

Translation in the Era of Globalisation: Definition, Nature, and Scope

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Abstract

Since time immemorial, Translation has been a tool of communication, even before the modern languages had their existence. It was through translation that humans communicated with each other. Today, thousands of years after the human evolution, translation continues to play a crucial role in the globalised world. This paper provides an overview of translation, and examines its historical evolution, definitions, nature, significance, and scope in this modern world. In a globalized world, translation addresses the linguistic challenges of diverse populations, such as India with its 144-crore people and over 100 languages. Rooted in the Latin term, Translation means "carrying across," translation began with primitive gestures when the languages did not exist. Now, translation involves complex textual mediation. This paper analyzes foundational definitions proposed by theorists Catford, Nida, and Bassnett, who held the view that translation is a communicative process for achieving textual and cultural equivalence. This paper explores the multidimensional nature of nature of translation that functions simultaneously as a product, a process, and an academic field. The paper explains how translation as practice combines elements of art, science, and craft, adapting to new technologies like neural machine translation and artificial intelligence platforms. In addition, the paper highlights the pivotal role of translation in preservation, interpretation and dissemination of scientific knowledge, apart from preserving the ancient texts like the Mahabharata and Ramayana. This paper also explores the significance of translation from the anthropological perspective, by providing a global voice for the marginalized communities. Finally, the paper outlines the expanding scope of translation across diverse sectors today, playing an indispensable role in building and strengthening the human network in this globalised world.

Keywords: Translation Studies, Globalisation, Equivalence, Cultural Mediation, Interlingual Translation, Multilingualism, Machine Translation, Communicative Process.

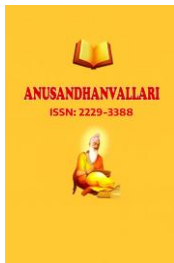
Introduction

“Nothing moves without Translation” – E. S. Bates (1936/1943: 7)

Since the origin of human life on this planet, humans have evolved as the most advanced species vis-à-vis the other species. The reason for this advancement can be attributed primarily to language and man's ability to not only use the language for communication in various contexts but also manipulate the language for various purposes. However, with the growth of civilisation, the complexity and diversity of languages also increased, resulting in a communication gap between people of different cultures and languages.

Globalisation, Communication, and Translation

Globalisation brought different cultures closer, necessitating communication between people from various languages and cultures. There has been an increased interaction due to growing technology, transportation, trade, and commerce. This has also prompted increased opportunities for cultural exchange. The cultures that were hitherto alienated from one another came closer due to Globalisation, which created the need for people to



communicate with the cultural and linguistic others. Thus, Globalisation created a paradoxical situation where, on one hand, it brought people from different cultures and languages closer, and, on the other, it posed communicative challenges because of the linguistic and cultural diversity. At this juncture, translation has played a decisive and pivotal role in bridging the communication and cultural gap between people. Archana Kumari (2019), in her essay *Translation and Globalisation*, opines,

As an integral part of globalisation, translation has been mediating and bridging the distance between people, languages, and cultures of different countries. As a result of translation and globalisation, people have become more familiar with different linguistic communities and cultures. (Kumari, 2019: 11)

Translation has become indispensable in the globalised world in ensuring international communication. It is all the more relevant in a linguistically divergent nation like India, with more than one hundred languages spoken by 144 crore people, as per the 2023 World Bank's data. Furthermore, linguistic diversity can be witnessed within the language, with regional and sub-regional dialects. Archana Kumari aptly says, "In this globalised world, translation has become imperative for international and intra-national communication. In a multilingual country like India, where there are hundreds of languages in use, no communication can take place without translating..." (Kumari, 13). Thus, translation ensures both inter-national and intra-national communication in this contemporary world driven by Globalisation.

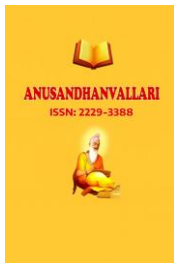
Eventually, it can be understood that globalisation and translation exhibit a two-way relationship where they exert mutual and positive influence on each other. While Globalisation requires translation to ensure communication across nations and cultures, translation fosters globalisation, promoting economic and cultural exchange between people, communities, and countries, thereby evolving into one global nation. Thus, globalisation and translation share a symbiotic relationship, benefiting from each other.

