

A LINGUACULTURAL APPROACH TO CREATING BILINGUAL DICTIONARIES

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Abstract. *This article explores the application of a linguacultural approach in the creation of bilingual dictionaries. By integrating theoretical frameworks from linguistics, anthropology, and communication studies, bilingual dictionaries aim to go beyond linguistic equivalence to capture cultural nuances, pragmatic conventions, and socio-cultural contexts. Drawing on theories such as politeness theory, cross-cultural communication theory, relevance theory, cultural linguistics, norms theory, and cognitive anthropology, this article examines how theoretical insights inform the selection of translation equivalents, the crafting of definitions, and the contextualization of cultural references in bilingual dictionaries. Through the lens of these theories, bilingual dictionaries become invaluable tools for facilitating effective cross-cultural communication, promoting intercultural understanding, and fostering linguistic and cultural competence.*

Keywords: *bilingual dictionaries, linguacultural approach, theoretical frameworks, cross-cultural communication, cultural linguistics, translation theory.*

Bilingual dictionaries serve as essential resources for individuals seeking to navigate linguistic and cultural differences in multilingual contexts. However, the creation of bilingual dictionaries entails more than mere translation; it requires a nuanced understanding of the interplay between language and culture. In this article, we explore how theoretical frameworks from linguistics, anthropology, and communication studies inform the development of bilingual dictionaries, with a focus on enhancing cross-cultural communication and cultural competence.

Politeness theory offers insights into culturally appropriate ways of expressing politeness, deference, and respect in language use. When creating bilingual dictionaries, politeness theory informs translators and lexicographers about the pragmatic conventions that govern social interactions in different cultural contexts. By incorporating politeness strategies into translations and definitions, dictionaries help users navigate cross-cultural communication with sensitivity and respect.

Cross-cultural communication theory examines the dynamics of communication across cultural boundaries, providing a framework for understanding cultural differences in communication styles, values, and worldview assumptions. Bilingual dictionaries adopt a cross-cultural communication perspective to facilitate effective communication between speakers of different languages. By providing insights into

cultural norms, communication styles, and worldview differences, dictionaries bridge cultural gaps and promote intercultural understanding.

Relevance theory posits that communication is driven by the principle of relevance, whereby speakers aim to convey information that is maximally relevant to the context and the audience's cognitive environment. In bilingual dictionary creation, relevance theory guides translators and lexicographers in selecting translation equivalents and crafting definitions that maximize relevance for the target audience. By prioritizing culturally salient information, dictionaries enhance users' understanding and interpretation of linguistic input.

Cultural linguistics explores the cultural conceptualizations embedded in language structure, semantics, and discourse, shedding light on the cultural schemas, conceptual metaphors, and linguistic expressions that shape language use and interpretation. Bilingual dictionaries leverage cultural linguistics insights to uncover culturally specific concepts and worldview assumptions, enriching translations and definitions with culturally relevant content.

Norms theory examines the social norms and conventions that govern behavior within cultural groups, providing a framework for understanding linguistic norms, pragmatic conventions, and speech community norms. In bilingual dictionary creation, norms theory informs translators and lexicographers about the cultural norms that influence language use and interpretation. By aligning translations and definitions with cultural norms, dictionaries help users navigate linguistic and cultural conventions with ease.

Cognitive anthropology investigates the cognitive structures and processes underlying cultural knowledge and behavior, offering insights into cultural schemas, cognitive categories, and conceptual mappings. In bilingual dictionary creation, cognitive anthropology theories elucidate cultural nuances embedded in language, enhancing users' cognitive and cultural awareness.

By integrating theoretical frameworks from linguistics, anthropology, and communication studies, bilingual dictionaries created with a linguacultural approach become comprehensive resources that not only provide linguistic information but also deepen users' understanding of cultural contexts, promote intercultural communication competence, and foster linguistic and cultural competence.

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