

# **Unit-2: Relevance of Translation in an age of Globalisation**

## **Structure**

### **2.0 Objectives**

#### **2.1 Introduction**

#### **2.2 Globalization and Translation**

#### **2.3 Increasing Role of Translation and Interpretation in an age of Globalization**

2.3.1 Translation in Education

2.3.2 Translation in Literature

2.3.3 Translation in Science and Technology

2.3.4 Translation in Business and Commerce

2.3.5 Translation in Diplomacy

2.3.6 Translation in Tourism Industry

#### **2.4 Impact of Modern Media and Technology on Translation in an age of Globalization**

#### **2.5 Summing Up**

#### **2.6 Unit-End Exercise**

#### **2.7 Model Answers to Self-Check Exercises**

#### **2.8 Further Readings**

### **2.0 Objectives**

- Explain the concept of globalization and its impact on translation
- Describe the role of translation and interpretation in the era of post-globalization, specifically in areas like literature, education, science and technology, commerce and business, tourism industry
- Discuss the impact of modern media and technology on translation

### **2.1 Introduction**

In the previous Unit, we discussed the meaning, definition, nature and scope of translation in our age. As we live in a globalised world, we must see translation as an allied activity, keeping pace with the developments of globalization, not as an activity isolated from the process of globalization. Globalization which started essentially as an economic process has pervaded almost every sphere of human activity at both national and international levels. People working at the local levels in different sectors are now engaged in widening the scope or application of their activities from the local or regional to the global or international levels. In other words we can say that boundaries between nations have disappeared. The restrictions on the movement or exchange of things between one nation and another nation have been lifted. As a process, globalization has combined the social, cultural, economic, political and technological developments and created a unified whole. Resultantly people have become members of one global community. Noam Chomsky has very aptly described it as ‘international integration.’ The internet has played vital role in this process of integration,

in bringing people together; it has connected people through the websites and networks. Most importantly, it has made the nations interdependent and interconnected. No nation now can stand, survive and operate in isolation. So is the case with human beings who cannot remain away from the cascading effects of globalization. A person staying in the remotest part of India is now able to eat products of Nestle or McDonald and dance to the tunes of African music. In a scenario like this, all the indicators of development like economic growth, political developments and advances in science and technology point towards the need for a global balance.

Some people or nations consider globalization as a blessing as it has helped them take their products or ideas to the masses across the globe and facilitated their economic growth. Yet some other people or nations, particularly the developing ones, fear that it is at the root of all problems affecting them and has increased the economic divide between the rich and the poor, the educated and the uneducated and the computer-savvy people and the computer-illiterate ones. At the linguistic level, for example, it is feared that the invasion of English in every sphere of life will gradually lead to the death of other minor languages. But in the translation sector, we see a different picture altogether. Many books in the regional minority languages have been translated into English and they have reached a global audience. The voices of the minority cultures and communities have been expressed through the translation of their books in English. It has made English more popular than it was before. The demand for people translating from the regional languages to English has increased. At the same time, the knowledge books and literature available in English also get translated into the local languages and enrich them. However, English being the most dominant language on the internet, regional and minority language speakers are forced to depend upon English for communication with the global community. In this Unit, we shall discuss the impact of globalization on translation, the relevance of translation in various spheres in this age of globalization and the impact of media and technology on translation.

## **2.2 Globalisation and Translation**

Globalization has affected various industries in both positive and negative ways. In the business sector, it has made transport and communication cheaper due to the reduction of costs of technology. Multi-national companies have started producing their products in developing countries at cheaper costs as the cost of raw materials and labour are comparatively lower in these countries. As a result of rapid globalization and the consequent changes in economy, politics and technology, the language needs of people have changed. People as consumers of the products and cultures of other countries, now have the need as well as the opportunity to understand things of other cultures. In order to do this, they need the help of languages spoken by the people from these other cultures. Here comes the role of the translators. In the context of a globalised world, the translators from both the developing and developed countries find new challenges as well as opportunities. In one

sense translation has globalised the local knowledge, language and culture. Simultaneously, in this world without borders, it has played an important role in the evolution of a new culture for which maintenance of local identities is more important.