Translation

Translation is an ancient phenomenon that has been in vogue since time immemorial. It can be traced back to the origins of human civilisation, even before the origin of systematic language, when the primitive humans started using gestures and symbols to communicate among themselves. The English term 'translation' came into official usage in 1340. Etymologically, 'translation' is derived from the Latin word *translatio*, which is a combination of *trans-* and *latum*. Its origin can also be traced to Old French 'translation'. The Latin word 'translatio', meaning 'transporting', comes from the verb '*transfere*', which means 'to carry over'. Here, '*trans*' means move, and '*ferre*' means 'carrying across' or 'bringing across'. So, from the etymological perspective, 'translation' can be understood as a transfer of a message between languages. It should be noted that translation happens not just between languages, but within a language too, i.e., between dialects of the same language. However, translation is not as simple as the etymological meaning. Explaining the concept of Translation, Sonia Colina in *Fundamentals of Translation* (2015) states that "Translation refers to the process of, or the product resulting from, transferring or mediating written text(s) of different lengths (ranging from words and sentences to entire books) from one human language to another". (Sonia, 2015: 3)

Definition

In the words of J. C. Catford from his seminal work *A Linguistic Theory of Translation* (1965), Translation is defined as "replacement of SL grammar and lexis by equivalent TL grammar and lexis with



consequential replacement of SL phonology/graphology by (non-equivalent) TL phonology/graphology". (Catford, 1965: 22)

Viewing translation as a process of decoding the SL message and encoding it into RL in the most appropriate form, Eugene A. Nida underscores the need for equivalence in translation. He says, "Translation consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style". (Nida and Taber, 1969: 12)

Mildred L. Larson, in her book *Meaning-Based Translation: A Guide to Cross-Language Equivalence* (1984), highlights the importance of meaning besides the structure in translation, and explains that "translation means transferring the meaning of the source language into the receptor language" (Larson, 1984: 3)

In his book, *A Textbook of Translation* (1988), Peter Newmark states that "Often, though not by any means always, it (translation) is the rendering of a text into another language in the way that the author intended the text". (Newmark, 1988: 5)

Translation was given a broader view by Basil Hatim and Ian Mason in their book *Discourse and the Translator* (1990), where they define translation as "a communicative process that takes place within a social context". (Hatim and Basin, 1990: 3)

T. Roger Bell in his book *Translation and Translating* (1991) says, "Translation is the expression in another language (or target language) of what has been expressed in another, source language, preserving semantic and stylistic equivalences". (Bell, 1991: 5)

In *The Translator's Invisibility: A History of Translation* (1995), Lawrence Venuti defines "Translation is a process by which the chain of signifiers that constitutes the source-language text is replaced by a chain of signifiers in the target language which the translator provides on the strength of an interpretation". (Venuti, 1995: 17)

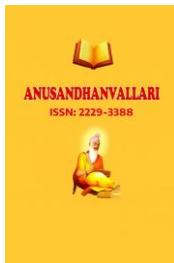
Comparing the process of translation to be the mirror of the movement of people around the globe, Susan Bassnett in *Translation Studies* (2014) says "translation is not just the transfer of texts from one language into another, it is now rightly seen as a process of negotiation between texts and between cultures, a process during which all kinds of transactions take place mediated by the figures of the translator". (Bassnett, 2014: 6)

These definitions on translation from different periods proposed by various translation theorists underscore the common aspect that translation involves two texts: ST and TT, to achieve equivalence. Translation can be understood as a communicative process of achieving equivalence by transferring the intention of the author and negotiating the source culture.

