

## **OUTCOMES OF GLOBALISATION IN THE PROCESS OF TRANSLATION**

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### ***Abstract***

*In the last decades of the 21<sup>st</sup> century, we have witnessed a substantial increasing of the phenomenon of globalisation which transcends geographical boundaries and dramatically affects technology and socio-economical development, and modern translation as well. Despite the fact English has become a world trade lingua franca, the changes made by the advent of globalisation may produce specific cultural linguistic, technological and political outcomes for the field of translation and translators. This paper proposes an attempt to grasp the relevance of globalisation and its fundamental and introspective role in the process of modern translation.*

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### ***1. Globalisation and translation***

#### ***1.1 Defining the concept of globalisation***

Globalisation appears to be a blurry concept that is interpreted differently across many areas. In a limited sense, companies use the term *globalisation* to describe all of their efforts to enter international markets. If we regard the concept in a wider sense, we shall take a look at some of the definitions given by notable scholars. For example, Anthony Giddens defines globalisation as:

*Globalisation is the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa. (Giddens, 1990: 64).*

To support Giddens's theory, thirteen years later, Cronin offers his own definition of globalisation:

*We will use the term 'globalization' in the sense of a critical theory of globalization that encompasses global movements and exchanges of people, commodities and ideas, and a politico-historical approach to changes in global processes. (Cronin, 2003: 74)*

Following their predecessors, Hatim Basil and Jeremy Munday (2004: 112) describe the phenomenon as a multivalent notion that relates to the global nature of the world economy. We can deduce from the definitions above mentioned that the phenomenon of globalisation enhances some particular characteristics, like overcoming of spatial boundaries and the centrality of knowledge and information, as well as the decentralisation of capital accumulation from the core and the emergence of new small establishments.

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In 2009, at the A.R.A. Congress, in Sibiu, Romania, Sandu brings out a new definition of globalisation, one which encompasses everything mentioned above:

*The globalization has 5 vectors that act on human society, vectors that influence the development of human society. The vectors through which globalization interacts with society, both locally, regionally, and internationally are: the economic vector, the military vector, the political vector, the religious vector and the cultural vector. (Sandu, 2009)*

Following the same direction, Steger (2013) asserts about globalisation:

*Globalization refers to the expansion and intensification of social relations and consciousness across world-time and world-space. (Steger, 2013: 15)*

A few years later, in the fifth edition of its book (*Globalization: A Very Short Introduction*), the same Steger returns to the definition about globalisation and extrapolates:

*When searching for a definition of globalization, it helps to distinguish between globalization, globality, and the global imaginary, which is people's growing consciousness of the world as a single whole. Globalization as a process does not automatically lead to globalization as a condition. It is a complex, uneven set of processes taking place across world-time and world-space. Globalization is about intensifying planetary interconnectivity. (Steger, 2020: 2)*

In terms of trade, communication, transportation, and technology, it is widely assumed that the world before globalization and the world after globalization are vastly different. They believe that the positive impact of globalization has resulted in qualitative changes in people's lives and in the growth of nations. Because communication and transportation costs have decreased, products and services available in one country can easily be transported to other countries.

The most visible effect of globalisation is the increasing pressure for English as a lingua franca, or international communication language. Despite the fact English has become a world trade lingua franca, the changes made by the advent of globalisation may spawn specific cultural linguistic and political outcomes for the field of translation and translators.

Because globalization has brought nations closer together, it has also improved interrelations between their people and cultures. People have been forced to learn new languages as a result of these interactions in order to keep in touch with their neighbors. The motivation of people to learn new languages and gain a better understanding of other cultures has enhanced the careers of translators and interpreters, as well as the future of the translation industry. Furthermore, educational institutions and private companies are requesting translation services in greater numbers than at any other time in history, as they share common interests, concerns, ideas, and ideologies.

## *1.2 English as a lingua franca*

Researchers who are not comfortable writing in English, the lingua franca, face difficulties as a result of the globalisation of the English language. In communities where more than one language is widely spoken, translation is extremely important from a sociopolitical standpoint. The only viable solution to widespread translation use is the adoption of a single common 'lingua franca,' which, contrary to popular belief, is not a particularly attractive choice because it involves the dominance of the chosen language at the expenditure of speakers of other languages, and raises the risk of the other languages becoming second-class options. Because the loss of a language often implies the loss of a distinct culture and way of thinking, this is a loss that everyone should be concerned about. As a result, translation is necessary for communication both in everyday human interactions and in collecting primary data to fully integrate into society (Hatim, Munday, 2004: 214).

Allowing yourself to express yourself in your own language and to receive information that directly affects you in the same conduit appears to be a fundamental, although still frequently infringed, freedom which depends on whether or not translation services are available.

In *The International Journal of Communication* (2020), Professor Doctor Astrid von Busekist, a political sciences researcher and a specialized translator, exposes her particular point of view related to the use of English as a lingua franca in Europe who chooses to believe that making English the exclusive lingua franca would be the most cost-effective and democratic solution (Akpaka, Minaflinou, Afolabi, 2020: 18).

In our opinion, English as an exclusive lingua franca in Europe would mean putting the entire weight of language expenditure on non-English-speaking countries, being unfair to the 50% of the non-English speaking Europeans. In Europe, several communication languages are required. The European Union has 24 official languages, out of which three (English, French and German) have the higher status of procedural languages of the European Commission.

Because English is used as the European lingua franca, non-English speaking countries bear the expenses for all the linguistic operations conducted. As a result, there are demands in Europe for multiple languages to be used to avoid this inequality.

## ***2. Globalisation and its effects in translation: cultural-linguistic, technological and political***

### ***2.1 Cultural-linguistic effects of globalisation- mediating the cultural discourse***

The globalisation process, which has resulted in significant changes in the global economy, has a wide range of effects on contemporary translation. Location influences have the potential to shape a powerful paradigmatic shift in how translation is viewed in the global context of cross-cultural communication in an increasingly globalized world.

