



TRANSLATION AND CULTURE: HOW GLOBALIZATION HAS IMPACTED TRANSLATION PRACTICES

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STRUCTURE

- Translation and intercultural communication
- Globalization and Its Impact on Translation and Culture

TRANSLATION

- Translation is both a social activity and a cognitive process.
- Translation enable communication between people who do not have a common language
- Translation is intercultural communication between members of different lingua-cultural groups with their different knowledge sets, values, believes, histories, traditions, social and regional backgrounds.

INTERCULTURAL COMMUNICATION

- Communication between members of different lingua-cultural following different sociocultural behavioral rules that are determined by historical development, traditions, social classes, gender, age, motivation, attitudes, experiences and etc.

GLOBALIZATION

- Oxford Advanced Learner's Dictionary (2010) defines **globalization** as "the fact that different cultures and economic systems around the world are becoming connected and similar to each other because of the influence of large multinational companies and of improved communication" (p. 814). It can also mean "elimination of national boundaries" (Daly, 1999, p. 31)

LANGUAGE AND GLOBALIZATION

- All natural languages share particular grammatical, phonological, semantic and even pragmatic characteristics. The existence of such **global linguistic** characteristics would certainly facilitate the mutual rapprochement between all world languages resulted from the rapid consequences of globalization.

CONCEPT OF GLOBALIZATION IN TRANSLATION

- Regarding translation studies, globalization can be defined as "to make source texts global or worldwide in understanding or application, where application refers to the teaching and learning about different cultures". (Wiersema, 2004, p. 2).
- House (2009) puts forward that "globalization and translation are intertwined"

IMPACT OF GLOBALIZATION ON LANGUAGE & TRANSLATION

- Cross-cultural understanding between cultures.
- Translators can be considered as "intercultural mediators in a globalized world" (Snell-Hornby, 1999, p. 73).
- Pym emphasizes that globalization impacts the social role of translation.
- Less-known languages, literature and cultures have found a greater audience.

GLOBALIZATION AND PRACTICE OF TRANSLATION

- **Transference** of SL terms into TL as a step of globalized world So, culture-bound elements can remain untranslated because this can contribute to learning and understanding foreign cultures.
- **Intercultural change**, In our globalized world, providing a local color and a sense of authenticity which draw the reader into the cultural reality is more welcomed “.
- As an effect of globalization, in translating of any kind of modern text translator should take into account **global readers** and should use technics that help the text be more understandable globally (the practice of foreignizing words).

CONCLUSION

- Translation creates a different experience of a different reality that reflects different beliefs and cultural values. **In the context of globalization**, the real challenge of cultural translation is to mediate and reconcile different needs, interests, desires, and traditions, yet the practice of translation still needs to be adjusted to local concerns.

CONCLUSION

- Powerful global influences pose a challenge to local production, and local response to it results in **cultural hybridity**.
- In **Glocalization**, cultural identity is constantly reinvented and globalism adapted to local reality.

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