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- Cross-cultural communication and translation are impossible
 - case of Pablo Neruda—refuses to allow his poetry to be translated from Spanish
 - case of Ngugi Wa Thiongo – refuses to write in any language but Swahili
- Language is powerful—it can stimulate strong, emotional responses and shape how people think about morally and socially important issues.
 - This is why we use euphemisms.
 - This is why groups try to intervene and control what words people use.

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