

Measuring the Correlation Between Translation and Culture: A Survey Based Analysis

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Abstract:

This research paper explores the intrinsic relationship between translation and culture through a quantitative survey of 204 respondents. The study aims to examine how translated literary and audiovisual works foster intercultural understanding and global cultural awareness. Findings reveal that translation plays a pivotal role in cultural exchange, shaping perceptions of foreign societies and promoting empathy through accessibility. With 92% of participants acknowledging that translated content enhances their understanding of other cultures, the study substantiates the idea that translation is not merely linguistic conversion but a cultural bridge connecting humanity across languages.

Introduction:

Translation serves as a conduit through which cultures converse, exchange ideas, and foster mutual understanding. In an age marked by globalization and digital media, translated literature, films, and series play a vital role in shaping cultural perception. This study, titled 'Measuring the Correlation Between Translation and Culture: A Survey-Based Analysis,' seeks to evaluate how translation influences cultural understanding among readers and viewers. The focus lies not only on linguistic transformation but also on cultural transmission—the process by which translated works preserve, reinterpret, or reshape the essence of the original text.

Through the use of a comprehensive questionnaire, this study examines how audiences engage with translated content, the extent of its cultural impact, and how it contributes to global empathy and awareness. The respondents include 204 participants—117 males and 87 females—belonging to diverse age and professional backgrounds. Their responses offer valuable insights into how translation operates as a sociocultural phenomenon.

Objectives of the Study

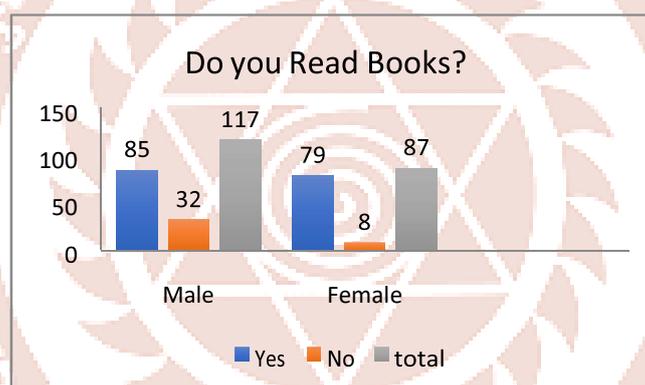
- To examine how translated works build a bridge in understanding other cultural beliefs, values, and practices through literature and movies.
- To evaluate the effectiveness of translated works in preserving the cultural essence of the original works.
- To explore audience's understanding of translated content in various cultural contexts.
- To examine translated works' role in understanding and building perceptions of foreign culture.
- To assess translation's impact in the promotion of intercultural as well as global cultural awareness.

Research Methodology

The research adopted a quantitative survey method using an online questionnaire distributed via Google Forms. The sample consisted of 204 respondents (117 males and 87 females) from varied academic and professional backgrounds. The questionnaire included 26 questions divided into two sections: personal and subjective. The data collected focused on participants' exposure to translated books and audiovisual works, preferences, and their cultural insights. Descriptive statistics, percentage analysis, and graphical representations (bar charts and pie graphs) were used to interpret the data. The study also included open-ended questions to understand personal reflections on the influence of translation on cultural awareness.

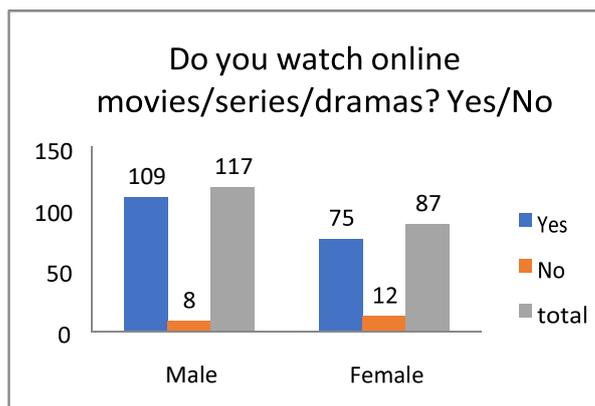
Data Analysis and Interpretation

The data analysis section interprets responses from each question to understand the correlation between translation and cultural understanding. The analysis covers Questions 6 to 25 and integrates statistical insights, gender comparisons, and interpretative discussion.