Nature of Translation

"True translation is metempsychosis" – Wilamowitz

Analogous to the versatility of the definition of translation discussed above, the nature of translation is complex and multidimensional, encompassing various aspects: language, text, translator, reader, culture, communication, art, science, and technology. Besides these aspects, the complex nature of translation is primarily reflected in its meaning, where translation is referred to as a product, a process, and a subject or field of study. As a product, translation refers to a noun that denotes a 'translated work', as in 'Albert Camus' *The Outsider* is a translation of *L'Étranger*'; As a process, translation is a noun that suggests the 'act of translating', as in 'Bharathi is involved in the translation of NPTEL Courses'; As a field of study, translation is a noun that connotes a 'subject, discipline, domain, or profession', as in 'I am doing research in the area of Translation'. These three aspects of translation can be put into perspective as follows: translation is a field of study that examines and analyses the process of translating an original written text from a source language into a written text of the target language,



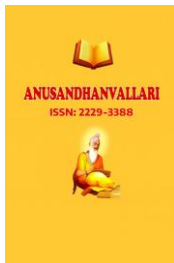
creating a translated version. However, translation does not always take place between two languages, for translation 'between languages' is only one aspect of translation. Roman Jakobson's (1959) categorisation of translation also underscores the complex nature of translation. He categorises translation as:

- (a) Intralingual, or 'rewording', which takes place 'within the same language, involving the 'interpretation of verbal signs by means of other signs of the same language';
- (b) Interlingual, or 'translation proper', which takes place 'between two languages', involving 'interpretation of verbal signs by means of some other language';
- (c) Inter-semiotic, or 'transmutation', which takes place between verbal and non-verbal signs, involving 'interpretation of verbal signs by means of signs of non-verbal sign systems' (Jakobson, 1959/2012: 127)

The multifaceted nature of translation can be understood in the explanation of Bijay Kumar Das: "Eugene Nida describes translation as a science, Theodore Savory terms it as an art, Eric Jacobson visualises it as a craft". (Das, 2010: 167-181)

Translation primarily involves the transfer of meaning from a source language to a target language, which makes language the most important dimension of the nature of translation. Translation takes into consideration the syntax, vocabulary, semantics, and pragmatics of the source and target languages, and enables linguistic mediation. It is through translation that certain new words and expressions enter a language. Catford also emphasises the linguistic nature of translation through his equivalence theory. The nature of translation accords a pivotal position to the text. There should invariably be a text to initiate the process of translation; Without the text, there is no translation. Besides language, the text provides the context and co-text, where the context constitutes the extra-linguistic environment outside the text, and the co-text provides the linguistic environment within the text. The text forms the raw material for the translation, and the end product of the translation is a text. Catford (1965) aptly describes the importance of text in his definition of translation as "the replacement of textual material of one language (source language) by equivalent textual material in another language (target language)". (Catford, 1965: 20) Further, it is the source text, with its context and co-text, that determines the process of translation and directs the translator. So, translation considers the text as the source, means and end.

The translator is another dimension of the nature of translation. Translation demands that the translator possess mastery over the source and target languages, as well as their grammar and syntax. In addition, translation requires effective comprehension and expression skills. Roger Bacon, the thirteenth-century English scholar, was the first to assess that a translator should have a thorough knowledge of both the source and the target languages to produce a good translation, and that he should be well versed in the discipline of the work he is translating. Further, translation presumes the translator to be free from prejudices, i.e. the translator should exhibit the qualities of self-denial and self-effacement. In the words of H. W. Longfellow, "the business of a translator is to report what the author says, not to explain what he means; that is the work of the commentator. What an author says and how he says it, that is problem of the translator". Newman, the celebrated translator of Homer, opines that translator's first duty is a historical one – to be faithful. Professor Wilamowitz also maintains that a translator "must not translate either the words or sentences but take up and reproduce thoughts and feelings ... True translation is a metempsychosis". Besides this, the translator plays a dynamic role beyond just finding the right equivalents for the words. Hatim and Mason (1997) say, "In their role as mediators, translators deal with elements of meaning that can and often will lie above the level of propositional content and beyond the level of the sentence". (Hatim and Mason, 1997: 106) The translator is ascribed with a more significant role, for he acts as a vector between the



author of the source text and the reader of the translated text. Hatim and Mason (1990) in their book *Discourse and the Translator* opine that

The translator stands at the centre of this dynamic process of communication, as a mediator between the producer of the source text and whoever are its TL receivers. The Translator is first and foremost a mediator between two parties for whom mutual communication might otherwise be problematic – and this is true of the translator of patents, contracts, verse or fiction just as much as it is of the simultaneous interpreter, who can be seen to be mediating in a very direct way. (Hatim and Mason, 1990: 223).

