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Cultural Sensitivity in Translation: Insights from Eastern and Western Theoretical Frameworks

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Abstract

Cultural sensitivity in translation involves understanding and preserving the cultural nuances embedded in the source text, ensuring that the target audience can engage meaningfully with the translated work. Eastern translation theories, influenced by Confucianism, Taoism, and Indian traditions, emphasize the role of the translator as a cultural mediator who must respect and preserve the essence of the original culture.

In contrast, Western translation theories, shaped by structuralism, poststructuralism, and theories such as Skopos and domestication versus foreignization, focus on linguistic

equivalence and functional adaptation to the target culture. This paper explores the concept of cultural sensitivity in translation through the lens of Eastern and Western theoretical frameworks. It also compares these two approaches, highlighting their similarities, differences, and practical implications for contemporary translators. It concludes by discussing the importance of cultural sensitivity in the globalized context, particularly in the face of technological advancements and the growing need for cross-cultural communication.

Key Words: Cultural Sensitivity- Translation process- Eastern theories- Western Theories -medium and message

