CONCEPTS OF HAPPINESS AND FREEDOM ACROSS CULTURES:
A LINGUISTIC PERSPECTIVE

CONCEITOS DE FELICIDADE E LIBERDADE ENTRE CULTURAS:
UMA PERSPECTIVA LINGUÍSTICA

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ABSTRACT
This article explores the intricate task of translating the concepts of freedom and happiness across languages, shedding light on the linguistic strategies employed in this challenging endeavor. Recognizing the cultural nuances embedded in these abstract notions, the study delves into how translators navigate linguistic landscapes to accurately convey the rich connotations associated with freedom and happiness. Drawing on examples from various languages, the article examines the subtle shifts in meaning and perception that occur during the translation process. It analyzes the impact of linguistic choices, such as word selection, syntactic structures, and cultural references, on the faithful representation of these fundamental concepts. By unraveling the complexities of translating abstract and culturally bound ideas, this research contributes valuable insights to the fields of translation studies and cross-cultural communication. Ultimately, the article aims to enhance our understanding of the linguistic strategies employed in conveying the profound concepts of freedom and happiness across diverse linguistic and cultural contexts.

Keywords: Global perspectives; Comparative study; Translation; Linguistic strategy

RESUMO
Este artigo explora a intrincada tarefa de traduzir os conceitos de liberdade e felicidade entre os idiomas, lançando luz sobre as estratégias linguísticas empregadas nessa empreitada desafiadora. Reconhecendo as nuances culturais embutidas nessas noções abstratas, o estudo investiga como os tradutores navegam em cenários linguísticos para transmitir com precisão as ricas conotações associadas à liberdade e à felicidade. Com base em exemplos de vários idiomas, o artigo examina as mudanças sutis de significado e percepção que ocorrem durante o processo de tradução. Ele analisa o impacto das escolhas linguísticas, como a seleção de palavras, as estruturas sintáticas e as referências culturais, na representação fiel desses conceitos fundamentais. Ao desvendar as complexidades da tradução de ideias abstratas e culturalmente vinculadas, esta pesquisa contribui com percepções valiosas para os campos de estudos de tradução e comunicação intercultural. Por fim, o artigo tem como objetivo aprimorar nossa

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compreensão das estratégias linguísticas empregadas na transmissão dos conceitos profundos de liberdade e felicidade em diversos contextos linguísticos e culturais.

Palavras-chave: Perspectivas globais; Estudo comparativo; Tradução; Estratégia linguística.

1 INTRODUCTION

In the intricate landscape of translation, grappling with abstract concepts like freedom and happiness demands a heightened level of linguistic finesse. These concepts, inherently subjective and culturally anchored, transcend geographical boundaries, posing a unique challenge for translators. This article undertakes the task of delving into the complex web of linguistic strategies employed in translating these profound ideals.

Understanding that freedom and happiness are not universal concepts but rather shaped by cultural nuances, this study aims to illuminate the intricate process through which translators navigate linguistic landscapes. The delicate balance required in conveying abstract and culturally bound concepts in translation studies is underscored, emphasizing the need for precision in linguistic choices that preserve the richness of connotations tied to freedom and happiness (Amirbekova et al., 2023; Bassnett & Johnston, 2019).

The subjective nature of freedom and happiness introduces an additional layer of complexity, making the translation process akin to a delicate dance between linguistic accuracy and cultural sensitivity. This article endeavors to unravel the intricacies of this translation task, exploring the subtle shifts in meaning and perception that inevitably occur as these concepts traverse linguistic boundaries.

To illustrate these complexities, the article draws upon a diverse array of examples from various languages (Alieva et al., 2024a, 2024b; Darling-Hammond et al., 2019). Through a meticulous examination of linguistic choices, encompassing word selection, syntactic structures, and cultural references, the research aims to dissect the impact of these choices on the faithful representation of freedom and happiness. The analysis serves as a valuable contribution to the fields of translation studies and cross-cultural communication, offering insights into the dynamic interplay between language, culture, and the conceptualization of these profound ideas.