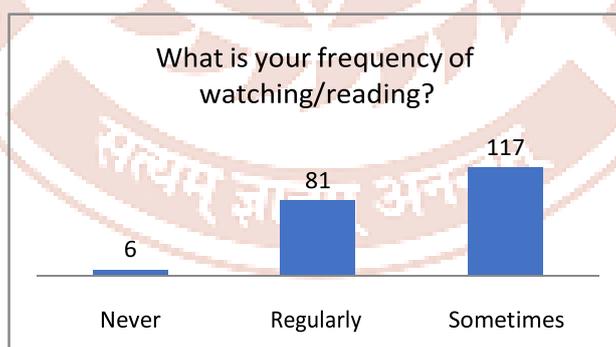
The data indicates that out of 204 respondents, 164 individuals (80.39%) reported that they read books, while 40 respondents (19.61%) said they do not. Among males, 85 out of 117 (72.64%) reported reading books, whereas 32 males (27.35%) said they do not. In comparison, 79 out of 87 females (90.80%) reported reading books, and only 8 females (9.19%) answered “No.” These figures demonstrate a significantly higher reading tendency among female respondents, with nearly 90% participation, compared to males, where slightly more than 72% are active readers. This gender-based difference highlights a stronger engagement with reading habits among female participants.

The high percentage of book readers indicates that literature still occupies an important place in the respondents' lives and acts as a meaningful medium for cultural exposure through translated texts. Meanwhile, the 20% who do not read books may rely more heavily on audiovisual media for understanding other cultures, signifying evolving patterns of cultural consumption in contemporary audiences.



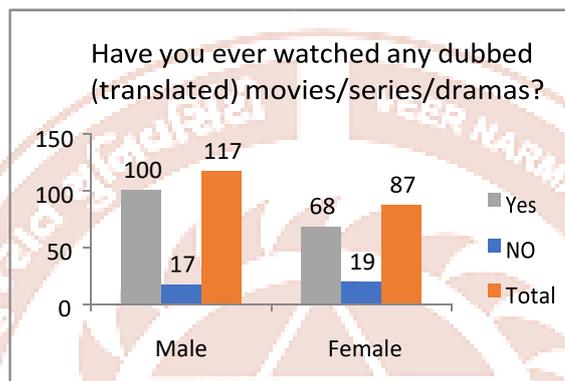
Out of the total 204 respondents, a significant majority—184 individuals (90.19%)—reported that they watch online movies, series, or dramas, while only 20 respondents (9.80%) stated that they do not.

Among males, 109 out of 117 (93.16%) answered “Yes,” whereas only 8 males (6.83%) said “No.” In contrast, 75 out of 87 females (86.20%) watch online content, while 12 females (13.79%) do not. Although both groups show high levels of engagement, male respondents display slightly higher viewership rates than females. Overall, the data clearly indicates that watching online content is an extremely common activity among respondents, far surpassing the rate of book reading in the previous question. This strong participation in online media has direct relevance to the study of translation and cultural understanding. Since over 90% of the respondents consume audio-visual content, which frequently includes dubbed or subtitled materials, their cultural perceptions are extensively shaped through translated media.



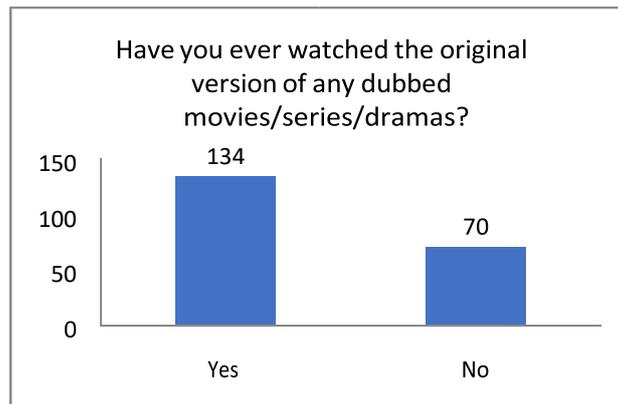
The data reveals three distinct patterns of engagement with reading and watching activities. Out of the total 204 respondents, 117 individuals (57.35%) reported that they engage in these activities “sometimes,” making it the most common response. Meanwhile, 81 respondents (39.70%) stated that they engage “regularly,” demonstrating a substantial group of consistent consumers of books and online content. Only 6 respondents (2.94%) indicated that they “never” participate in either activity. These figures show that the majority of participants have at least occasional interaction with reading or audiovisual materials, with

nearly 40% maintaining sustained and frequent consumption. This frequency of engagement is crucial in understanding the respondents' exposure to translated content and, consequently, their cultural awareness. Those who regularly consume such materials are more likely to encounter culturally diverse narratives, enhancing their familiarity with foreign customs, languages, and social values. The larger group that participates "sometimes" still represents a meaningful segment capable of forming cultural impressions, though with less depth than regular viewers or readers. This widespread engagement with dubbed content directly influences how audiences experience cultural narratives through translation.

