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SIGNIFICANCE OF TRANSLATION IN CROSS-CULTURAL COMMUNICATION: GLOBALIZATION PERSPECTIVE

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Abstract:-The concept of translation is defined in different manners by the scholars but the common understanding among them is that translation is a process of transferring, replacing, recreating and remaking of source text into target text which involves at least two different languages. Basically language is the most significant aspect of the process of translation. Thus, translation plays a major role in communication system. Communication, again is a process of understanding different messages from one or more persons or animal to one or more persons animals which may be verbal or non-verbal. Humans use both forms of communication verbal and non-verbal but animals only use non-verbal, because animals don't have verbal languages.

Keywords: Translation, Language, Communication, Cross-cultural, Globalization.

INTRODUCTION

Culture affects the process of translation and communication. Translation, mainly uses, language as its medium of communication. Culture, in its broader sense, includes a set of beliefs, customs, views, festivals, routine behavior, way of living manners, values, rituals, clothing and a lot of things which affects human beings living in a well-constructed society or community. Flux is characteristic of modern cultures. Culture changes time to time and society or community to community. It becomes necessary to study culture as culture and language cannot be separated. Language is embedded in culture, even a language depicts its culture at a larger extent. Hence, translation, language and culture are interconnected, and more interdisciplinary areas in the “Globalization”. Various types of communities and societies have been coming closer due to IT (Information Technology) revolution and IT revolution is a global phenomenon.

GLOBALIZATION:

“Describes the profound nature of changes affecting economies, cultures, and societies worldwide from the late twentieth century onwards. Anthony Giddens has defined globalization as the intensification of worldwide social relations which links distant localities in such a way that local happening are shaped by events occurring many miles away and vice versa.” [multilingual-matters.com 1990:64].

The assumption that translation is an effective way to communication among cultures is true here. Cross-cultural communication indicates a point of contact among different cultures at a particular place where two cultures meet one another. E.g. Chinese labors hired by a multinational company in America or Indian IT scholars working in New York. In cross cultural communication two different cultures must be confronted.

The cultural interaction can be studied through translation. Translation has taken cultural turn expanding the theoretical horizons in 1980s. Cultural connotation play an important role in translation studies. The fact can be revealed with an instance: summer in Europe, particularly in Britain has a pleasant connotation which Shakespeare used in his sonnets, but in India the summer has totally negative connotation which Shakespeare used in his sonnets, but in India the summer has totally negative connotation. Indian summer has an unpleasant connotation, winter has pleasant season for Indian opposite to Europeans. Translation and culture has inbuilt relation as stated by translation scholars.

To understand one culture by the another culture, there must be some common things. It is not possible that every cultural item should present in the another culture. Indians have a lot of cultural festivals in comparison with the other cultures

in Europe. So the relation between translation and culture is an inseparable as the relation between a language and culture. There are linguistic approaches and cultural study theories to expose the relation between the two:

“Developing from the linguistic approach of the 1960's through the textual focus of 70's to the culturally based approach of 80's modern translation theory like modern critical theory takes on different inter textual, poly systematic hermeneutics.” [Mujumdar:163].

Translation theories have been well developing during 1980's to seek the cultural turn in translation studies. Actually cultural translation seeks the effective solutions over the problems which are inherent in translation such as culture specific items-food, festivals, rituals, way of worship, clothing, etc. The problem of social and cultural equivalence is at core in cultural translation. A broad view regarding translation and culture is:

“Cultures are processes of translation, constantly shifting, multiplying and diversifying; the idea of cultural translation can 'act as an anti essentialist and anti holistic metaphor that aims to uncover counter-discourses, discursive forms, and resistant actions within a culture, heterogeneous discursive spaces with a society' and enable' a dynamic concept of culture as practice of negotiating cultural differences, and of cultural overlap, syncretism and creolization.” [Sturge:69].

Out of three-verbal, non-verbal and visual-ways of cross-cultural communication, verbal or language communication is taken into consideration as an effective way to cross-cultural communication. Today, great epics like the Ramayana and the Mahabharata has been translated into many languages which are originally in Sanskrit and common reader know about the epics worldwide setting an example of crass-cultural communication. Everyone cannot be the master of all languages of world but one can acquire the knowledge of a lot of languages and books through translation. Indians know Shakespeare and Milton because of translation. In the words of Thiravasagam:

“Throughout the history of mankind translations have not only brought people together but have helped explosion of knowledge hitherto confined to the language in which it is created. Think of what the translations of ancient Greek and Roman classics did to English. Think of what the translations of the great Russian novels did to the genre of fiction. Think of what translations of works in science and technology have done to countries like China and Japan. Then we can gauge how important it is to assert our presence in the world and how crucial is translation to achieve that end.” [Thiruvassagam:01].