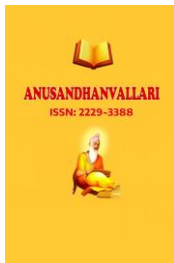
Talking about the translator's competence, Kasparek (1986) also mentions certain attributes a translator should possess:

... a familiarity with the subject matter, a very good knowledge of the language, written and spoken, from which one is translating, a profound understanding of the etymological and idiomatic correlates between the two languages, and a finely developed sense of when to *metaphrase* and when to *paraphrase* so as to assure the use of true equivalents rather than of pseudo-equivalents. (Kasparek, 1986: 135)

The nature of translation emphasises the reader, and the reader plays a crucial role in the interpretation of the text. The impact of translated text on the reader is the touchstone of the quality of translation. There is a constant interplay between the text and the reader as the latter brings in their linguistic and cultural experience and expectations while reading, to comprehend and appreciate the text. The nature of translation attempts to address these expectations through various reader-centric strategies and theories of translation, such as Lawrence Venuti's foreignization and domestication, Hans Vermeer's Skopos theory, and Eugene Nida's dynamic/functional equivalence. These theories and strategies of translation underscore the reader-centric nature of translation that prioritises the reader, and the reader's needs and expectations, thereby ensuring readability and retention.

Another important dimension of translation is the cultural mediation. Translation does not just mean a transfer of meaning from one language to the other using linguistic equivalents, but it involves the transfer of the entire culture of the source text that is being translated. Translation demands sound knowledge of the source culture that includes contexts, events, traditions, rituals, and idiomatic expressions having deep-rooted meaning and significance in a text. Such unique cultural elements enter into the target culture through adaptation by the translator during the translation process. Malinowski's words, quoted by Enock Ajunwa (1991), underscore the importance of translation in cultural transmission as translation amounts to "the unification of cultural context between the source and target languages". (Ajunwa, 1991: 2) So, the translator, besides being aware of the translation techniques and strategies involved in translation, should possess the knowledge of both the source and target cultures to ensure cultural transfer and thereby produce the same effect on the target reader. In a way, the translator is both a medium and a mediator.

Communication is the other major aspect of the nature of translation, where the emphasis is on expressing one's ideas, and exchanging information through interaction, oral and written. The primordial purpose of interpretation during the pre-civilisation times, when there was no script but only signs, was communication. When the languages started evolving, translation involved interpreting symbols, and then the script. As Duff (1989) says, "As a process of communication, translation functions as the medium across the linguistic and cultural barriers' in conveying the message written in the foreign languages". (Duff, 1989: 5) If there is no proper communication happening, 'the act of interpreting symbols or scripts and the product of it cannot be called translation. Such is the importance that translation accords to communication, for translation and communication are intricately related to each other, and they often sound synonymous and mutually complementary. As Bassnett



(2014) opines, “The more we understand about translation, the more we learn about human communication in an increasingly multifaceted, globalised world”. (Bassnett, 2014: 13) It would be appropriate to cite the words of the science fiction author Ken Liu here: “Every act of communication is a miracle of translation”. (Kin Liu, 2016: vii)

The most conflicting aspects of the nature of translation are ‘art’ and ‘science’. The debate over whether translation is an art or a science is as old as the history of translation itself. On one hand, translation is an art because it involves imagination and creativity, although the translator’s freedom is limited by the need to remain true to the original text. But translation was never given the status of art; it is rather considered a second-hand art. Belloc (2010) believes that translation can be categorised as a science since it is not given the status of art, whereas Chukovski (1984) does not accept translation as a science, and he claims that “translation is not only an art but a high art”. (Chukovski, 1984: 93) Savory (1957/1968) opines that translation is an art since there are universally accepted principles prescribed to consider translation as an art. He says, “It would be true to say that there are no universally accepted principles of translation, because the only people qualified to formulate them have never agreed among themselves”. (Savory, 1969: 49) On the other hand, translation as a science demands linguistic and semantic accuracy and objectivity, not allowing the translator any opportunity to deviate from the original, and the translator is expected to abide by the author of the source text. Thus, translation exhibits the dual nature of being both an art and science, which is also summed up by Gabr (2001), who considers translation as a science and craft, as he says: “translation being a craft on one hand, requires training, i.e., practice under supervision, and being a science on the other hand, has to be based on language theories”. (Gabr, 2001: 2)

