

The cultural aspects and references in the process of translation

FESANGHARI, Azadeh

Assistant Professor, Université Hakim Sabzévâri, Sabzevar, Iran

FARSIAN, Mohammad Reza

Professor, Ferdowsi University of Mashhad,
Mashhad, Iran

The aim of this research is to illustrate how the relationship between language and culture intervenes in translation. From our chosen corpus, *Mom's Guests* (translated from Persian to French), we will try to show that how and by what processes and strategies the linguistic and cultural differences have intervened in the translation practice by the translator. To answer this question, we will compare the translation of the Iranian best-seller, in two languages: we will use a method of analysis inspired by the approach of Vinay and Darbelnet; Given the inadequacy of this purely linguistic approach, we will therefore focus on Venuti's cultural approach, which represents a method of understanding and interpreting the interactions between language and culture in translation. The analysis results of the comparison of the target and the source document clarify that the translator, on the one hand, tried to integrate exoticism into the text produced by incorporating the cultural references of the source text into the target one. Furthermore, by using the strategy of standardization, she tried to reduce the distance of the otherness of the target text by adapting it to the cultural universe of new recipients, the French readers. The translation of *Maribel Bahia* thus supports the work of Moradi Kermani, which now finds a new identity between the French readers.

Keywords: Cultural Aspects, Exoticism, *Mom's Guests*, Naturalization, Persian-French Translation Vinay And Darbelnet.