

The Role of Translation in the Globalized World

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Abstract

Translation is vital in bridging the gap between two different languages, cultures and customs. Whenever two different people meet, the first thing that happens is to speak in a common language that both of them understand. When both of them do not know a language to communicate, translation facilitates an understanding of the meaning of what one wants to say. As an integral part of globalization, translation has been mediating and bridging the distance between people, languages, and cultures of different countries. Globalization has always been an important aspect of translation. The term translation technically connotes the art of recomposing or reproducing a work from the source language (SL) into the target language (TL) without losing its original flavor whereas globalization means transforming things from being local or regional into worldly, international or global. As a result of translation and globalization, people have become more familiar with different linguistic communities and cultures. Translation has been a key factor in the development of world culture and world literature. In fact, in this age of globalization, translation has become a necessity.

Keywords: Translation, Globalization, Language, Culture and Literature

Introduction

In this era of globalization, it is almost impossible for a nation to survive and prosper if the people do not know more than one language. Translation has made the production and circulation of global information flow across different linguistic communities and cultures.

Translation has emerged and flourished as a new field with a lot of ideas springing from anthropology, philosophy, literature, linguistics, literary studies, lexicology, semiotics and many other fields. Both written

and spoken translation have played a crucial role in the inter-human communication throughout history. The term 'translation studies' was coined by the Amsterdam-based American scholar James S. Holmes in his paper 'The name and nature of translation studies', this is considered as a foundational text.

What is Globalization: Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world. Globalization which usually refers to the integration of economic, political, and cultural systems across the globe has been possible because of translation. In fact, translation has become a key mediator of global communication and thus translators have always played a pivotal role in the dissemination of the ever-expanding knowledge and information and bringing social and cultural change in the society.

In translation, language is not transferred; intended meaning of the underlying utterance is being transferred since languages are different superficially but they are more similar internally. This can be attested by language use in each similar socio-cultural setting, namely, greeting, introducing, answering the telephone, making enquiries, instructing, requesting, inviting, interrupting, apologizing, congratulating, paying compliments, asking for permission, taking leave, negotiating, thanksgiving, etc. It is said that the best translation is that which has the feel of the original, that is, as if un-translated and this makes the text more exotic and creates a more genuine, culturally convincing text for the reader of the translation. With the increasing pace of globalization, the need of translation and interpretation has also increased manifold. As a result of globalization, minority cultures and communities have been able to make their voices heard through the translation. In fact, translation and globalization have dismantled the barriers between nations and function

as bridges between countries to make human efforts meaningful and useful.

What Is Translation?

Translation is the process of reworking text from one language into another to maintain the original message and communication.

Translation Studies is an emerging discipline of research and profession in the Twenty first century. It has emerged and flourished as a new field with a lot of ideas springing from anthropology, philosophy, literature, linguistics, literary studies, lexicology, semiotics, computer science and many other fields. Both written and spoken translations have played a crucial role in the inter-human communication throughout history. The term “translation studies” was coined by the Amsterdam-based American scholar James S. Holmes in his paper “The name and nature of translation studies”, this is considered as a foundational text for this discipline. The scope of translation is a bright and beautiful in the coming years because it is the only medium through different people come to know different works. Today many people think that anyone who knows more than one language can become a translator or interpreter. But it is only a half-truth because a good translator must have good background knowledge of both languages, subject knowledge, social and cultural competence and apart from it he/ she needs advanced language skills for the medium of communication. Basudeb Chakraborty says that a good translation shows “a spontaneous and creative process of journey of a theme and a meta theme from one linguistic framework to another”.

Translation is a production process of conveying meaning and information underlying in the source language into target language with the help of linguistic and cultural convenience. The fact that we are able to produce equivalent in English for every word does not mean that we can give an adequate translation of the text. Translation implies that we have capacity to enter into the mind, the world, and the culture of the speakers or writers and we can express their thought in a manner that is not only parallel to the original, but also acceptable to the target language”. We need to be faithful and loyal to the original text while act of translation and

it is necessary to focus more on ideas and concepts than its surface meaning of the text. The work of translation requires the theoretical knowledge and understanding of source text and translators bound to make compact relationship between two different domains of knowledge.

What is Language?

Language, a system of conventional spoken, manual (signed), or written symbols by means of which human beings, as members of a social group and participants in its culture, express themselves. The functions of language include communication, the expression of identity, play, imaginative expression, and emotional release.

