explore the interdependence of translation and culture over one-another.
- To explain translation as a way of cross-cultural communication.
- To evaluate the role and place of translation in the rapidly globalized world.

Questions of the Study:

- 1- How does culture reveal itself in the application of qualitative research methods in intercultural communication?
- 2- What types of difficulties which can face the receiver of the targeted language?
- 3- What obstacles, that the sender of the targeted language is expected to be suffering from?
- 4- To what extent Can translation be useful to bridge the gap between different cultures?
- 5- [Is there a cross-cultural/intercultural competency assessment method other than self-assessment?](#) (. R. Alvarez, and M.C. Vidal, 1996,).

Significance of the Study:

This study derives its significance from the role of translator as intercultural mediator. This study is to explore the issue of the intercultural mediation as an activity in intercultural communication and the ways this applies to translation. It takes as its starting point the idea that mediation is fundamentally an interpretive act, through which meanings that have been created in one language are communicated in another. The study aims to understand how the practices of intercultural mediation are realized in translation and argues that mediation is a process that involves aspects that are internal to the translator (mediation for the self) and aspects that are oriented to the reader of the target text (mediation for others), which are, in turn, linked through selective processes of determining what resources are needed to enable a target text reader to understand a source text meaning. (St. Jerome, 1999,).

Method of the Study:

The methodology of the study is firstly how to collect the study data and information, how to analyze these data, then from this analyzing can induce the results, and the

recommendations. Research on intercultural communication is conducted using primarily three different methodological methods: social scientific, interpretive, and critical.

Consequently , the researcher used the historical, analytic, inductive and deductive methods to collect and analyze the data and the information of the study.

Intercultural communication is used synonymously with cross-cultural communication. Intercultural communication is a type of communication that aims to share information across different cultures and cultural groups. It is utilized to describe the big selection of communication processes and problems that naturally appear within the organization or social context made up of individuals from different religious, social, ethnic, and educational experience.(,.. A. Trosborg, 1997).

Because of the dramatic evolution of the professional translation industry, there are currently new terms and words being used to describe translation service specializations that don't fall under general categories like human translation or machine translation. This article intends to serve as a brief guide of sorts to some of the more common and basic of these recently coined expressions. Here are just some of them:

General Translation: The simplest of translation types, a general translation allows a translator quite a lot of leeway because its source material mostly uses layman terms and ordinary, everyday speech. There's no need to understand special terminologies, and most translation work fall into this particular type.

Legal Translation: As one of the more complex and complicated professional translation types out there, legal translation is best described as the translation of treaties, contracts,

and many other legal documents. A translation service is responsible for both understanding politico-legal and socio-cultural context behind a legal text and translating it in such a way that a target audience with a different cultural/political/societal background could readily understand.

Only a human translation agency that knows both source and target cultures could pull a decent legal translation job off. Nevertheless, even specialists like those tend to use professional legal assistance as well, because one simple slipup or mistranslation of a contract's passage could lead to disastrous consequences (L. Cheng, K. Sin, and A. Wagner, 2014.)

Results and Discussion:

The study has arrived several results including:

- ❖ That communication in general and abstract in special can be a suitable activity to explore and develop aspects of foreign language students' intercultural competence.
- ❖ language communication in general and abstract in special mediate among different communities help in exchanging cultures, there is a close relationship between the language and the culture of a community, - they are inextricably related, so that one cannot understand or appreciate the one without a good knowledge of the other.
- ❖ Culture may reflect in body language, customs, superstitions, and even expressions of friendliness. Although all these definitely observe the cultural norms of a particular society, the impact of culture on language use is both deep and thorough, culture refers to the lifestyle of a community: the way its members behave, their Beliefs, their values and,

most importantly, the way they communicate. "Every act of language is it written or spoken is a statement within the social structure in a given culture,

- ❖ abstract as means of communication gives people opportunities to establish contacts with a number of teaching groups from different countries and learn about different cultural communication patterns and possible misunderstandings, cultural patterns play a significant part in framing the processes of communication.
- ❖ there were differences as well as similarities perspective on intercultural communication among cultures, the research also indicated the challenges people from both cultures faced while working with others, the challenges included different working styles, different level of language, and usage of non-verbal communication. These challenges could create miscommunication and misinterpretation in intercultural communication from the interviewees' perspective; individuals in high-context cultures are more likely to adopt the visual effects offered by the Internet or other means to convey their messages efficiently than their low-context counterparts.

The research recommendations:

- 1- That the Intercultural communication skills such as abstract should be an important component of translation and English language teaching (ELT), in order to assist in exchanging cultural concepts and understanding different cultures,
- 2- it is necessary to have patience and good observation while communicating across cultures,
- 3- accepting the differences and looking for similarities would help create a basis of understanding for effective communication, based on observation,

- 4- Communication and behavior should be adjusted and adapted depending on the situation, aiming for clarity when communicating would allow people to avoid misunderstanding as well, further studies should be carried out of this theme.

Conclusion:

Consequently, depending on the analysis and results have been reached, we can summarize this study as follows: I think this study will pave the road before researchers to carry of such studies in favour to the scientific studies , the matter that help in education, culture concern bodies, academic of sciences, and media companies. As well as the researcher hopes further studies in this topic to be carried out.

Suggestion for Further Studies:

- 1- Intercultural Communication: Globalization and Social Justice.
- 2- Intercultural communicative competence
- 3- Intercultural Conflict as part of interpersonal interactions.

References:

1- R.R.Mehrotra in Ofelia García, Ricardo Otheguy, English Across Cultures, Cultures Across English: A Reader in Cross-cultural

Communication, Walter de Gruyter, 1989, p422. ISBN 0-89925-513-2.

2- Aixela, J. 1996. Culture specific items in translation. In Translation, power, subversion, ed. R. Alvarez, and M.C. Vidal, 52–78.

Clevendon: Multilingual Matters. Google Scholar.

3- Katan, David Translating Cultures, An Introduction for Translators, Interpreters and Mediators, Manchester, St. Jerome Publishing, 1999, 271 p.

4-Alwazna, R.Y. 2014. Important translation strategies used in legal translation: examples of Hooper’s translation of the Ottoman Majalla into English. In The Ashgate handbook of legal translation, ed. L. Cheng, K. Sin, and A. Wagner, 237–254.

Surrey: Ashgate Publishing Limited. Google Scholar.

5- David A. Baum, Stacey De Witt Smith and Samuel S.S. Donovan, —The Tree-Thinking Challenge, Science, vol. 310, No. 5750, November 11, 2005, p. 979246