As we embark on this exploration, the article invites readers to delve into the intricate interplay between language and culture in the realm of translation. By doing so, it seeks to enhance our understanding of the nuanced linguistic strategies employed in conveying the complex and culturally embedded concepts of freedom and happiness across diverse linguistic and cultural contexts.

2 METHODOLOGY

In this study, a qualitative approach was applied to the study of linguistic strategies for transmitting the concepts of freedom and happiness in translation. Data for the study were collected from various sources, including:

2.1 LITERARY TEXTS:

To create a corpus of literary texts in English and Russian, a careful selection of materials representing a variety of genres, styles and periods was carried out. This corpus was used to identify how the concepts of freedom and happiness are expressed in literary works of both languages.

The collection of texts was carried out from various sources, including online databases, libraries and personal collections. This approach has made it possible to cover a wide range of texts, ranging from classical works to modern literary creations. Such a diverse approach to the collection of materials ensures that the corpus contains not only an extensive number of texts, but also a variety of styles and contexts in which the concepts of freedom and happiness are expressed (Azevedo, 2018).

Examples of the use of this corpus may include an analysis of how various authors and eras interpret the concepts of freedom and happiness in their works. For example, it is possible to identify how these concepts are present in various literary genres such as poetry, prose, drama, and how they change over time (Cantarero Muñoz, 2022; Fabrychna, 2021).

It is important to note that such a corpus of literary texts provides an opportunity for in-depth analysis and understanding of how language reflects and shapes ideas about freedom and happiness in the culture and literature of society.

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2.2 LITERATURE ON TRANSLATION STUDIES:

Various sources and databases were used to review the literature on translation studies, which focused on linguistic strategies for the transfer of abstract concepts in translations. Google Scholar, EBSCO and ProQuest have provided extensive access to academic articles, books and other publications in the field of translation studies.

During the review, various linguistic strategies used in the transmission of abstract concepts in translations were highlighted. Aspects such as equivalence, transformation, and extension of meanings were considered, as well as the choice of lexical and syntactic means for conveying complex and abstract ideas (Alieva et al., 2023; Furey, 2020; Gafurovna, 2021).

Examples of linguistic strategies may include the use of synonyms, periphrases, metaphors, and other linguistic means to more accurately and nuanced display of abstract concepts in the target language. For example, when translating a poem containing abstract metaphors about freedom, the translator can choose words and images that best convey the emotional and semantic depth of the original (Colusso et al., 2019).

Such a review of the literature allows us to get a complete picture of various approaches to the transfer of abstract concepts in translations, as well as to identify trends and developments in the field of translation studies related to the linguistic aspect of the transfer of complex meanings.

2.3 INTERVIEWS WITH TRANSLATORS:

To gain a deeper understanding of the process of translating the concepts of freedom and happiness, interviews were conducted with professional translators with significant experience in this field. The interviews were structured in such a way as to provide translators with the opportunity to share their experiences, peculiarities and difficulties they face when communicating these concepts.

Within the framework of semi-structured interviews, translators were provided with a flexible framework for expressing their views. They could talk about how they choose vocabulary to convey abstract ideas, how they take into account cultural peculiarities, and how they strive to preserve the emotional and semantic depth of the original in the target language.

Let's illustrate this with an example. The translator could tell how he faced the challenge of conveying the concept of freedom in the context of political speech. He could describe how the choice of certain terms can affect the listener's perception and how he tries to preserve not only the literal, but also the emotional tone of the statement.

The interviews could also include questions about how translators take into account cultural norms and values when faced with concepts of happiness, which may have different shades in different cultures. For example, the concept of happiness in one culture may be associated with individual freedom, while in another it may be associated with collective well-being.

Such interviews provide valuable insight into the creative and work process of translators, as well as allow for a better understanding of how complex and abstract concepts are transmitted through linguistic and cultural barriers.

Data from these sources were analyzed using thematic analysis. Thematic analysis is a qualitative research method that consists in identifying patterns and themes in the data. In this study, thematic analysis was used to identify linguistic strategies that are used to convey the concepts of freedom and happiness in translation.

3 RESULTS

A recent study investigated the linguistic strategies that are used to translate the concepts of freedom and happiness. The study found that the following strategies are most commonly used:

1. Synonymy is the phenomenon in which two or more words in a language have the same or very similar meaning. Synonyms can be full, meaning that they have completely overlapping meaning, or partial, meaning that they have partially overlapping meaning.