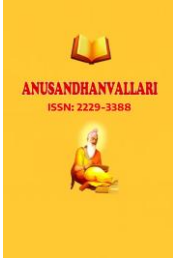
Relatively, technology has been the most recent aspect of the nature of translation. However, the use of technology in translation is not new, because technology has been used in translation since the 1950s with the Georgetown-IBM experiment that initiated Machine Translation (MT). This is a rule-based model, and hence it was called Rule-Based Machine Translation (RBMT). This was followed by Statistical Machine Translation (SMT) in the 1990s, a drastic shift from the RBMT, and it emphasised bilingual corpora, which provided statistical models. Later, in the 2010s, a new technology-enabled Neural Machine Translation (NMT) emerged that enhanced the fluency and naturalness in translation, duly considering the context in the source text. The recent development in use of technology in translation with Artificial-Intelligence (AI) based platforms such as Google Translate, Microsoft Bing, Gemini AI, and ChatGPT has furthered the use of MT. It is because of the MT that translation has evolved as one of the major enterprises with its presence in many domains. However, MT has limitations in the translation of texts involving cultural and linguistic nuances.

The diverse and complex nature of translation can be aptly summed up in the words of Brislin (1976) as “No simple theory or set of rules can ever suffice to provide meaningful answers to what has been described as probably the most complex type of event yet produced in the evolution of the cosmos”. (Brislin, 1976: 79) I. A. Richards (1953) also echoes an identical opinion about translation in his essay titled, *Towards a Theory of Translating*, as translation “may be the most complex type of event in the evolution of the cosmos”. (Richards, 1953: 250)

Significance of Translation

“No change in thought or in technology spreads without the help of translation.”

Bates (1943: 7)



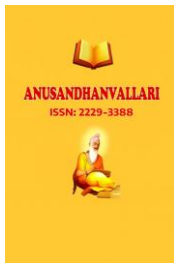
Complementing its multifaceted and complex nature, translation commands an immense significance, despite the conflicting opinions about whether it is an art, craft, or science. While the debate continues even after centuries, translation has its advocates across ages. Concomitantly, translation is accorded significance for its contribution to humankind, directly or indirectly. It would be appropriate to quote the words of B. J. Chutte about translation as “... bridge between cultures ... without translation our world would narrow mercilessly. Like air and sunlight and good growing earth in the natural world, translation is our necessity in the creative world”. (Chutte: 2001, 344). The significance of translation has been growing since its formal debut in the 1970s. Susan Bassnett (2014) reaffirms the growing study and practice of translation across the world as “Once perceived as a marginal activity, translation began to be seen as a fundamental act of human exchange. Today, in the twenty-first century, interest in the field has never been stronger and the study of translation is taking place alongside an increase in its practice all over the world”. (Bassnett, 2014: 2)

Translation holds a great importance in human evolutionary studies beyond language and communication. It has helped in knowledge transmission across ages. Besides the religious, spiritual, and mythological knowledge, many scholarly subjects such as Mathematics, Geometry, Astronomy, Psychology, Philosophy, etc., that originated in one country travelled to various parts of the world because of the translation of those texts into other languages. It is relevant to cite the words of Bassnett here:

It is now widely recognized that without translations, countless texts would be lost to us forever. Some of the world’s greatest literature, such as Ancient Greek epic poetry and theatre, the ancient Mesopotamian *Epic of Gilgamesh*, the Sanskrit *Mahabharata*, classical Chinese poetry and all those texts composed in languages that have ceased to exist in regular currency would be unknown to us today if they had not been translated. (Bassnett, 143)

