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Translation, Language and Globalization

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Abstract: *Broadly speaking, translation is the interpreting of the meaning of a text and the subsequent production of an equivalent text, likewise called a translation, that communicates the same message in another language, the text to be translated is called the source text and the language that it is to be translated into is called the target language. The final product is sometimes called the target text. The aim of this paper is to consider translation and globalization in relation to language diversity, maintenance and dynamicity; it also argues that translation will not be beneficial unless it results in an additional value effect. Standard practice acknowledges that every translation activity is a simultaneous decoding encoding process of the text. As a process, while it decodes the meaning embedded in the source text, it also transfers the meaning into a coded form in the target language. Thus every translation becomes an extension of the original text, bringing fresh appreciation to it as well as enrichment to the TL. However, such a process needs to be clearly recognized, not as a mere mechanical transference from one linguistic register to another but as an encounter of two languages and two cultures.*
Keywords: *Globalisation, source language, target language, translation.*
Résumé *: D'une manière générale, la traduction est l'interprétation du sens d'un texte et la production ultérieure d'un texte équivalent, également appelé traduction, qui communique le même message dans une autre langue, le texte à traduire est appelé le texte source et le la langue dans laquelle il doit être traduit est appelée la langue cible. Le produit final est parfois appelé le texte cible. L'objectif de cet article est de considérer la traduction et la globalisation en relation avec la diversité, le maintien et la dynamique des langues ; il soutient également que la traduction ne sera bénéfique que si elle entraîne un effet de valeur supplémentaire. La pratique courante reconnaît que chaque activité de traduction est un processus de décodage et d'encodage simultané du texte. En tant que processus, si on décode le sens intégré dans le texte source, on transfère également le sens sous une forme codée dans la langue cible. Ainsi, chaque traduction devient une extension du texte original, lui apportant une nouvelle appréciation ainsi qu'un enrichissement du LC. Cependant, un tel processus doit être clairement reconnu, non comme un simple transfert mécanique d'un registre linguistique à un autre, mais comme une rencontre de deux langues et de deux cultures.*
Mots clés *: Globalisation, langue source, langue cible, traduction.*

The aim of this paper is to consider translation and globalization in relation to language diversity, maintenance and dynamicity; it also argues that translation will not be beneficial unless it results in an additional value effect. Standard practice acknowledges that every translation activity is a simultaneous decoding encoding process of the text.

Broadly speaking, translation is the interpreting of the meaning of a text and the subsequent production of an equivalent text, likewise called a translation, that communicates the same message in another language, the text to be translated is called the source text and the language that it is to be translated into is called the target language. The final product is sometimes called the target text. As a process,

while it decodes the meaning embedded in the source text, it also transfers the meaning into a coded form in the target language. Thus, every translation becomes an extension of the original text, bringing fresh appreciation to it as well as enrichment to the TL. However, such a process needs to be clearly recognized, not as a mere mechanical transference from one linguistic register to another but as an encounter of two languages and two cultures.

In fact, the result is one of moulding the culture of the source language embedded in the ST according to the norms and culture of the target language so as to ensure an understanding of the text by the TL readers. Thus, translation presents itself as a two-way process which permits not only to assess the ST but to generate a new text in a different language by evaluating, activating and adapting the expressive potential of the TL. This implies the idea that the process of translation requires skill building and expertise in the two languages

In the search for equivalence, the translator strives to consider the subtle nuances and the idiomatic expressions of the source language to supply with befitting ones from the target language. When it happens, translation triggers the linguistic potential of the target language. As Benjamin (1979) quoted in P. Newmark (1991:6) puts it: "… where the original innovates, the translator is compelled to innovate; where the original uses culture specific language; the translator is free to be creative. So, the rule is violated by play, by circumscribed creativity, by freedom within limits"

Newmark (op cit) believes translation an activity which implies throughout the process '' language development mainly by breaking the rules, by innovating – sometimes syntactically and more often lexically by giving words new senses". This enhance the services of translation which brings about not only linguistic benefits but also cultural ones in so much as it permits the flow of ideas. For Newmark (op cit: 7-8), creativity is present in whatever translation activity. Quoting him,

> The creative element is limited to fusing the facts with an appropriate elegant and economically style (...) in persuasive texts, creativity often lies in converting source language cultural components neatly into their cultural equivalents (…) However, it is in expressive texts –poetry, stories, sagas, that are considered to be untranslatable (…) where words represent images and connotations rather than facts _ that creativity comes to play, and the play becomes creative.

