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Linguistics

## TRANSLATION AND GLOBALIZATION

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**Key words:** translation theory, globalization, translator and interpreter, glocalization, anti-globalization movements, digital industry, 'e-learning', e-commerce, global economy, world communication, global translation industry

**Ключевые слова:** теория перевода, глобализация, письменный переводчик и устный переводчик, глобализация, антиглобализация, цифровая индустрия, электронное обучение, электронная торговля, мировая экономика, всемирная коммуникация, всемирная переводческая индустрия

**Բանալի բառեր**՝ թարգմանության տեսություն, գլոբալիզացիա, թարգմանիչ, գլոսալիզացիա, հակագլոբալացում, թվային արդյունաբերություն, էլեկտրոնային ուսուցում, էլեկտրոնային առևտուր, համաշխարհային տնտեսություն, համաշխարհային հաղորդակցություն, համաշխարհային թարգմանչական ինդուստրիա

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Перевод и глобализация

В статье рассматривается связь перевода с процессом глобализации. Глобализация оказала огромное языковое и социальное влияние на такую сферу деятельности, как перевод потому, что глобализация просто немыслима без перевода. Глобализация требует квалифицированных переводчиков. Тщательный анализ спроса на услуги перевода показывает, что он облегчает глобальное взаимодействие, создавая огромные возможности социокультурных контактов.

В заключении отмечается, что Нагорно-Карабахская Республика также нуждается в развитой переводческой индустрии и профессиональных переводчиках для удовлетворения интересов общества и интеграции в процесс глобализации.

Ա.Հարությունյան

Թարգմանություն և գլոբալիզացիա

Հոդվածում քննարկվում է թարգմանության և գլոբալիզացիայի գործընթացի կապը: Գլոբալացումը ունեցել է մեծ լեզվական և սոցիալական ազդեցություն թարգմանության ոլորտի վրա, քանի որ գլոբալիզացիան աներևակայելի է առանց թարգմանության: Թարգմանչական ծառայությունների պահանջարկի վերլուծությունը ցույց է տալիս, որ այն նպաստում է գլոբալ համագործակցությանը, ստեղծելով հսկայական հնարավորություններ տարբեր մշակույթների պատկանող և տարբեր լեզուներով մարդկանց միջև սոցիալական և մշակութային շփումների և կապի:

Եզրակացությունում նշվում է, որ ԼՂՀ-ն, որպես ժամանակակից աշխարհի մի մաս, նույնպես պետք է զարգացնի թարգմանչական ինդուստրիան և ունենա մասնագիտական թարգմանիչներ, որպեսզի բավարարի հասարակության կարիքներն ու շահերը և կարողանա ինտեգրվի գլոբալիզացիայի գործընթացին:

The article discusses the relationship of translation with the process of globalization. Globalization has had a tremendous linguistic and social impact on translation because globalization is unthinkable without it. Globalization requires skilled translators. Careful analysis of the demand for translation services shows that it facilitates global communication, creating huge opportunities of social and cultural contacts.

In conclusion, it is noted that the Nagorno-Karabakh Republic also needs to develop the translation industry and professional translators to meet the interests of society and to integrate into the globalization process.

Translation is not only a linguistic act; it is also a cultural one, an act of communication across cultures. Translating always involves both language and culture simply because the two cannot really be separated. Language is culturally embedded: it both expresses and shapes cultural reality, and the meanings of linguistic items, be they words or larger segments of text, can only be understood when considered together with the cultural context in which these linguistic items are used<sup>1</sup>.

We live in the era of globalization. This term refers to the integration of economic, political and cultural systems across the world<sup>2</sup>. Distance and national borders are erased while multilingualism remains. Globalization has always been an important aspect of translation. Translation brings cultures closer. At present, the process of globalization is moving faster than ever before and there is no indication that it will stall any time soon. Globalization is linked to English being a lingua franca; the language is said to be used at conferences (interpreting) and seen as the main language in the new technologies. The use of English as a global language is an important trend in world communication. Globalization is also linked to the field of

<sup>1</sup> Julian House Translation. Oxford University Press, 2010, p. 11.

<sup>2</sup> [outsource2india.com/translation/articles/translation-globalization.asp](http://outsource2india.com/translation/articles/translation-globalization.asp)

Translation Studies and how it has become more independent in the 80s as a result of globalization; furthermore, globalization is placed in the context of changes in economics, science, technology, and society<sup>1</sup>.