While translation ensures the continuity of a text, it eventually contributes to the democratisation of knowledge and resources. Translation also holds immense importance in the survival of a language or a text in a language as it helps in preserving the life of the text after its publication, its afterlife, thus ensuring continuity. Not many ancient works would have survived without translation. Bassnett (2014) aptly mentions this importance of translation as “Translation, it is argued, ensures the survival of a text. The translation effectively becomes the after-life of a text, a new ‘original’ in another language.” (Bassnett, 10), and “translation therefore ensures the continuity of a work by bringing it to new generations of readers.” (Bassnett, 143) It can be understood with the opinions of Bassnett that translation not only ensures continuity but also gives birth to a new ‘original’, that translators, through translations, shape the meaning of the text with their interpretations and creativity. Such a meaning-shaping process leads to multiple versions of translations of a text. In this way, translation caters to the readers with fresh and individual perspectives. As Bassnett says, “Those who know both languages can see what a translator has done with the source language (SL) text and can therefore learn about the textual strategies employed by that translator”. (Bassnett,13) Having multiple versions of an original text in the same language offers privilege for the monolingual readers to compare the different versions and understand the translation techniques and strategies employed by various translators that brings versatility to the translated text in comparison with the source text. Bassnett explains that “If there are several translations, then monolingual readers too can benefit from comparing the different versions. A translation is a physical manifestation of one person’s reading and rewriting of someone else’s text, and so can offer insights into processes of textual manipulation”. (Bassnett, 13)

Translation plays a crucial role in bringing inclusivity. In this science and technology-driven world, Research and Development are controlled by the wealthy and developed nations, which fund the research projects.



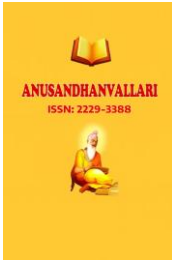
Many a time, these countries publish the research findings and literature in their respective languages, such as Chinese, Mandarin, German, Korean, Japanese, Swedish, and English. As a result of such linguistic barrier, the governments, research institutions and researchers of other countries are not able to access the research findings. But it is through translation that readers of developing and underdeveloped nations, which cannot fund the advanced research, can access the knowledge, and benefit from it. Similarly, certain dialects and languages, especially of the marginalised demographic and cultural minorities and tribals, do not have a popular voice, power, linguistic prevalence, cultural dominance, and readership. Translation enables the upward movement of source literature and helps it gain a wider readership, recognition, and acceptability, thereby ensuring inclusivity.

Scope of Translation

“The twenty-first century is the great age of translation.” (Bassnett, 2014: 1)

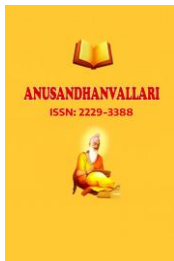
The complex and versatile nature of translation is also reflected in the diverse and extensive scope of translation that encompasses every aspect of human life in today’s globalised world. Ranging from the simplest translation of pamphlets to the complex international diplomacy, there is no single facet of life where translation does not have its influence in the 21st century. Furthermore, the relevance and scope of translation is ever-growing with time as translation exerts its influence in the following fields:

- (a) **Education and Learning:** In the domain of education, translation has an immense pedagogical value. Many educational theories proposed by philosophers and psychologists are translated to enhance the accessibility of learning. Further, translation facilitates the production of educational resources such as textbooks and e-content in multiple languages to cater to the needs of learners from different linguistic backgrounds, thereby ensuring uniformity in access to knowledge and resources. For instance, the government of Andhra Pradesh has prepared bilingual textbooks, also called mirror textbooks, to support the rural students studying in English medium schools. Translation enables the provision of e-content in multiple languages that democratises education. For example, the National Programme for Technology Enhanced Learning (NPTEL) and SWAYAM provide e-learning opportunities to a large number of students by offering courses in multiple languages.
- (b) **Health and Medicine:** Translation exerts its influence on many aspects in the fields of health and medicine: research and clinical trials, patient care, hospitality, public health, and pharmaceuticals. The translation of clinical trials and research data into various languages helps medical professionals across the world provide better healthcare services to millions of people. Similarly, the applications of translation can be seen in patient care and hospitality, such as the availability of prescriptions, consent forms, and user manuals of medical devices in multiple languages. Further, translation helps to a great extent to provide effective public health services, especially in a multi-linguistic country like India. For instance, the guidelines and advisories are published and circulated by the administration in the regional languages to help the local people with no knowledge of English. This was evident during the coronavirus pandemic. Similarly, the literature bearing the usage instructions and precautions supplied along with the drugs and medicines is given in multiple languages for the safety of patients.
- (c) **Travel and Tourism:** Extensive interlinguistic interaction takes place in the travel and tourism industry as people from different parts of the world visit places of interest. It is an undeniable fact that the history of the world has been constructed through the travelogues of many explorers and travellers. These explorers could understand the conditions of the society through interpreters and translators, and this practice is prevalent even today, where the tour guides act as interpreters and translators to help the tourists. Also, the signboards,