Language is the expression of ideas by means of speech-sounds combined into words. Words are combined into sentences, this combination answering to that of ideas into thoughts.” The American linguists Bernard Bloch and George L. Trager formulated the following definition: “A language is a system of arbitrary vocal symbols by means of which a social group cooperates.” Any succinct definition of language makes a number of presuppositions and begs a number of questions. The first, for example, puts excessive weight on “thought,” and the second uses “arbitrary” in a specialized, though legitimate, way.

The Role of Translation in Globalization

Translators and language services providers have been making communication possible at global levels for thousands of years. However, it’s only in the last few decades that the industry has boomed into what it is today. Today, translation trends go hand in hand with how globalization changes the way people live and do business. Not only does globalization increase the demand for language services, but it also influences the pace at which translators should work and deliver content. Translation for globalization is very important. The previously unseen value of translation is getting recognition right now. Translation, which is a part of several language services, enables companies to directly connect with their target audiences through the language. With the right communication provided by translation, companies are able to express

their messages to specific audiences, which is a stage in picking up their trust and their support.

The Role of Translation in Literature

This is vital and pivotal because the importance and flavour of classic works can be reached to a number of readers by means of translation only. If Rabindranath Tagore's *Gitanjali* would not have translated into English and W.B Yeats would have not written preface of it. Could Tagore have received Nobel Prize in 1913? Obviously, no. The role of translation is always great and grandeur.

Translation discipline is an attractive and lucrative area for job-seekers and researchers because in the globalized world, translators are in a great demand. It also is present everywhere from electronic media to print media, from national to international and vice-versa, and national to regional languages or vice-versa. One may frankly say that it is necessary at every step of career and life because in the world of science and technology advancement, one has to know more than two languages. Still, he/ she has to depend on translation works because there are still good and great books which are untranslated. Due this untranslated factor/ reason, the importance and significant of work has not been reached to a wide range of readers. Untranslated words are may be called as *aporia* which Derrida termed for dead lock of meanings. Is untranslatability a myth or reality? This question often rises in Target source. Untranslatability is a myth because it is a problem of translator but not for act of translation. Sometime it happens what is untranslatable for one translator may be translatable for another. But Roman Jakobson asserts that poetry is untranslatable because he considers that the complete semantic equivalence as a final objective of a translation act which is not possible in poetry. It is relevant here to quote Jakobson's threefold of translation which he proposed in his epoch-making essay "On the Linguistic aspects of Translation": (a) Intralingual translation, or rewording " - an interpretation of verbal signs by means of the other signs of the same language. (b) Interlingual translation, or translation proper - „an interpretation of verbal signs by means of some other language (c)

Intersemiotic translation, or transmutation – an interpretation of verbal signs by means of signs of non-verbal sign systems. There are two major ways of translation: literary and machine translation where theoretician initiates in both means. There is a big gap between literary and machine translation where NTM, Mysore and others institutions are ready to fulfil a long-felt gap for which teachers, learners, language technologists, newspaper reporters and other media groups have to suffer. Machine translation is a sub-field of computational linguistics that investigates the use of software to translate a text or speech in a very short period of time. It is very useful in the live programme or some international discussion. The arrival of newer centers of language suggests that there is no dearth of economic opportunities for those aspiring to take up translation or interpretation as a fulltime profession in language like English, French, Hindi, Chinese, Japanese, Arabic, Russian etcetera.

Translation is an art and science and it is an age-old process and has continually evolved throughout the years. Translation has built a blocking bridge between two languages, cultures, customs, and civilization. Today it has become the part and parcel of day-to-day life. That's why, the scope and space of translation is inherent in the world of globalization. Due to globalization, the world has come under an umbrella where translation plays pivotal role in shaping and understanding the world. Without any doubt and dilemma, one can advocate that translation a connecting link between two different natures and cultures. For stances, English is a “link language”, “lingua franca” and a language for masses. Translation Studies is rapidly prevailing in the globalized world when different lives come under an umbrella. Today it has developed into an independent discipline known as Translatology. The act of translation plays an essential role in order to shape a global world. The text in source language translated into target language is called translation. A source language text is subverted in the process of translation if not perverted. According to Antole France: *Il y a de bells traductions, peut-etre; iln" y en a pas de fideles* (There are perhaps some good translations, there aren" t many faithful ones). Today, Translation has become a big and broad field on the world map where translators have to face two common problems

whether he/she concentrates on the content or on the atmosphere of the piece of work while translating a particular text.