In his turn, S. Busset believes the writer and the translator to have each a definite role to play in terms of language. Quoting him, "It is up to the writer to fix words in an ideal, unchangeable form and it is the task of the translator to liberate those words from the confines of their source language and allow them to live again in the language into which they are translated" (S. Bassnett-McGuire, 2002:5). For M Cronin (2003:41) "translation is all about connectedness, linking one culture and

language to another, setting up the conditions for an open-ended exchange of goods, technologies and ideas."

In terms of language and globalization, if large scale efforts at translation are undertaken by a large scale of languages, the source language may keep the monopoly of information, but the practice of translation defeats this monopoly of the source language as a medium of wider distribution. Translation should become, then, an important strategy in today's globalizing world.

Consequently, the community of the target language does not undergo the linguistic pressures of the source language or at least lessens its impact in case the source language has the status of a functional language and is admitted to operate within the sociolinguistic situation. Within this vision, the status of the source language is limited to any foreign language use which is restricted to a policy of translation. I such a case, both cultures and their respective languages remain close and distanced at the same time. Close as far as the give and take operation and distanced as long as the operation happens through their respective intermediaries playing the role of peacemaking troops. As M Cronin (2003:41) argues "Our cultural health and survival relies as much on our mutual connectedness as our physical well being relies on safeguarding the planet together. But in or closeness, translation also reminds us that there is a therapeutic value in distance"

The practice of translation is long established. A vast literature has been developed on the subject matter and has so far exerted an important influence on the development of theories. Translation studies cover an extremely wide range of fields of research from traditional or classic approaches to machine and electronic oriented translation. All efforts converge towards the elaboration of a science of translation given its importance in information processing and flow. J. Munday (2001) provides an exhaustive overview of the key contributions to translation. Similarly, A. Riccardi (2002) offers an in-depth analysis related to the ways the complex issue of translation has been dealt with. In fact, translation studies have grown beyond expectations. Edwin G (2001) maps some of the processes of the changes that the subject has undergone in its struggle to gain academic respectability and establishes itself in a distinctive terrain of it own.

When it comes to translation and language policy or rather language planning policy, translation occupies an important place in corpus planning activities. A language inevitably develops as a result of social, economic and historical processes, but a planned intervention as is the case of translation activities constitutes an opportunity which enables language planners and policy makers to monitor and regulate the process on the basis of the desired goals. It may even constitute a way of caring for the health of language. Selection of what to translate provides the necessary substance to feed the language with the appropriate language elements required to increase the expressive potential of the language in which it displays some deficiency and engage the language in the modernization and technicalization of its linguistic capital.

The great attention given to translation within the European Union constitutes an evidence as far as the importance of translation is concerned. The policy of translation within the EU has urged the members of the Union to opt for an educational policy which gives a great importance to the various languages of the union for the sake of not only preserving the language heritage and diversity but to engage a process of translation among the different languages for one and one major goal which wheels around developing the expressive power of each language and thus preserving, vitality and dynamicity of the languages. Translation rises as a strategy to regulate the issue of language and power among the different countries and their corresponding languages. This should in fact motivate developing countries to develop a translation policy to shield the creeping language policy which is in the making in the EU.

In fact, the educational reform engaged in the European Union offers a chance not to miss and which may be considered a golden opportunity at the moment. As Algeria and the Arab countries are engaging in the process of the educational reform proposed by the European Union, it is a must that LMD project managers participate with competing programs to improve the quality and profile of the university. The LMD managers should think of developing tasks for curriculum design to participate in LMD market at the international level, otherwise our universities will constitute an LMD 'tronc commun' phase in the global university hierarchy supplying ready transferable human resources for elsewhere, an academic training market or an opportunity for a market distant learning perspective. In such a case, we will not only import goods but import education services in the form of curriculum designs operational in the others' languages only.

Accordingly, proficiency in a European language becomes then essential for upward academic mobility and a privilege status in society. In the case of Arabic, this would lead in turn, to its becoming increasingly marginalized and may tend to obsolescence. Another problem awaiting us in case of a shortage or absence of LMD competitive training programs resides in the bleeding human linguistic capital resources, which will participate furthermore to perpetuate inequality and promote language conflicts.

Knowing that the LMD reform is creeping to reach the different parts of the world and which, in fact, is but a language management project as training designs are conducted in the providers' language, there is an urgent need to get versed in translation activities in order to encourage the circulation of works and the dissemination of ideas and knowledge and take the initiative to encourage the development of training designs in Arabic. This will contribute to the formation of the human and linguistic capital. In parallel, an efficient foreign language policy must be adopted to engage in engineering translation works to transfer knowledge into the Arabic language so that the masses are brought to process knowledge and operate in their own language of wider communication. It is only through the promoting of greater intellectual and scientific independence from the West through

concerted activities, that developing countries can divert the European higher educational reform through which the leading powers intend to drag the whole developing world into, i.e., the joint globalization "partition project".

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