Translation facilitates the onset of a globalized consumerist culture, and it also determines how translation is conducted. Cultural identification is resurrected and validated by translation of a universalized and universalizing cultural language. When it comes to the global world of transnational cultures, translation activities are a part of everyday life. In this regard, indigenous or local knowledge is critical to successful cultural translation because it allows the target system to negotiate an acceptable cultural discourse. Although, it should not be limited just to language transfer in order to conceal its cross-cultural dimension. In a seemingly contradictory exchange, translation both facilitates and obstructs globalization. Translation is a great tool through which information flows relatively freely. Otherwise, the mechanism of translation functions as a cultural filter: when something (cultural, social or linguistic barrier), obstructs communication, it may be produced a virtual blockage to cultural understanding.

### ***2.2 The effects of technology-links between the translator and the machine***

Information and communication technologies have redefined the boundaries of most human activities in recent decades, and translation is no exception. The demand for translations has increased as a result of globalization, particularly in terms of volume and speed, and technology has played a key role in order to address this.

When considering how we might think of the translator, it's worth revisiting the idea of the translator as a kind of 'third' person, someone who understands the importance of the sciences and the humanities. Cronin (2003) has a unique way of regarding translators. He considers them specialists of a third cultural society which encompasses not only the traditional valences of humanities and sciences, but also a wide range of other human inquiry fields. (Cronin, 2003: 112)

The way translation is carried out, managed, structured, and delivered has changed dramatically as a result of the mutual interaction between technology, globalization, and translation. The use of technology has resulted in a significant technicalization of the translation profession, as well as a shift

in the traditional concept of the translator's performativity, which is perceptible even in literary translation. In the translator's work area, machine translation and computer-assisted translation tools are now very widespread. In the computer-assisted paradigm, human translators are assisted by machines, including machine translation itself, in the process of crafting translations, the main objective of machine-translation being to produce a fully automated translated output. Humans and machines are often framed both allies and rivals when discussing the human-machine interface-somewhere at the middle, there is a certain collaboration between them: machines present a high level of efficacy and precision which humans don't have, but lack in the ability to adapt to real environments and negotiate or solve sociocultural issues encountered in different managerial backgrounds. It is worth nothing, however, that technological progress is inextricably linked to human dimensions. In many ways, technology shapes our understanding of what it means to be human.

As a matter of fact, the power to create tools as well as the development of language are linked in evolutionary history. The challenge is that the demand for translation far surpasses any existing supply nowadays. To summarize, it appears that translation automation is a social and political necessity for modern societies that do not want to implement a common language on their citizens. People who live in societies where one language is dominant, and who speak that language, frequently overlook this aspect, according to Hatim and Munday (2004). For example, for speakers of English in the United Kingdom and the Northern United States, visiting an area where English is not widely spoken pushes them to fully appreciate it. (Hatim, Munday, 2004: 214)

### *2.3 Political effects*

The influence of borders and migrations is continuous nowadays. As a result, they are important concepts for academic research in Translation Studies, a field that tackles questions arising on the move, at the borders, and in the cosmopolitan encounter with the other. All the changes made in the translation theory reflect a global and asymmetrical world in which an ethical translation is viewed as a political act and a study of power dynamics.

Translation is more than a faithful reproduction, in fact it is a deliberate and conscious act of selection, and, in some cases stands for refusal of information and a secret code creation. Translators, like creative writers and politicians, participate in powerful acts that create knowledge and shape culture in this way.

If we talk about the political impact of globalisation on translation, we must start by saying that leaders all over the world prefer to conduct all political and diplomatic negotiations in English or a language of their choice in this new world marked by globalization. The global audience has no problems as long as the medium of communication is English, but when the communication or negotiation takes place in a country where not all its inhabitants speak English, the importance of translation and interpretation becomes apparent. For example, the U.S is a country where in almost every state there are people who speak a different language that is not English: Cantonese and Mandarin are spoken in 17 states (California, Washington, Oregon etc), Tagalog is spoken in Nevada, Vietnamese is spoken in 5 states (Nebraska, Oklahoma, Texas, Mississippi and Georgia), Arabic is spoken in 2 states (Michigan and Tennessee), French, is also spoken in 4 states (Louisiana, Maine, Vermont and New Hampshire) and some other few languages (Russian, German, Spanish). In a country such as the United States of America, political leaders must use English as a predominant language but also rely on interpreters to communicate with an audience that is unfamiliar with their native tongue.

### *3. Conclusions*

To summarize, globalisation is a diverse and complex phenomenon that has a substantial impact on both socio-economical and cultural development, producing technological, political and linguistic consequences. Almost every country is being forced to adapt to globalisation. The dangers

and opportunities of global connectivity are deeply rooted in a dislike of cultural globalization, implying a recognition of the fundamental and unavoidable dilemma at the epicentre of translation.

To conclude, the globalisation process has a significant impact on translation nowadays. As previously stated, translation in the age of globalisation is done using IT tools that speed up the process. A large number of texts are translated quickly, thanks to software and translation memory. However, in the global era, English is the most widely spoken language. As a result, a substantial set of papers are translated from English into a number of different languages. This situation puts the survival and utility of thousands of languages around the world in jeopardy. It also degrades English by reducing the amount of translation from other languages into English. Translation is a major mode of information and knowledge transmission and dissemination. To avoid the simplicity and haste with which translation is done for commercial purposes in the age of globalisation, we are tempted to suggest a return to the fundamentals of translation, using human interpreters who can be good mediators of the cultural discourse, who can handle technology in a suitable way and know how to negotiate political issues of modern society.

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