The contemporary theory of translation often employs a strategic form and understanding of the cultural and political status of society. Culture and civilization of translated works are seen to engage with all broad areas of political and social concerns of the world as an empire, economics, gender, race, and so forth. According to Eugene A. Nida, in order to present a text to a language whose speakers live in a completely different culture than the speakers of the source language, a translator is permitted to take liberties when interpreting the sentences. Naturally, the gap occurs between source text and translated text because there are some words which do not have equivalent in target language. "Translation is a complex activity. It is so because of the nature of its instrument i.e., language.

Translator Vs Interpreter

In an age of globalization, technological advancement is cutting all boundaries and sections of society and making a global village and connected village. The emergence of English language as an international language is very powerful weapon where jobs for translators and interpreters are easy and available in the countries like France, China, India Japan, and others.

Translation and interpretation are two closely linguistics disciplines. On the surface level, the difference between translation and interpreting is only in the medium of expression: the translator interprets written text, while an interpreter translates orally. According to ProdipDutt, a freelance translator: "Both interpreting and translation presuppose a certain love of language and deep knowledge of more than one tongue". One must have strong command over at least two languages- the source language and the target language. Translation is an act of interpretation and recreation as well as generation of the meanings comes out the consequences of interpretations only. Friedrich Nietzsche, a German philosopher says "there are no facts, only interpretations".

Translation and the Media

Nigeria is a country of multilingual where translation will be required especially, when one can talk about the importance of the media. The media is a tool for communication and for communication quality, human beings are different from animals. The media acts as a watchdog of the society for twenty-four hours and provides us with updated news and what is happening in the world and around the world. Translation in the media plays a determining role because by the act of translation, translators translate a piece of news into another language and present it to the mass of people.

The media moulds and shapes the people's opinions and behavior, and politics of one's country as well. Today the relevance of media is essential especially in the democratic country like Nigeria etcetera. That's why the pertinence of translation is indispensable in the practice of the media in the present scenario.

Technology and Translation

One may think that technology is equal to globalization as globalization is associated with world advancement in technology. However, the relationship between globalization and technology is that of cause and effect. Globalization is a consequence of technological advancement, and the consequence of such globalized technology is the daily translation services we see everywhere. It is not only translators who have been impacted by globalized technology, but also the daily lives of many people, their cultures and various translation businesses. Globalization has also affected how translators do their work and their style. This has forced translators to redefine their services. At the social level, globalization has helped translators become significant mediators among cultures through a better understanding that can be accomplished. One cannot deny that, as a result of globalization, people develop a deep interest in familiarizing themselves with other cultures, and what a better way to do this but through translation. Taking a cursory look at what is going on now and with the process of globalization moving faster than ever, one cannot help but confirm that in the next few years, the translation

market will be more overpoweringly affected than any other market, simply because of the disappearance of national boundaries and custom tariffs. Local markets will not be protected any more, and goods will be sold internationally. As a result of this, there will be a big demand for translation.

Furthermore, internet services have become a way of life, and with the increased demand on such services, there will be a demand on translation and translators. One of the significant aspects of globalization is that it impacted literary translation. These texts will become, if not already have, out of the ordinary and as a result, these translations will be needed to provide a better understanding of other cultures. It becomes very apparent these days that we are in a rush to do everything, and translation can be done anywhere in the world. With the pursuit for globalized strategies, there will be an increase on the quality of translation, i.e. translation of advertisements. In a changing world economy, translation will always be on the rise and translators will always be involved in cross cultural translations. Thanks to advances in technology, which make all of this easy!

Translation Fuels the Global Economy

Physical distance is becoming a smaller concern when it comes to establishing political, commercial, governmental relationships because of the increasing globalization and technological advances. The world today is dominated by the exponential increase in foreign-country relations, as these bring countless advantages:

- Cost of products and their manufacturing decreased.
- Using professional competencies that may not be so developed in our country.
- Increased number of markets in which to invest.

Nonetheless, there is a linguistic barrier in most cases, the countries are not talking the same language.