It is generally believed that there is a great difference between the world before globalization and the world after globalization in terms of trade, communication, transportation and technology. They are of the opinion that there have been qualitative changes in the lives of people and the growth of nations due to the positive impact of globalization. The products and services available in one country move easily to other nations due to the reduction in the costs of communication and transportation. The most remarkable offshoot of globalization is the increasing demand for English as the *lingua franca* or language of communication between one nation and another nation. Hence translation has become an imperative for international as well as intra-national communication, particularly in multilingual countries like India where an official language is not widely accepted. Since globalization has brought nations closer, it has also enhanced interactions between people and cultures of these countries. These interactions have made it necessary for people to learn new languages, to remain connected to their fellow people in the neighbouring countries. This desire of people to learn new languages and understand alien cultures has boosted the career of the translators and interpreters and the future of the translation industry. Besides, there are more demands on translation services requested by educational institutions and private companies than any other time as they share common interests and concerns, ideas and ideologies. This has been possible due to the new technology which has reduced the cost disseminating or exchanging information.

Because of frequent and regular intercultural interactions between people speaking different languages, the vocabulary of one language gets naturally transferred to the neighbouring language through the speakers. The speakers keep on borrowing the technical and culture-specific words and expressions from the neighbouring language to enrich their respective languages and make the communicative activities fruitful. The translator has no choice but to adopt (not adapt) a set of foreign words that enrich the target language, so as to make it more understandable to the reader. This also occurs in translations where the translators adopt a foreign word or expression from the source language in the target language to maintain the naturalness of the language, to help the readers understand the translated text better and make the translation more realistic. Say for example, a translator of a Hindi or Urdu story or novel, may prefer to use the *zamindar* in place of landlord to convey the right shade of meaning. The translations of Indian texts in English are full of such examples. This technique of 'foreignising' or using words from a foreign language in the translation is adopted to make their native languages richer. Moreover, translators are required to keep pace with the rapid developments in the disciplines of their choice to stay updated and relevant.

Translators can be mediators between two cultures, peoples and nations by removing the language barriers preventing them from coming together. Translation has grown into a major form of communication, a strong channel for the circulation of ideas and opinions, information and influence. As English is the dominant language on the internet, we may apprehend that the future of local languages or minority languages is at stake. But we may be terribly mistaken in our understanding of the same. We see that as globalization spreads its wings across the world, a proportionate rapid and growing demand for translation services grows up. Some minor language may have faced decline due to the increase in globalization but the global translation market has grown rapidly in the recent past. The signals are encouraging for the translation industry as globalization, in spite of some drawbacks, will continue to gain momentum in future.

With the rapid spread of globalization across the world and inflow of MNCs into the country, Indian economy has changed its direction and destination. Now the demand for translation has increased manifold in sectors like Universities, publishing houses, research organizations conducting market surveys, medical science, tourism, entertainment, public relations and mass communication, international organizations, embassies, diplomatic service and BPOs. Nowadays translation and interpretation services are being offered by many organizations which provide training and placement facilities for the people working in the field of translation. Translators from All the Government Ministries like External Affairs (MEA), Agriculture, Science & Technology, Textile and Education and so on require Junior Translators, Senior Translators, Subject Experts and Assistant Director (for official languages). Private companies such as HP, Oracle, Samsung, Hyundai, LG, Thomson, GE and Aventis, etc also provide opportunities for language experts. You can also take up assignments with the Indian National Scientific Documentation Centre (INSDOC), Delhi if you are good at your job. In the state of Odisha, after the implementation of the Odia Language Act by Government of Odisha, Odia has become the official language with effect from 15<sup>th</sup> August 2016. The opportunities are endless provided you have the quality and competence to deliver good work in time. Translation is set to be a multi-billion dollar industry in the near future. So there can be a no better occasion than this to start a career in translation.

**Self-Check Exercise-1**

**Answer the following questions in about 10-15 words.**

- (a) Write down two positive outcomes of globalization.

---

---

- (b) What happens when people speaking different languages interact in intercultural situations?