Globalization can be seen as a consequence of technologies reducing the costs of communication. This reduction has led both to the rise of English as the international lingua franca and to an increase in the global demand for translations. The simultaneous movement on both fronts is explained by the divergent communication strategies informing the production and distribution of information, where translation can only be expected to remain significant in the latter. The fundamental change in the resulting communication patterns is the emergence of one-to-many document production processes, which are displacing the traditional source-target models still used in Translation Studies. Translation Studies might nevertheless retain a set of problematic political principles that could constitute its own identity with respect to globalization. Such principles would be expressed in the national and regional organization of the discipline, in the defense of minority cultures, and in a general stake in cultural alternative. The possible existence of such principles is here examined on the basis of three instances where the Translation Studies might address globalization in political terms: the weakness of the discipline in dominant monocultures, the possible development of an international association of Translation Studies, and the rejection of the nationalist boycotts of scholars<sup>2</sup>.

Here we shall attempt to model globalization as an economic process with certain consequences for the social role of translation. Those consequences will then be seen as affecting the political organization of Translation Studies as a scholarly discipline. That general process is held to have certain elements of irreversibility thanks to its grounding in technological change. Translators will mostly have to come to terms with those elements, as will everyone else. There are, however, political processes based on globalization but should not be identified with it. Those processes also have consequences for translation but are not to be considered inevitable. Some of them can be resisted or influenced by the use or non-use of translation. Those political processes can thus be indirectly affected by a scholarly Translation Studies, which might thus develop its own politics with respect to globalization. This means that Translation Studies should seek to understand and explain the effects of globalization, without pretending to resist them all. At the same time, it should attempt to influence the more negative political processes within its reach, developing its political agenda and cultivating its own political organization. In this, the dialectics play out between the technological and the political, between the things we must live with and the things we should try to change. Only with this double vision we should attempt to take a position with respect to globalization.

With the advent of globalization, translation has branched out into new professions (multilingual communication, humanitarian mediation, strategic intelligence) that are all based on recognition of multilingualism as a characteristic of individuals, media and tools. In the race towards media integration and information management in each of the world's languages, translators have gained status as strategic players within institutions and companies operating, or aiming to operate, on an international scale. The phenomenal success of the Internet has strengthened this strategic position by broadening the range of translating skills and their fields of application. Nowadays, translators may be "communicators" in several languages, "mediators" in crises or conflict zones and sometimes multilingual "intelligence gatherers" of strategic information<sup>3</sup>.

Globalization and technology are very helpful to translators in that translators have more access to online information, such as dictionaries of lesser-known languages. It should be noted that translation industry has become part of international communication, the development of which, as a consequence of globalization, is very fast in recent years. It is necessary to focus on the link between globalization and translation for the following reasons: globalization has had an enormous impact on our lives and cultures; globalization has had an enormous impact on translators' lives and work; translation is becoming a more and more important tool to enhance understanding between cultures; cultures that readers are traditionally not familiar with have become more familiar as a result of globalization; the practice of foreignising or exoticizing translation has changed as a result of globalization<sup>4</sup>.

<sup>1</sup> Snell-Hornby, Mary. *Handbuch Translation*. Tübingen: Stauffenburg, p.199.

<sup>2</sup> Anthony Pym *Globalization and Politics of Translation Studies*, Canada, 2003.

<sup>3</sup> Mathieu GUIDÈRE *The New Translating Professions, Traduction et Mondialisation #56* Institut des sciences de la communication, CNRS / Paris-Sorbonne / UPMC, Hermes, 2010.

<sup>4</sup> Nico Wiersema *Globalization and Translation A discussion of the effect of globalization on today's translation*, Copyright *Translation Journal* and the Author, 2003.