It is therefore vital that each nation maintains outstanding translation and interpretation services provided by experienced and trained professionals, because one minor error may result in the total breakdown

of extremely critical relationships. Furthermore, we are starting to see the rise of other economies, outside the English language sphere, such as the Chinese market, which has expanded exponentially over the past few years, leading to the development of native translators.

Translation in the Dissemination of Culture and Information

Today, the bulk of the media we ingest, whether it's literature, film, music or television, comes from English speaking nations. Since much of it is not actually in our native tongue, professional and trained translators must be in position to translate and/or subtitle all of our favorite books, movies and TV shows. People also take that for granted, realizing that most will have to confine themselves to their own culture without translation. Oh, don't get me wrong, that's surely not a bad thing. Any country has amazing cultural heritage. But we'd be very confined and couldn't get to know other interesting cultures and experiences. Often, translation is highly important when it comes to the distribution of knowledge. Thanks to translation, we are finding news in our language that happen every day in the globe, that are introduced to us through many ways.

Without language, we 'd live in a bubble, locked on our own little planet that would be a tragedy in my view. We 'd live as naive beings, with no idea about the world we live in, the positive and the poor. What separates us from the remains is our capacity to cognize. Yeah, if there's no worldwide knowledge exchange, what is left of us? Though not because of it. For the present days translation is not only necessary. It's also important that we consider humanity's history and evolution. We may explore the past, live in the moment and dream of the future, thanks to translation. If someone ever tells you that translating is not so necessary, simply remind them that the Bible has been translated into more than 600 languages, which is possibly one of the reasons that makes it the best-selling book of all time. Rock, literature, films, and various other types of art cross global borders because of the way they are interpreted successfully to represent local languages and feelings.

Today, translated and subtitled films produce more money than ever for the global film industry, with blockbuster films seeing China as the next major market, where the popularity of translated films has driven production houses to more often than ever hit the \$1bn mark. And as translated music and literature helps musicians to receive more royalties and worldwide recognition as an added bonus, it's not just the film industry that has benefited from translation.

Translation-Opening Access to Global Village in Business

If you wish to bring your products / services into a different part of the world or be recognized as a worthy partner in a largely traditional commercial culture, translation will help you gain popularity that cannot be achieved except by the best marketing campaigns. If your global expansion ambitions are endless, you need a business provider such as [Outsource2india](#) who will provide you with the translation services who suit your requirements. For a quotation with zero responsibilities email us immediately.

Translation in Promoting Tourism

It is well known that tourism accounts for a significant part of a country's revenue. Portugal, for instance, is the destination of choice for thousands of visitors each year. And of all these visitors, of course, almost none of them can express themselves in Portuguese, or even understand the language. Translation is therefore important for this industry's growth and development, whether it's through tourism guides or articles that inspire people to visit the country, such as brochures, web pages, promotional videos, or others. Translation is a significant and important advantage in the tourism industry, as it helps visitors feel comfortable, as well as contributing to a country's prestige and boosting as a destination of choice, tourist friendly, which contributes to increased revenue.

Conclusion

In this age of globalization, translation is highly desirable. Translation and globalization have not only brought nations closer; it has also enhanced

interactions between people and cultures of these countries. Translation has always been an integral part of human history. Since time immemorial texts have been translated, trans created, adopted, imitated and sometimes interpreted with new literary flavor. As an independent discipline, translation has proved to bridge between different peoples, and, as a unifying medium, it has made literature written in divers' language accessible.

The importance of translation has expanded considerably with the dispersion of a people, language, or culture that was formerly concentrated in one place. Translator and interpreter education is now widely practiced around the world. In this globalized world, translation and interpretation not only fill the knowledge gap but also help in profession building. Translation studies have gone through many changes and with the advancement of technologies it is set to undergo further changes in coming years and widen its scope at educational, research, social and professional levels. A country with a totally homogenous culture and linguistic make-up has become rather an exception than a rule in this contemporary globalized world. Social and cultural identities and the interest for maintenance and revival of minority languages create situations in which two or more languages co-exist and are necessary in everyday communication.

In this globalized world, increasing communications among different parts of the world and the need to be competent in languages of wider communication, historical or political movements such as imperialism or colonialism, religious movements that result in people moving to a new country, economic movements in the case of migration, etc. have increased the need and accelerated the spread of translation. It will not be an exaggeration to say that translation and globalization work as unifying or integrating forces, bringing all the nations together.

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