---

---

## 2. 3 Increasing Role of Translation and Interpretation in an Age of Globalisation

In our time, when geography is becoming history and internet is invading every space, the importance of English has reduced and languages like Hindi, Mandarin, Japanese, Arabic and other regional languages have gained momentum. Translators and Interpreters for languages like English, Chinese, Japanese, French, German, Korean, Arabic, Persian, Russian, Spanish, Portuguese and Hindi are in great demand across the world. In this changed scenario, economic opportunities are in plenty for people who can translate from one language to another, particularly from English to the local or regional languages. People who are well conversant with more than two languages can act as translators or interpreters and earn a dignified livelihood.

A translator works with the documents and recorded versions and works at his own pace whereas an interpreter is required to communicate the sense intended by a speaker through the spoken mode. Translation is the desk work where everything's are taken in the written form while interpreters manage translation orally. In both the cases, the focus is on the transmission of the message, not on the substitution of equivalents for each and every word. An interpreter may be required to interpret in real time as is done during meetings, conferences, speeches etc. In such cases the interpreter receives the message in the source language and then interprets and transfers the message to the audience in the target language. On the other hand, in **liaison interpreting** or consecutive interpreting, the interpreter interprets the speech of a speaker during the pauses s/he takes and then puts the message in the target language for the audience. This happens mostly when the heads of governments of one country visit a foreign country and they are invited to speak to an alien audience speaking a different language. You can take up these assignments as a full time regular employee of an organization, as a freelancer or as a part time assignment along with the job you have. As a free lancer, you have complete freedom and can work for multiple organizations and work at your own pace and convenience but on the condition that you are disciplined and organized and are able to meet the deadlines.

Now a person having sound knowledge of more than one foreign language is preferred to be posted as an interpreter or translator to facilitate the services required by the business personnel or tourists from foreign countries. The services include working as interpreters in Seminars, conferences or business negotiations and guiding the tourists on their visit to tourist destinations. Some other associations like Indian Translators Association has developed relations with leading translator associations at regional, national and international levels with a view to exchange information, upgrade the quality of

translation and technological skills of its members and help them maintain professional standards in the industry. Simultaneously, it constantly acts as an interface between government bodies and affiliates of the Translation Industry of India. Likewise, Indian Translators provides services like translation and desk top publishing for over 100 languages. One can get a source document translated, typeset and printed ready for its target market with the help of the human and technical expertise it has.

### **2.3.1 Translation in Education**

Globalisation has necessitated the inflow of foreign agencies into each and every country across the world. Now students of the developing countries are not required to go to foreign countries for higher studies. Either quality higher education is available at their doorstep through the institutions of higher learning in their own countries or they are able to get world class degrees from reputed institutions from a campus in their vicinity. In addition to this, nowadays learners across the world are able to make use of the open educational resources available in any language of their choice and translate the same into another language. It is possible to have easy and quick access to electronic texts which can be easily retrieved, parsed and aligned to make the teaching and learning of translation more effective. Parallel texts in translation available in the digital forms are a great help to the students and teachers who use them for all practical purposes. They also help the learners become acquainted with the different kinds of texts, their translations and the vocabulary used in the target language. Learners and the teachers in both the developing and developed countries depend upon the translations of the knowledge texts in the languages of their choice. Governments in the developing countries sponsor translation projects to make the classics in English and other world languages available in the local languages to help the teachers and learners use them as supplementary resources.

### **2.3.2 Translation in Literature**

The effect of globalization has been very much visible in the field of world literature. Because of the popularization of English, classics in the regional languages in various parts of the globe are made available in English for the benefit of the global readers. We also use the translated texts of other languages in English for translating them into our respective languages because we are more comfortable with English than with the language in which the books were originally written. Availability of the internet services in English has added to the relevance and popularity of translation. In spite of the progress made so far, there are many masterpieces in the world which are waiting to find good translators. Because of globalization national boundaries have disappeared and the classics of one country have become a part of the world classics through translation. It seems that they no longer belong to the language or culture in which they

were originally written. Though majority of the translators believe that translations serve a very important purpose in bridging the cultural or knowledge gap between two nations or two linguistic communities, there is still another group which believes that a literary text loses its essence in translation.