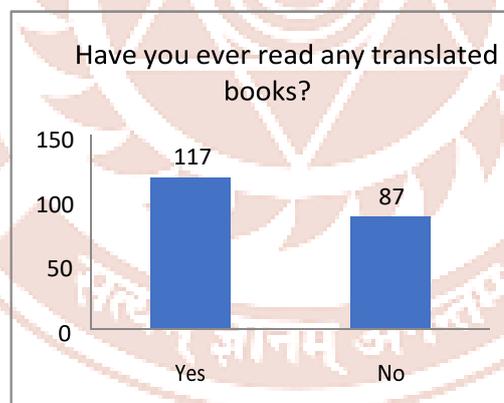


The data shows that a large majority of respondents have watched dubbed or translated audiovisual content. Out of 204 participants, 168 individuals (82.35%) answered "Yes," indicating prior exposure to dubbed movies, series, or dramas, while 36 respondents (17.64%) said "No." Among males, 100 out of 117 (85.47%) reported watching dubbed content, whereas 17 males (14.52%) have not. In comparison, 68 out of 87 females (78.16%) have watched dubbed material, while 19 females (21.83%) stated they have not. Although both genders show strong exposure to dubbed content, males demonstrate a slightly higher rate of engagement than females.

This widespread exposure to dubbed media plays a significant role in understanding how translation influences cultural perception. Since more than four fifths of respondents have interacted with dubbed content, it is clear that translated audio-visual media serves as a major channel through which audiences encounter foreign cultures. The slightly lower rate of exposure among females may indicate varied viewing preferences, yet the overall high participation shows that dubbed media acts as an important cultural bridge for both groups. This question establishes that translated content is not only widely consumed but also central to how respondents access global cultural narratives.

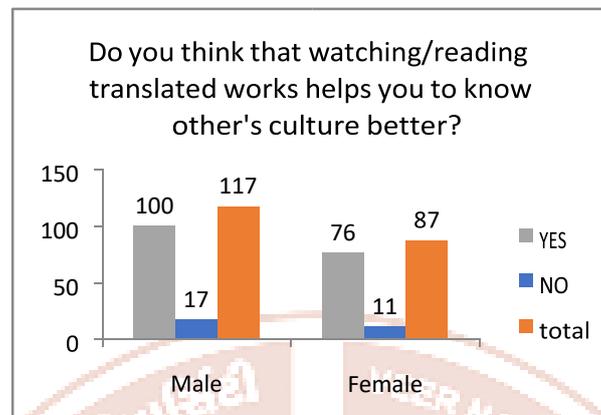


Out of the total 204 respondents, 134 individuals (65.68%) reported that they have watched the original version of a movie, series, or drama that they had previously seen in dubbed form. Meanwhile, 70 respondents (34.31%) stated that they have not. This indicates that nearly two-thirds of the participants consciously explore original-language content, suggesting a strong curiosity toward authentic cultural expressions. This pattern shows that a majority of viewers prefer to compare translated versions with original ones, which enhances their understanding of cultural nuance, tone, and linguistic authenticity. The one-third who do not watch the original versions may rely solely on dubbed content for convenience, indicating a different mode of cultural consumption.

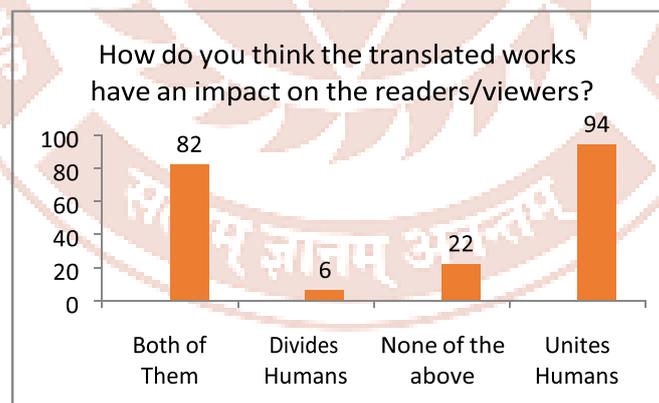


Out of the 204 respondents, 117 individuals (57.35%) reported that they have read translated books, while 87 respondents (42.64%) stated that they have not. This shows that more than half of the participants have experienced translated literature, indicating a substantial level of engagement with cross-cultural texts. At the same time, the relatively high proportion of non readers suggests that translated books may be less accessible or less preferred compared to audio-visual translations. Overall, the data reflects a moderately strong readership of translated works, highlighting that literature continues to act as a meaningful bridge for cultural understanding, although not as universally consumed as translated films or series.