legends and brochures are translated into different languages to cater to the tourists of different linguistic communities. Countries like France and Italy, which are the leaders in tourism and hospitality, predominantly use English besides their local language for the convenience of the tourists. This holds greater importance in a multilingual country like India, with both domestic and international tourists requiring the help of translation. Announcements and notice boards in bus stations, railway stations and airports are made in multiple languages. Similarly, travel websites, advertisements and brochures are also translated into multiple languages.

- (d) **Entertainment and Broadcasting:** With the growing prevalence of globalisation, translation has exerted a profound influence on the entertainment and broadcasting industries during the last three decades. Translation has helped in enhancing the economic value of creative ventures like film-making, musical composition, Television shows, etc., by increasing their viewership phenomenally; this process of widening the viewership has helped in cultural exchange and preservation. The applications of translation, like voiceover, subtitling, dubbing, localisation, transcription, transliteration, and live translation of news broadcasting, have revolutionised the entertainment and broadcasting industries. For instance, Hollywood movie series such as *Avatar*, *Marvel*, and *Jurassic World* have gained huge popularity among non-English audiences across the world due to the dubbed versions. Meanwhile, regional movies of South India, Bengal and Bollywood have acquired global viewership with the help of subtitling and dubbing, and they have garnered global recognition and fame, besides gaining profits. Broadcasting giants like the British Broadcasting Corporation (BBC) now telecast dubbed versions of their programmes, which have gained huge popularity. Subtitling and dubbing have also led to the mushrooming of over-the-top (OTT) platforms that have gained so much popularity that they have challenged the traditional movie theatres. OTT platforms like Netflix and Amazon Prime provide content in multiple languages. These trends underscore the growing importance of translation in entertainment and broadcasting.
- (e) **Trade, Business and Banking:** Many centuries ago, even before the world knew the word Globalisation, trade was conducted between countries, continents, and civilisations too. This was possible because of the scribes who helped in interpreting and translating exchanges between traders from different civilisations, such as Indus, Mesopotamian or Sumerian, Chinese, Persian, etc. Eventually, the role of translation became crucial in international trade in the era of globalisation. Translation is crucial in the drafting of trade agreements and contracts for Memoranda of Understanding (MoU). The call centres providing Business Process Outsourcing (BPO) services in various languages today are also one of the aspects of the applications of translation. The applications of translation include financial and banking services provided by banks and other financial institutions. The growing popularity of the e-commerce business is also another domain where translation holds great significance as the e-commerce platforms and websites offer customers multi-lingual options, making it the most preferred business model both for customers and business owners.
- (f) **Religion and Spirituality:** Religion is the foremost aspect of human life to be influenced by translation since human evolution. Translation and religion have a mutually intrusive relationship, one impacting the nature and direction of the other. Translation of religious texts is not a recent phenomenon, for translation has always played a pivotal role in understanding and interpreting religion. Historically, the translation of sacred texts not only aided the survival, continuity, and growth of religions globally but also led to controversies and schisms. It was the interpretation and translation of the world's oldest sacred scriptures, such as the Vedas, Upanishads, Bhagavad Gita, Ramayana and Mahabharata, that have ensured the continuity of the *Sanatana Dharma* and the Hindu religion, and thereby shaped the Indian society and history. While the translation of such sacred scriptures into regional languages like Telugu, Tamil, Kannada, Malayalam, and Hindi helped in the enrichment of regional literatures, their translation into a global language like English