We live in 21<sup>st</sup> century which has witnessed a boost in science and technology. The advanced communication networks keep the people connected and provide a good platform for cultural exchange, national integration as well as international co-operation. This has created avenues for the translation of the classics in one language into another language. A famous writer of one country gets translated into many other languages and receives worldwide recognition within no time. Only translation can make it possible. The works of Brazilian writer Paulo Coelho, for example, have been popular with the readers across the world because of translation. He is acknowledged to have the status of Guinness World Record for being the most translated living author as his work *Alchemist* has been translated into eighty languages. Likewise, Gabriel Garcia Marquez's *Love in the Time of Cholera* and Victor Hugo's *Les Miserables* were appreciated by readers all over the world when they reached them through translation. This has happened with many writers of repute. In the Indian context, Rabindranath Tagore is a bright example. He became the first Indian to receive Nobel Prize in Literature in 1913. It was only through the translation of *Gitanjali*, originally written in Bengali, that he was recognized as a great poet all over the world. In a multi-lingual country like India, translation has served as a force of national integration as it bridges the gap between the people of different states speaking different languages. Masterpieces available in one regional language are translated into another language or English or vice versa to make them accessible to a different community of people speaking a different language. Here in our bookshelves we have the stories of Leo Tolstoy, Chekhov and Maupassant in English. Likewise, the novels and stories of our famous Writers like Fakir Mohan Senapati, Gopinath Mohanty and Pratibha Roy are available to the global audience in English translations. At the international level, it is through the translated books that the readers get an idea of the literatures and cultures across the world. Translation gives global or international identity to a text or a writer by making it accessible to all.

### **2.3.3 Translation in Science and Technology**

Globalization supported by information and communication technology has made the world a very small place. Though we live like cyber-neighbours and are able to get connected to our neighbours with the click of a mouse, we cannot share our thoughts as we speak different languages. In a context like this the role of translation becomes significant. Translation fills the global communication gap between the communities speaking different languages. Technologies enable us to transcend borders and reach

out to the global audience. With the growth in technology, we can do things in better and faster ways. Nowadays, translators, equipped with CD-rom based dictionaries, encyclopedias and terminology management systems are more comfortable in translating than their counterparts without these technological supports. Translator memory systems are now used by major translation agencies. The market for language resource products, including equipments or tools for automatic translation, is increasing day by day. The electronic handling of orders and the digitized delivery of language services (which led to the development of the concept of tele-translation) is now a very common client service. The right approaches in using electronic tools for translation has led to a significant increase in the quality and efficiency of translation. In the global language market, ICT tools have come as a great help to the freelance translators. Literal translation is available in several specialized sites on the Internet, changing the role of translators.

People like the translators, diplomats, traders, negotiators, technicians manipulating complex codes who move things across language boundaries, who produce transnational news and entertainment, who surround our lives with a million products received in different cultures. Modern communication technologies and the consequent mobility have made translation play an important role in cross-cultural communication. Equipped with intercultural knowledge, the translator is considered to be a natural actor in cross-cultural communication. The translator as a facilitator paves the way for the coming together of diverse and far-flung cultures.

**Self-Check Exercise-2**

**Answer the following questions in about 10-15 words.**

(a) What is the major development in education due to globalization?

---

---

(b) Give two examples of the positive impact of globalization on literature.

---

---

(c) How has technology influenced translation?

---

---

**3.3.4 Translation in Business and Commerce**

Globalization is generally understood in the business context as a process of making the use or application of a product at the global level. We see that globalization is

very pervasive in the field of business and commerce. Because of the disappearance of boundaries, business and commerce have increased manifold. Products once produced and made available in the developed countries in the world are now available in the remote and inaccessible pockets of India. Because of globalization now it is possible to move things across the borders, take the products to the consumers who do not even share the language and culture of the producers. When it comes to translation, it has completely different significance. Since the emergence of internet and removal of trade barriers across borders, big companies as well as small enterprises are encouraged to go global. This changed business environment has given rise to the use of translation on a large scale for the promotion of the products through advertising in many different languages. The advertising industry uses the services of specialized translators or translation agencies to localize their products, boost their business and project their image in the popular media in different parts of the world. Even the description of nutritional facts on the wrapper of a chocolate contains translated text. The user manuals of many multinational companies are now available in the regional or local languages to enhance the reach of the products in larger markets. Globalization means internationalization, highlighting the importance of international trade relations, treaties, between nations where national boundaries do not exist. It leads to the movement of goods, and services across the universe and makes way for a global market. ..