It shows and clarifies the significance of translation and sets forth its effective use for cross-cultural communication. Translation is not only a language communication but also the cultural communication. Hence translation becomes the act of transferring one culture into another culture. People are traveling world over due to various reasons and confrontation of cultures is an inevitable event. Different cultures getting contact through various ways-books, media, internet and it needs a lingua franca; hence translation can play the same role. There may be many problems people facing in cross-cultural communication as different cultures and languages are confronted.

Cross-cultural communication often happens between two or more cultures and languages. In such communication one culture is interpreted with the base of another culture. E.g. the English culture of England and Indian culture. If one wants to understand the English manners of eating, one has to compare them with the Indian manners of eating. Cross-cultural communication is often called intercultural communication because the interaction takes place between people in different and similar ways or situation. The process of cross-cultural communication is highly complex-some cultural items existed in particular culture do not exit in the another culture and hence some cultural items are untranslatable. Migrants belong to different cultural and language background. They highly need common language to communicate, a need of lingua franca arises-this need can be fulfilled through translation. Understanding the other culture, every culture relates itself to other culture.

“What we notice of the outset is that almost all cultural spaces carve out special locations for themselves, and try and relate themselves to three kinds of 'others' i. other culture or the cultural 'other'; ii. The textual 'other', and iii. The analytical 'other.’” [Singh:180].

Thus, other is important to understand the cultural spaces and effective communication among cultures.

As we saw before globalization is a process affecting cultures, economies, societies, nation policies, a change in every field. Here is an example of globalization to understand the phenomenon: an Indian child of 10 years old selling small statues of Buddha to an American in Indonesia outside a Buddha Vihar. The statues are made in China, this is what the globalization. We have scope to analyze the example-an Indian child of 10 years old who lives in Indonesia, a migrant who never thought about difficulties of culture and language working for daily needs; an American tourist visiting a big Buddha Vihar, observing a big Buddha statue inside the vihar and never minds about different culture and language but able to communicate the child; the statues made in China are in the market of Indonesia, and most effective and globalized thing is the origin of Buddha which is in India. At such situation English becomes the lingua franca of the world.

No nation in the world can achieve the highest end of development without translation because global communication is possible only through translation. A lot of governmental and non-governmental agencies and institutions are working on translation to get better communication. The need is not only felt in the literary area but also in science, technology, industry, economic, political and other levels, tourism, hotel management and service industries and intensive and extensive scope creating in translation for global purposes.

The role of translation in Indian scenario is noteworthy because India is a multilingual, multicultural and multiethnic country, translation can play and is playing a very crucial role in establishing the national integrity and development activities among the states of country. Native literatures are getting the global markets and global books are nativised. A quote:

“Translation is the vehicle that can carry forward the rich treasure of native literature to the global arena. It can also play a pivotal role in conveying the prolific literary output in one language to other parts of India. In the Indian context,

translation is indispensable since India is a multilingual country. Indian literature has had a rich tradition. Without translation, a large number of master pieces in the Indian language will remain locked up treasures to readers not acquainted with the languages in which they are written.” [Thiruvassagam:02].

It shows the intense need of translation for the countries like Indian in the era of globalization. Difficulties arise seeking the growth of translation, but these can be resolved through the effective use of translation as communication. The complexity occurring into translation process, then it may be literary or scientific, official or documentary; should be reduced to the normal level. Reduction of complexity in translation communication is one of the major tasks of any translator, e.g. many Hollywood movies are translated into many languages worldwide. Translating a Hollywood movie into another language means translating its language; e.g. English into Hindi. Hence, care should be taken of emotions, cultural items, etc-by a movie (language) translator. This is what translation fits to globalization.

Translation as a literary concept has linguistic and stylistic features and translation theories have been developed on the basis of linguistics and stylistics, but with the cultural turn in 1980s by many disciplines; translation has transformed into cultural studies making culture its chief component for translation scholars to study. Translation is a global event playing a crucial role in global market gaining a wider notice in every area of human life. It needs to replete the vital energy of translation scholars. Translation agencies and institutions are working on the path to satisfy the ever increasing need of translation. Translation in general—can be divided into two broad types: (i) literary and (ii) non—literary translation. Both types have wider and better scope to work for and make a good career in the translation. In the words of Newmark, we meet the fact that translation and global communication are inseparable and translation is a significant process as a human activity.

“No global communication without translation – translation is dynamic reflection of human activities.” [Newmark: 55-66].

In this way, translation becomes an effective way of cross and intercultural communication regardless of place and time in global communities for the sake of global requirements-literary and non-literary.

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