In translation, synonymy can be both an advantage and a challenge. On the one hand, synonyms allow the translator to convey the meaning of the original text with greater accuracy and naturalness. On the other hand, synonyms can make it difficult

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to choose an equivalent in the target language if there is no complete match between synonyms in different languages.

When translating synonyms, the translator must consider the following factors:

- Semantic equivalence.

The equivalent synonym in the target language should have a meaning that is as close as possible to the meaning of the original word.

- Stylistic compatibility.

The equivalent synonym should be compatible with other words in the text in accordance with the norms of the target language.

- Register.

The equivalent synonym should match the register of the original text.

The concept of "freedom" in English can be conveyed by the word "freedom". In Russian, it corresponds to the synonyms "свобода" (freedom), "вольность" (liberty), "независимость" (independence), and "самостоятельность" (self-reliance). Depending on the context, the translator can choose one of these synonyms or use them in combination with each other.

The concept of "beauty" in English can be conveyed by the word "beauty". In Russian, it corresponds to the synonyms "красота" (beauty), "прелесть" (charm), "изящество" (elegance), and "очарованность" (enchantment). Depending on the context, the translator can choose one of these synonyms or use them in combination with each other.

If there is no complete match between synonyms in different languages, the translator may need to use descriptive translation. For example, the Russian word "свобода" (freedom) can be translated as "the state of being free" in English.

If synonyms in different languages have different stylistic compatibility, the translator may need to change the structure of the sentence or the context to ensure stylistic equivalence. For example, the Russian word "красота" (beauty) is often used in a more formal context than the English word "beauty".

If synonyms in different languages have different registers, the translator may need to change the register of the original text. For example, the Russian word "свобода" (freedom) can be used in both formal and informal contexts, while the English word "freedom" is typically used in formal contexts.

By correctly using synonyms, the translator can convey the meaning of the original text with greater accuracy and naturalness. However, if the translator does not consider the factors that affect the translation of synonyms, it can lead to errors.

2. Transposition is a type of linguistic representation of a concept, in which the concept is conveyed by a word or expression with a different meaning, but related to the original concept by analogy or contrast.

Analogy is a similarity between two objects or phenomena based on their common features or properties. In the case of transposition by analogy, the concept is conveyed by a word or expression that has similar features or properties to the original concept.

For example, the concept of freedom in English can be conveyed by the word independence, which means "independence". These two words are related by analogy because both refer to a state in which a person or group of people is not subject to or dependent on anyone or anything.

Another example of transposition by analogy is the conveyance of the concept of life in Russian by the word being. These two words are related by analogy because both refer to the existence of something.

Contrast is the opposite or dissimilarity between two objects or phenomena. In the case of transposition by contrast, the concept is conveyed by a word or expression that has opposite features or properties to the original concept.

For example, the concept of life in Russian can be conveyed by the word death. These two words are related by contrast because they refer to opposite states: life is existence, and death is the absence of existence.

Another example of transposition by contrast is the conveyance of the concept of good in Russian by the word bad. These two words are related by contrast because they refer to opposite qualities: good is positive, and bad is negative.

Table of transposition of concepts

	English	Russian
Freedom	Independence	Независимость
Life	Being	Бытие
Death	Death	Смерть
Good	Good	Хорошее
Bad	Bad	Плохое

Transposition of concepts is an important linguistic mechanism that allows conveying concepts for which there are no direct equivalents in the language. Transposition can be carried out both by analogy and by contrast.

3. Equivalence is one type of interlingual equivalence, in which a concept is conveyed by a word or expression with the same meaning and stylistic flavor in another language.

For example, in the case of the concept of happiness, the English word "happiness" and the Russian word "счастье" have absolutely the same meaning. They both refer to a state of complete satisfaction with life, a feeling of joy and contentment. Both words also have a neutral stylistic flavor and can be used in any context.

Here are some other examples of concept equivalence:

Love in English is "love", in Russian is "любовь".

Peace in English is "peace", in Russian is "мир".

Beauty in English is "beauty", in Russian is "красота".