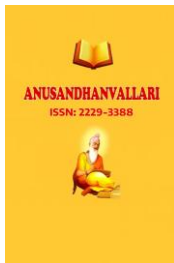
has helped the knowledge and wisdom to traverse boundaries, leading to global interpretations and comparisons. The same happened with the translation of religious texts of other religions like Buddhism, Jainism, Christianity, Islam, and Sikhism helped these religions spread to different parts of the world. On the other hand, translation of religious texts has also led to controversies and schisms. For instance, people like William Tyndale and John Wycliffe, who translated the Bible, were subjected to criticism and punishment. These translations further led to the protestant sect of Christianity. In the Hindu religion too, the interpretation of religious texts like the *Upanishads* and *Brahma Sutras* led to the emergence of many schools of thought like *Dvaita*, *Advaita*, and *Vishishtadvaita*. Similar schisms took place in Buddhism and Jainism too as a result of the interpretation of the religious teachings of Buddha and Mahavira. Such has been the extent of influence of translation on religion.

- (g) **Information and Communication Technology:** Information and Communication Technology (ICT) plays a vital role in today's internet-dominated world. Translation has revolutionised communication in the twenty-first century. The localisation of software applications has enabled users of various languages to reap the benefits of ICT since it makes the products, applications and websites culturally relevant to end-users. Further, ICT tools such as Machine Translation (MT) and Computer-Assisted Translation (CAT) enhance productivity and cost efficiency, and Neural Machine Translation (NMT) ensures accuracy in automated translation. The applications of translation are also seen in the technical documentation of user manuals and help files in software products like operating systems, applications, websites, and electronic gadgets.
- (h) **Politics and International Relations:** In today's globalised world, the scope and application of translation is predominant in politics and international relations. Currently, the majority of nations in the world are governed by democratic governments elected by voters who belong to different linguistic and cultural backgrounds, including immigrants from several countries. In such contexts, translation and interpretation hold the key in political campaigning, while translators bridge the gap between political leaders and voters. This holds greater relevance in a country like India, which has more than twenty official languages. The manifestos of National Parties are also translated into many regional languages to campaign their ideology among the voters across the country during elections. Further, translation plays a significant role in the parliamentary procedures as the parliamentary sessions, debates, documents related to bills, budgets, economic surveys and reports are translated into nearly sixteen languages in India, thus ensuring true representation and democracy. At the international level, many international forums like the United Nations Organisation (UNO) also provide for the translation of discussions and proceedings into multiple languages. Also, translation helps a nation to maintain friendly international relations and effective diplomacy and to emerge as a soft power in the globalised world.

Thus, translation touches every facet of human life and has emerged as an indispensable phenomenon today. With such a wide scope and diverse applications, translation is the metaphorical cable connecting every node of the world that ensures connectivity and communication in the global human network.

Conclusion

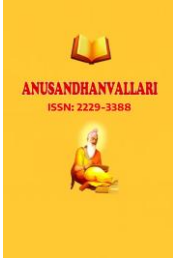
Translation, which began as a primary mechanism of cross-border communication and historical preservation, now extends beyond simple substitution of word and operates at the level of interpretation, adaptation and cultural negotiation. An examination of frameworks proposed by J.C. Catford, Eugene Nida, and Susan Bassnett, this study describes how translators establish semantic and cultural equivalence between source and target texts.



Translation ensures the survival of ancient scriptures and their accessibility across generations, languages and nations. Classic epics such as the Mahabharata survive in modern reading contexts because of systematic translation efforts. In contemporary settings, translation facilitates the transfer of regional dialects and the voices of marginalized and linguistic minorities through wider print networks. It also provides researchers in developing economies with access to international scientific literature. Translation practices continue to exert their influence in every domain in the contemporary world: from education to healthcare; from entertainment to international relations. In multilingual democracies, such as India, translation supports legislative transparency and guarantees access to information to all the citizens. Despite the introduction of artificial intelligence and neural machine translation, human translators continue to be irreplaceable for interpretation, mediation and negotiation of information. Translation thus continues to be the structural framework for global communication.

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