

## THE ASPECT OF TRANSLATION PROCESS THAT IMPACT ON READER'S PERCEPTION

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***Abstract.** This thesis examines the impact of translation on the cognitive processes of readers. It investigates how modifications made during translation influence understanding, emotional response, and cultural interpretation of texts. Key areas of focus include alterations in meaning, cultural shifts, emotional impact and cognitive demand. Through qualitative analysis of comparative translations and relevant linguistic research, the study reveals that translation is more than just a linguistic operation; it is also a significant cognitive and cultural phenomenon that changes how readers perceive the original work.*

Translation serves as a vital tool for facilitating cross-cultural communication, influencing how individuals perceive texts from various linguistic and cultural backgrounds. It goes beyond merely substituting words; it reshapes the interpretation, emotional resonance, and mental processing of texts. Although traditional translation studies have primarily concentrated on accuracy and equivalence, there has been less focus on the way translation affects readers' cognitive and emotional interactions with the text. This thesis aims to explore translation as a dynamic connection between languages and minds, investigating how it alters meaning, impacts understanding, and shifts cultural viewpoints.

To understand the cognitive outcomes of translation, it is important to explore the specific mechanisms through which translation affects readers' perceptions, understanding, and emotional connections. While

translation may initially appear to be a simple linguistic task, it actually involves a complex interplay of language, culture, psychology, and interpretation [1.: 16.].

**There some aspects of translation process that impact on readers' cognition:**

**1. Shifts in Meaning and Interpretation.** Translators make decisions that affect how readers understand the text. When ambiguities in the original text are clarified in translation, it can restrict the range of possible interpretations.

Semantic shift refers to alterations in meaning that occur because of variations in vocabulary or cultural ideas across languages. For example: in "*Crime and Punishment*" by Fyodor Dostoevsky, the Russian word "*преступление*" can mean both "*crime*" and "*transgression*". Some English translations render it as "*crime*", focusing on the legal act. Others suggest "*transgression*", invoking moral or philosophical layers. This shift affects how readers interpret Raskolnikov's guilt, leading to different emotional and ethical reactions.

Level shift, it is when a concept expressed at one linguistic level in the source language (e.g., lexical) is translated at a different level in the target language (e.g., grammatical). For example, English verb aspects (*simple vs. continuous*) may be rendered differently in languages without the same aspectual distinctions. [2.: 19.].

**2. Cultural Transformation.** Translation must often adapt or substitute cultural references, which can either help or hinder understanding. When a word or phrase tied to specific cultural references must be adapted or explained in the target language to be understood, sometimes requiring descriptive equivalents rather than direct translations. For example: in Haruki Murakami's novels, the Japanese

phrase "*itadakimasu*" (said before eating) has no exact English equivalent. Translated as "*Thank you for the food*", it loses cultural significance (humility, gratitude to nature). Some translators explain it in a footnote, adding cognitive load, but preserving cultural insight. This shows how translation choices transform or preserve cultural rituals, impacting reader understanding.

**3. Emotional Component.** The emotional impact of a text may diminish due to altered rhythm, tone, or metaphor. Translations often fail to maintain the same intensity of emotional cues, affecting the reader's empathetic response. For example: in Pablo Neruda's Spanish poetry, the line "*Me gusta cuando callas porque estás como ausente*" translates literally as "*I like it when you are silent because it's as if you were absent.*" Some translators soften it due to modern gender sensitivity. Others keep it literal, causing emotional discomfort or reflection.

**4. Cognitive Load.** Translated texts may increase cognitive load due to unnatural sentence structures or unfamiliar expressions. Readers often engage in extra inferencing, especially when texts are literal or poorly localized. [3.: 115.]. For examples: a literal translation from German: "*The man, who in the morning by the baker the bread bought, is my neighbor.*" in English: "*The man who bought the bread from the baker this morning is my neighbor.*"

Literal translation increases cognitive load due to unnatural structure. A good translation reduces mental effort, aiding smoother comprehension. Cognitive load increases when syntax or idioms are not adapted to the reader's language norms.

The research demonstrates that translation has a substantial impact on readers' cognitive and emotional interactions with texts. It transforms meaning, influences cultural perceptions, and can either heighten or

reduce emotional reactions. These effects are not consistent; they depend on the translation approach, the reader's background, and the genre of the text. Consequently, translation should be regarded not just as a language transfer but as a cognitive and cultural process that is fundamental to global communication and understanding. [4.: 162.].

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