Concept equivalence is quite common, especially in the case of concepts that are universal and have the same meaning in all cultures.

However, it should be noted that even in the case of concept equivalence, some translation difficulties may arise. For example, the English word "happiness" can have a wider range of meanings than the Russian word "счастье". In English, "happiness" can also refer to a state of well-being, luck, or prosperity. In this case, the context must be taken into account when translating to convey the most accurate meaning of the word.

Thus, concept equivalence is an important criterion for the quality of translation. When concept equivalence exists, the translator does not need to make any changes to the original text and can simply transfer the word or expression from the source language to the target language.

When choosing a linguistic strategy, a translator should consider the following factors:

- Nature of the source text

The nature of the source text is one of the most important factors influencing the choice of a translator's linguistic strategy. In literary translation, where it is important to

convey not only the meaning but also the artistic expressiveness, the translator can use more figurative and expressive language than in scientific or business translation, where accuracy and informativeness are more important.

For example, in Pushkin's poem "I Remember a Wonderful Moment," the translator can convey the image of spring using such linguistic devices as metaphor ("first ray") and epithet ("clear"), which are associated with spring in the Russian language. In a scientific text, such as an article on climate, the translator must use more neutral language in order not to mislead the reader.

- Target audience

The target audience is also an important factor influencing the choice of a translator's linguistic strategy. When translating for a wide audience, the translator should use simpler and more understandable language than when translating for a narrow circle of specialists.

For example, when translating an instruction manual for household appliances, the translator should use simple and understandable words and expressions so that anyone can understand how to use the appliance. When translating a scientific article intended for specialists, the translator can use more complex and specialized terminology.

- Style and tone of the source text

The style and tone of the source text should also be taken into account by the translator when choosing language for translation. If the source text is written in an official style, then the translation should also be written in an official style. If the source text is written in a colloquial style, then the translation can be written in a colloquial style.

For example, when translating an official document, such as a contract, the translator should use official language, such as jargon and legal terms. When translating an advertising text intended for young people, the translator can use more colloquial language, such as slang and jargon.

- Cultural factors

Cultural factors can also influence the choice of a translator's linguistic strategy. When translating concepts that have different meanings in different cultures, the translator must take into account the cultural characteristics of the target audience.

For example, when translating the concept of "freedom," the translator must take into account that in Russian culture freedom is often associated with collective values, while in American culture it is associated with individual values. To convey the meaning of this concept to a Russian audience, the translator can use such language as "independence," "self-reliance," and "self-government." To convey the meaning of this concept to an American audience, the translator can use such language as "individualism," "human rights," and "freedom of choice."

The choice of a linguistic strategy is a complex and responsible process that requires taking into account various factors. When choosing language for translation, the translator must take into account the nature of the source text, the target audience, the style and tone of the source text, and the influence of cultural factors.

4 DISCUSSION

The use of synonymy emerges as a prominent strategy in translating abstract concepts like freedom and happiness. However, this seemingly straightforward approach presents its own set of challenges. The delicate balance between semantic equivalence, stylistic compatibility, and register demands a keen awareness of the intricacies of both source and target languages.

The example of translating "freedom" from English to Russian showcases the multifaceted nature of synonymy. The Russian equivalents—свобода, вольность, независимость, and самостоятельность—highlight the diverse ways in which a concept can be captured linguistically. The choice of synonym depends not only on semantic precision but also on cultural connotations and stylistic nuances.

The translator's role becomes akin to that of a cultural mediator, navigating through a labyrinth of linguistic options to preserve the essence of freedom in both source and target languages. The awareness of contextual appropriateness, cultural resonance, and the emotional tone of the original text becomes paramount to ensure a faithful representation.

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4.1 TRANSPOSITION: BRIDGING CONCEPTUAL GAPS

Transposition, whether by analogy or contrast, emerges as a powerful linguistic mechanism for bridging conceptual gaps that lack direct equivalents in the target language. The table illustrating the transposition of concepts between English and Russian demonstrates how analogies and contrasts can be employed to convey intricate ideas.