### **2.3.5 Translation in Politics and Diplomacy**

In this new world marked by globalization, the leaders all over the world prefer to use English or a language of their choice for carrying out all the political and diplomatic negotiations. The global audience does not have any problem as long as the medium of communication is English but as soon as the place of communication or negotiation shifts from an English speaking country to a non-English speaking country, the importance of translation and interpretation is felt. In a country like ours, where almost every state has a different language, political leaders need to use English or go with interpreters to be comprehensible to an alien audience which is not familiar with their language. Most of the speeches delivered in the UNO and at the international meetings are done in English, unless the speakers are very particular about using the official language used in their respective countries. Our Former Prime Minister Shri Atal Bihari Bajpayee preferred to speak in the UNO in Hindi to show his passionate attachment for Hindi. Many leaders of the non-European countries are often found to be using languages of their own countries as they consider it to be a national pride to be able to speak in the official language of their nation. Translation and interpretation remove the language barriers between the speakers and make communication comprehensible and effective.

### 2.3.6 Translation in the Tourism Industry

Globalization has dismantled the barriers between nations. Migration of people from one nation to another nation has become much easier than before. This new development has encouraged the lovers of nature and adventure seekers to move from one country to another in the pursuit of happiness. Tourism industry has been the greatest beneficiary in this changed context. With the inflow of tourists of different countries speaking different languages into new countries, the need for translation and interpretation has increased manifold. Now professional translators and interpreters are hired by the tour and travel agencies to translate the brochures to help the tourists to visit places of tourist importance and act as tourist guides for tourists speaking languages other than English. Agencies also need translators to update the information about their services on their respective websites to keep the tourists from foreign countries informed and contact them as and when required. People working in the tourism sector are expected to have a good grasp over the historical background of the places they are supposed to show to the tourists in order to give proper information and guidance to them. Moreover they should have native-like command over both the source language and the target language. They should also know how to localize a target audience, by adding the appropriate tone and style to the language used by them. They should understand that translation in the tourism sector requires marketing and commercial skills to attract the tourists and justify the role given to them. Technology-enabled translation in the field of tourism is a bridge which connects people from different cultures and communities across the world. If you have the passion to work as tour manager, translation can of great help to you to keep thriving in your career.

#### Self-Check Exercise-3

Answer the following questions in about 10-15 words.

(a) In what ways has globalization influenced international trade and commerce?

---

---

(b) Why do leaders of non-English speaking countries prefer to speak official language of their respective nations?

---

---

(c) How can translation help people desirous of joining the tourism industry?

---

---

## 2.4 Impact of Modern Media and Technology on Translation in an Age of Globalisation

With the advancement of technology keeping pace with the increasing pace of globalization, translation has acquired new dimensions. Now it is possible to transform information from one form to another easily, quickly and cheaply with the help of ICT. ICT coupled with multi-media have brought people and nations together, made it viable for the exchange of thoughts and ideas through translation. In this regard, the invention and massive use of computers is a landmark event in the history of mankind. It has helped us store, retrieve and use information as per our choice. Subsequently, the invention of the internet has revolutionized the way we store, exchange, retrieve and use information for education, entertainment and communication. New forms of technology like mobiles, I-pads, e-mails, have all facilities to communicate in the way we like, in the language we like and with anyone we like across the borders and enhance cross-cultural communication. In a way, these new modes of communication have washed away the borders and the corresponding languages and cultures, thus giving rise to a lingua franca and a global culture. In the post-globalization period, people around the globe love to interact with culturally distant communities with the help of modern new technologies and linguistic skills to remain connected and increase their social worth.

On the other hand, we also witness a very disturbing picture of globalization. Globalization supported by English dominated technology, has led to the extraordinary growth of English as a language across the world at the cost of minority languages. Hence the scope for the texts in the regional languages getting translated into other international languages is limited or nil. Since the monopoly of English has been constantly increasing, it may lead to the death of some languages and the death of translation as a profession.