Out of the total 204 respondents, 176 individuals (86.27%) believe that watching or reading translated works helps them understand other cultures better, while only 28 respondents (13.72%) feel that it does not.



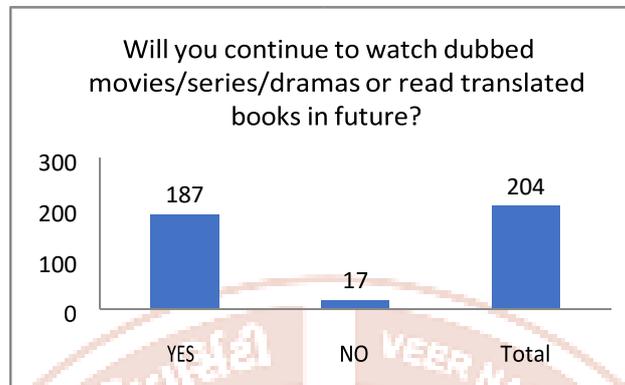
Among males, 100 out of 117 (85.47%) agreed, compared to 17 males (14.52%) who disagreed. Female responses show a similar but slightly higher trend, with 76 out of 87 (87.35%) saying “Yes” and only 11 females (12.64%) saying “No.” This strong agreement across genders suggests that the majority of participants recognize translation—whether in books, films, or series—as a meaningful pathway to cultural exposure. The high percentage of affirmative responses highlights how translated media functions as an accessible cultural bridge, helping audiences connect with global traditions, values, and perspectives.



Out of 204 respondents, the majority expressed positive perceptions about the cultural impact of translated works. 94 individuals (46.07%) believed that translated works unite humans, while 82 respondents (40.19%) felt that translations create both unity and division, depending on the context. A very small number, only 6 respondents (2.94%), believed that translated works divide humans, suggesting minimal concern about negative cultural effects.

Additionally, 22 participants (10.78%) selected none of the above, indicating either neutrality or uncertainty about the cultural influence of translations. Overall, these

responses show that audiences largely view translated literature and media as tools that foster cultural connection and understanding, reinforcing the idea that translation plays a constructive role in bridging societies rather than separating them.



Out of the 204 respondents, an overwhelming majority—187 individuals (91.66%)—expressed that they would continue to watch dubbed movies, series, dramas, or read translated books in the future, while only 17 respondents (8.33%) stated that they would not. This strong positive response indicates a sustained interest in translated content and highlights its growing relevance in shaping cultural consumption patterns. The high willingness to continue engaging with translated works suggests that audiences find value, accessibility, and cultural enrichment in such materials, reinforcing the importance of translation as an ongoing bridge to global narratives.

Findings and Discussion

The findings from the survey clearly show that translation acts as a significant catalyst for cultural transmission. A large majority of respondents expressed that translated books, movies, and series help them understand other cultures better, demonstrating strong trust in translation as a medium of cultural learning. This pattern supports the central premise of the study: translation functions as a cultural bridge that shapes perceptions, expands awareness, and encourages openness toward global societies.

Furthermore, most participants reported positive emotional and cognitive experiences after engaging with translated content, indicating that translation enhances rather than restricts cultural understanding. Respondents who prefer translated versions highlight accessibility and ease of comprehension as major reasons, while those inclined toward original versions emphasize authenticity and unfiltered cultural expression. Overall, the data reveals an active and meaningful interaction between translation and culture, suggesting that translated works contribute to cultural enrichment and broaden the audience's worldview.

Conclusion

Translation is more than a linguistic exercise; it is a cultural act that transmits emotions, ideologies, and identities across borders. The research concludes that translated literature and media not only enable audiences to access foreign works but also help them internalize diverse cultural perspectives. The overwhelmingly positive responses from 204 participants affirm that translation cultivates global understanding and encourages cultural empathy. In an increasingly interconnected world, translation thus emerges as a vital instrument of cultural diplomacy and global education.

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