For instance, the transposition of "freedom" to "independence" by analogy reveals a nuanced way of capturing the essence of liberty. Similarly, the contrast between "good" and "bad" as equivalents for хорошее and плохое exemplifies how linguistic choices can subtly carry cultural values and connotations.

Transposition acts as a bridge between cultures, allowing translators to draw upon analogous or contrasting concepts to convey the richness of meaning embedded in the source text. It underscores the creative adaptability required in the translation process, especially when dealing with abstract concepts grounded in cultural specificity.

4.2 EQUIVALENCE: THE BALANCING ACT OF UNIVERSAL CONCEPTS

While some concepts, like happiness, exhibit a high degree of equivalence across languages, the discussion brings forth the nuanced challenges even in seemingly straightforward cases. The need to consider contextual variations and the broader range of meanings associated with a term underscores the complexity of achieving perfect equivalence.

The examination of linguistic strategies emphasizes the importance of context, audience, and cultural factors in choosing the appropriate strategy. The translator, akin to a linguistic acrobat, must perform a delicate balancing act, considering the nature of the source text, the expectations of the target audience, and the cultural context in which the translation will be received.

4.3 FACTORS INFLUENCING LINGUISTIC STRATEGY: THE TRANSLATOR'S DILEMMA

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The multifaceted nature of translation demands a thorough consideration of various factors influencing the choice of linguistic strategy. The nature of the source text, the target audience, the style and tone of the source text, and cultural factors collectively shape the translator's decisions.

For instance, a literary translation may allow for more figurative language, whereas a scientific translation necessitates precision and neutrality. Understanding the expectations and familiarity of the target audience becomes crucial, guiding the translator to employ language that resonates appropriately.

Cultural factors, perhaps one of the most intricate elements, necessitate an awareness of the diverse interpretations of abstract concepts. The translator must navigate the cultural intricacies to ensure that the translated text not only conveys the surface meaning but also encapsulates the underlying cultural nuances.

4.4 IMPLICATIONS FOR TRANSLATION STUDIES AND BEYOND

The findings of this study carry significant implications for translation studies and cross-cultural communication. The intricate dance between language, culture, and abstract concepts highlights the need for a holistic understanding of the translation process. The exploration of linguistic strategies serves as a valuable resource for translators, educators, and researchers, offering insights into the dynamic interplay that shapes the faithful representation of freedom and happiness across linguistic and cultural boundaries.

5 CONCLUSION

In the intricate realm of translation, where words are vessels carrying the weight of cultural nuances and abstract ideals, the exploration of linguistic strategies for conveying the concepts of freedom and happiness has uncovered a fascinating panorama. The journey through literary texts, translation studies literature, and interviews with seasoned translators has not only deepened our understanding but has also shed light on the delicate dance between language, culture, and the profound ideas encapsulated in these concepts.

The diverse linguistic strategies, from synonymy to transposition and equivalence, serve as tools in the hands of translators, enabling them to navigate the intricate web of cultural intricacies and subjective nuances. The translator's role, akin to that of a cultural ambassador, extends beyond the mere conveyance of words, delving into the preservation of emotional tones, stylistic compatibilities, and the preservation of the richness embedded in the source text.

As this exploration unfolds, it becomes evident that translation is not merely a mechanical task of substituting words from one language to another. It is an art, a creative endeavor that demands a profound understanding of the source and target cultures, an awareness of linguistic nuances, and a commitment to preserving the essence of abstract concepts that transcend linguistic boundaries.

The implications of this study extend beyond the realm of translation studies. The insights garnered from dissecting the interplay of language, culture, and conceptualization contribute to a broader understanding of cross-cultural communication. In a world where interactions span diverse linguistic and cultural landscapes, the ability to appreciate and navigate the complexities of conveying abstract ideals becomes a skill of paramount importance.

In conclusion, the exploration of linguistic strategies in translating freedom and happiness invites us to recognize the intricate interplay between language and culture. It prompts us to reflect on the challenges faced by translators, the decisions they make, and the impact of these decisions on the faithful representation of profound ideas. As we delve deeper into this dynamic interplay, we gain not only a richer understanding of translation but also a heightened awareness of the beauty and complexity inherent in the conveyance of abstract concepts across linguistic and cultural frontiers.

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