Under the spell of modern media and technology, now we find people who use a mixture of languages to interact with their fellow people, read English and other languages on their computer screens, watch local, regional, or global news and other programmes together and listen to pop music in non-native languages. Their communicative activities have a great impact on their routine life and show a new equation in regard to the status of translation in their lives. .

Innovations in media and technology have not only impacted our social lives but have also affected our personal lives. At the social level, it has helped people connect and cooperate with one another, share common ideas and interests and work on projects of mutual interest. At the international level, it has contributed to the integration of the whole world by setting up global networks and protected the interests of people in

multiple ways. The new technology has made people inter-connected and has created a feeling in them that they belong to a world community. Besides, they are also believed to be sharing common interests and values which promote democratic goals for the benefit of all.

Because of the rapid spread of globalization and consequent technological advancement across the globe, we see rapid growth in translation services. This growth in the demand for translation services has affected the lives, working styles of the translators and the translation industry. With the process of globalization moving faster than ever, we can predict that in the next few years, the translation market will be more badly affected than any other market, simply because of the disappearance of national boundaries. Internet services will be more frequently used for planning and delivering translation services. With the support of modern media and technology, new globalized strategies will be used to enhance the quality and quantity of translation.

#### **Self-Check Exercise-4**

##### **Choose the correct option and fill in the blanks**

- (a) Computer has helped us store, \_\_\_\_\_ and use information as per our choice.  
(i) utilize (ii) retrieve (iii) exploit
- (b) In the post-globalization period, people around the globe love to interact with culturally distant communities with the help of \_\_\_\_\_ and \_\_\_\_\_ to remain connected and increase their social worth.  
(i) Modern technology, linguistic skills (ii) basic technology, computer skills  
(iii) bio-technology, communication skills
- (c) Globalization supported by English dominated technology, has led to the extraordinary growth of English as a language across the world at the cost of \_\_\_\_\_ languages.  
(a) majority (ii) superiority (iii) minority
- (d) \_\_\_\_\_ in media and technology have not only impacted our social lives but have also affected our personal lives.  
(i) Innovation (ii) modernization (iii) urbanization
- (e) This growth in the demand for translation services has affected the lives, \_\_\_\_\_ of the translators and the translation industry.

(i) Life style (ii) personal style (iii) working style
--

## 2.5 Summing Up

In this unit, first of all we discussed the different definitions and dimensions of globalization, as a unifying or integrating force, bringing all the nations together. In this regard, we also discussed the positive and negative aspects of globalization, interdependence between nations due to globalization, the emergence of English as the lingua franca, advancement of technology and its application in the field of translation, increasing demand for the translators in the private and public-sector undertakings, role of translators as mediators between two separate cultures and the changing role of translation for international and intra-national communication. In the next section we distinguished between translation and interpretation and career scope for translators in different sectors. We then discussed the impact of globalization on translation in different spheres like education, literature, science and technology, business and commerce, politics and diplomacy and the tourism industry. While discussing the relevance of translation in the education sector, we discussed the open education resources and digital resources available in various languages. Likewise, while discussing translation in literature we discussed the need for the translation of classics of world-class writers in English and the translation of the English classics into the regional languages for the global audience. We also highlighted the internationalization of business due to the disappearance of the borders, increasing role of translation in business and commerce due to the rapid spread of globalization, the importance of translation in diplomacy at the international level and the scope for translators in the tourism industry as a result of globalization. Finally we discussed how the advancement in media and technology has made transportation and communication cheaper, made it easy for the transmission and exchange of information and kept people across the world connected.

## 2.6 Unit End Exercises

- a. How has globalization made translation a thriving business?
- b. What are the major advantages and disadvantages of globalization?
- c. “Advancement in Science and Technology has made Globalization possible.” Do you agree? Give reasons for your answer.
- d. How has globalization influenced translation in the fields of business and tourism industry?

- e. What are the consequences of the impact of modern media and technology on translation?