Globalization has affected the translation industry just like every other industry both positively and negatively. Translators from the developed world have to compete with those from the low cost countries now, but it has not pervaded much either due to language barriers. For example it is not easy to find persons fluent in languages like Swedish and also say French from countries like Sri Lanka or Bangladesh. Globalization has resulted in increased interactions between peoples and cultures of the world. These cross cultural interactions has increased the need for translators and interpreters, thus auguring well for the translation industry as a whole. This is the positive side of globalization as far translators are concerned. The increase in cross cultural interactions due to globalization has had an impact on changes in vocabulary too of the concerned languages. It has led to for example of increased 'borrowing of words' viz. adopting a word in target language as it is or in a slightly localized version of the word in the source language. This process is sometimes loosely referred to 'foreignising' a language and has been going on since ages and probably made life little easier for translators! Though globalization is generally understood in the business context, there are different dimensions to globalization as it relates to the translation industry. The spread of the English language is closely associated with globalization even though other languages have benefited as well. The advent of internet has added further impetus to this process. But a lot more remains to be done and it offers enormous opportunity for the translation community. There is plenty to explore and share between writers and readers from different parts of the world. Translators play a huge role in this development. In the last decade or so since the emergence of internet and dismantling of trade barriers across borders small enterprises are pressurized to become global. This has increased the need for advertising in many different languages and the advertising industry is utilizing the services of specialized translators. Many global companies are forced to seek the help of translation agencies and translation is becoming crucial to the core business of such companies. As globalization is increasing, requirement of translation services is growing proportionately. It is expected that globalization is going to affect the translation industry in a more profound manner compared to other industries<sup>1</sup>.

Internationalization, multiculturalism, globalization, localization, language globalization - all these are possible due to language translation. Businesses are dependent on translation if they wish to expand across the globe. According to Gunter Narr there are some reasons why you can't ignore translation in globalization, if you aim to take your business across borders: e-commerce - Internet has erased borders with online trading opportunities, and you can practically reach anyone sitting in another part of the world. Though Internet is largely dominated by English speakers, major economies of the world still speak their ethnic languages. If you want to penetrate those customer pockets, it helps in a big way to speak and present your business information in their native language. This can be achieved through translation; advertising - going global with your business means that your advertising strategies need to be localized and encapsulate a local fervor. To ensure results for your advertisements, it is important that you translate those into local languages, so that it doesn't lose its effectiveness. This doesn't call for mere word-to-word translation, but some real expertise in different languages; legal translation - as people are regularly doing international business, the need for legal translation has become extremely important. You need to translate agreements, documents, policies and other important legal communications into your client's native language; localization - localization comes as a package along with globalization. To reach a global target audience, you have to localize your products, services and messages. It goes without saying that a localized approach to your business will require language translation services<sup>2</sup>.

The above mentioned were some of the very basic globalized business scenarios that require translation. However, global translation industry serves many other crucial requirements like: medical translation - sharing of medical information between countries, medical tourism and outsourcing medical transcription and insurance related work - all these call for translating medical terminologies; technology translation - software and other technological industries seamlessly interact with each other across the world. In such a scenario, translation has become a level player that helps in sharing technical knowledge; literary translation - the history of translating literatures (novels, short stories, plays, poems, etc.) dates back to ancient times, and its importance has only grown with globalization; global cinema - with globalization, international cinema has gained access to world-wide audience like never before. Translation is used for dubbing and subtitling international cinema into local language to increase its acceptability and popularity<sup>3</sup>.

Telecommunications, subtitling, business translation, and the EU get plenty of attention, but the focus is on English being a global language. Translation is said to have become obsolete<sup>6</sup>. Literary translation from lesser-known cultures is hardly considered as being affected by globalization. There is so much more for

<sup>1</sup> Venuti Lawrence The Translation Studies Reader. London: Routledge, 2001, p.26 .

<sup>2</sup> Gunter Narr Swiss Papers in Language and Literature Vol. 21. Tübingen:, 2008.

<sup>3</sup> ibid

translators and writers and readers to explore and share. In our globalised world, translation is the key to understanding and learning foreign cultures.

The profession of a translator is perhaps the best to fit in with the modern scheme of international communication and exchange of information. This scheme became the basis of the Internet global network. The benefit the Internet can grant a translator as a universal tool is evident. Internet for translators is, above all, a unique opportunity to enter the world market. Experienced translators remember the conditions in which a translator had worked in the USSR; either as a staff interpreter in any large organization, including translation agencies, or switch the specialty, and turn a penny by making translations for randomly found customers and friends. In the first case, the translator was working, receiving a fixed payment, generally, wasn't related to the quality and quantity of translations he made, he translated every order given and had no opportunities and incentives for career and professional growth. The second case was not much about professional translation activity. Free translator or a "freelancer" was an ultimately rare case. Such translators began to appear in the late 80s of the last century, but they immediately faced the challenge to find customers. To make a name in almost complete absence of electronic media was difficult. Local press ads were almost the only way and considering the small circulation of such publications, the "hit ratio" was extremely low. Moreover getting and delivering orders required physical contact with the customers. That is why the Internet has become truly manna from heaven for translators<sup>1</sup>.