## 2.7 Model Answers to Self-Check Exercises

### Self-Check Exercise-1

**Answer the following questions in about 10-15 words.**

*(a) Write down two positive outcomes of globalization.*

**Answer:** The following are the two positive impacts of globalization.

- (i) Transport and communication have become cheaper due to the reduction in the costs of technology.
  - (ii) The products and services available in one country have moved easily to other nations due to the reduction in the costs of communication and transportation
- (b) What happens when people speaking different languages interact in intercultural situations?*

**Answer:** When people speaking different languages interact in intercultural situations, they tend to borrow the technical and culture-specific words and expressions of the neighbouring languages to enrich their respective languages and make the communicative activities fruitful.

### Self-Check Exercise-02

*(a) What is the major development in education due to globalization?*

**Answer:** Due to globalization and advancement of technology, teachers and learners in any part of the world have easy and cheap access to the resources available in languages of their choice.

*(b) Give two examples of the positive impact of globalization on literature.*

**Answer:** Two positive impact of globalization on literature are:

- (i) Because of the disappearance of national boundaries, classics in majority languages are being translated and made available to the readers across the world.
  - (ii) Minority cultures and communities make their voices heard through the translation of the masterpieces available in their respective cultures/communities.
- (c) How has technology influenced translation?*

**Answer:** Technology has made the job of the translators simpler and easier. Now translators, equipped with CD-rom based dictionaries, encyclopedias, tools for automatic translation and terminology management systems are more comfortable in their jobs. The electronic handling of orders and the digitized delivery of language services (which led to the development of the concept of tele-translation) is now a very common client service.

### Self-Check Exercise-03

*(a) In what ways has globalization influenced international trade and commerce?*

**Answer:** Because of globalization, boundaries have disappeared. This has led to the manifold increase in business and commerce. Products once produced and made available in the developed countries in the world are now available in the remote and inaccessible pockets of India. Now it is possible to move things across the borders, take the products to the consumers who do not even share the language and culture of the producers. This changed business environment has given rise to the use of translation on a large scale for the promotion of the products through advertising in many different languages.

(b) *Why do leaders of non-English speaking countries prefer to speak official language of their respective nations?*

**Answer:** Many leaders of the non-European countries prefer to use languages of their respective countries as they consider it to be a national pride to be able to speak in the official language of their nation.

(c) *How can translation help people desirous of joining the tourism industry?*

**Answer:** Translation skills can help a person to act as tourist guides, tour managers or writers of brochures used for promoting the tourism industry or translate the websites of the majority languages into minority languages to reach out to the masses.

#### **Self-Check Exercise-4**

- (a) (ii) retrieve
- (b) (i) Modern technology, linguistic skills
- (c) (iii) minority
- (d) (i) innovation
- (e) (iii) working style

#### **2.9 Further Readings**

1. Boucau, Fernand (2005): “The European Translation Industry: Facing the Future”, Brussels: European Union of Associations of Translation Companies.
2. Holmes, James S (1972): “The Name and Nature of Translation Studies”; expanded version in *Translated! Papers on Literary Translation and Translation Studies*, Amsterdam: Rodopi, 1988, 66-80.
3. Mukerjee, Sujit. (1994). **Translation as Discovery**. Hyderabad: Orient Longman.
4. Niranjana, Tejaswini (1992) *Siting Translation: History, Post-Structuralism, and the Colonial Context*, Berkeley: University of California Press.
5. Pym, Anthony (2000.) *Negotiating the Frontier: Translators and Intercultures in Hispanic History*, Manchester, St Jerome Publishing.
6. Sreedevi, Nair. (1996). K. **Aspects of Translation**. Delhi: Creative books.
7. Tymoczko, Maria (2007) *Enlarging Translation, Empowering Translators*, Manchester: St. Jerome Publishing.
8. Venuti, Lawrence (1995): *The Translator’s Invisibility. A History of Translation*, London and New York, Routledge.
9. <https://www.onehourtranslation.com/translation/blog/globalization-and-translation-0>

10. [https://www.academia.edu/6624248/Oriya\\_Literature\\_in\\_English\\_Translation\\_Promises\\_and\\_Problems](https://www.academia.edu/6624248/Oriya_Literature_in_English_Translation_Promises_and_Problems)