We admit that the situation has changed dramatically with the advent of the Internet. A whole world suddenly opened before a translator. This was not only due to the wide spread of information, but to the possibilities of processing the orders translators acquired. The fruit of the translator's labor is a pure intellectual product, which is easily digitized and likewise easily can be transmitted by means of electronic communication. The changes in the profession of a translator are so enormous, that the consequences of this are hardly possible to estimate. Obviously the main thing is that freelance translators play now more important role. Globalization has hardly affected full-time translators and had no effect on their activity, but a freelance translator is able, on the one hand, to offer his services on a global scale and, on the other hand, to work within his specialization, not grasping any available work.

Translation plays an important role in multilingual news writing and in the provision of tourist information worldwide, where texts are retrieved from many different sources, and where the process of translation needs to be extremely fast. Indeed, work on translating may need to start while the original text itself is still in the process of being formulated. Juliane House states that the result of such time pressure coupled with the often undisclosed linguistic and cultural origin of 'source texts' leads to hitherto unknown difficulties for the translator, who is furthermore increasingly faced with material meant for immediate consumption and therefore with an extremely short lifespan. This is most marked in translations of news events on TV (for example, on the Euro News Channel) and translations for various international press networks, where there is a need for simultaneous translation of news and reports sent out by news agencies for many different media and press associations across the world. J. House brings an example of BBC which broadcasts in over 40 different languages and needs large numbers of translations particularly for its BBC World programs<sup>2</sup>.

The development of the World Wide Web has spread the need for translation activities into e-commerce globalization, another field of growing importance. With the steady increase in non-English speaking Web users, the need for translation is of course also steadily increasing. The expansion of digital industries centered on 'e-learning' and other forms of education spread over the Web in many different languages is another expression of the intimate link between translation and the global economy. In fact, many linguists agree that translation lies at the very heart of the global economy and of economic growth: producing a localized, that is a translated; version of a product has come to be essential for opening up many markets for existing or potential products, and for making a product simultaneously available in as many languages as possible.

So, globalization has led to an explosion of demand for translation. Thus we can say that translation is not simply a by-product of globalization, it is an integral part of it, and without it the global capitalist consumer-oriented economy would not have been possible.

But on the other hand globalization has also generated forceful protesting against a new type of colonization through the global economy and its hegemonic, homogenizing, and oppressive power. Translation theorists and translators with a social conscience have therefore demanded that the members of their profession reflect critically on what they are doing, particularly in cases where an economic and

<sup>1</sup> Express translation agency Journal of Publishing in Globalization, February 2014.

<sup>2</sup> Juliane House Translation, Oxford University Press, 2010, p.79.

political superpower exerts influence on the lives of other human beings in different countries. Translators should intervene in cases where the translation flow in certain influential genres is exclusively unidirectional- from English into other languages, but never the other way round. There is some evidence today that English texts impact on local languages. There is no surprise given that English is the world's most popular lingua franca, and that English is the most influential source for many types of cultural products. For example, there is a rising tendency for American television series and global news networks to dominate many local broadcasts, even in dubbed formats and even in societies with very different traditions, values, and ideologies.

Research on the translation-mediated influence of global English on language- and culture- specific ways of expressing phenomena such as writer- or reader-orientation, ways of linking clauses and sentences, metaphors, and irony has only just begun. Michel Cronin emphasizes that there are signs that a new kind of overt translation is beginning to gain grounds, translations which suppress cultural filtering and cause English textual norms to 'shine through'<sup>1</sup>.

In sum, it should be noted that the globalization processes have not only an influence on world economy and international politics; they have also dramatically altered the role of translation in the modern world. Contemporary processes of information distribution via processes of translation rely on new information technologies such as the Internet. By creating a worldwide electronically mediated forum, the Internet has revolutionized information flow and contact possibilities over large distances. These new technological facilities have also led to the emergence of a worldwide translation industry regarded by many as the important safeguard of linguistic and cultural diversity in the face of rising dominance of the one language which is more equal than all others: English as the world's dominant lingua franca.

It is evident that translation, as the most important process of mediation across languages and cultures, will continue to pose challenging questions about the nature of communication. It will continue to play a crucial role in providing ways and means for communities and individuals to interact with and learn from each other.

Concluding it should be added that the NKR, being a small part of the globe, also needs a developed translation industry and skilled translators to satisfy the needs and interests of modern society, and to integrate into the globalization process.

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<sup>1</sup> Michael Cronin *Translation and Globalization*, Routledge, 2003, 224p.