Impact of Globalization and Technology on Translation

[1]Okah, Blessing Ezinne & [2]Offiong Erete Ebong
[1]Federal University Ndufu –Alike (Aefunai)
Okah.Blessing@Funai.Edu.Ng

[2]University of Calabar. Calabar.
Offiongebong19@Mail.Com

Abstract
There could never have been globalization without the direct and indirect impacts of translation and translation activities of all kinds. Translation remains the wings on which globalisation flies technology, making the production and circulation of global information flow, possible, across different linguistic communities and cultures. Globalization has fostered greater interactions among people from diverse cultures resulting in a rising demand for translators and interpreters. There have been a lot of research on these three concepts. Researchers have examined and dissected the relationship existing between the three concepts, especially from the positive point of intersection, but not so much has been done about the negative impact. This article, assesses the impact of globalization and technology on translation, stating hypothetically that as globalization and technology have been impacting on translation in so many positive ways, there are also some negative impacts. The research question is: "Are the impacts of globalization and technology on translation all positive? If not, what are the negative sides, and what ways can they be checked." That is the research gap we hope to close. The research data are drawn from an in-depth study of the key concepts and discussion of findings are done with the view to draw meaningful conclusions and make recommendations where necessary.

Key concepts: Globalisation, technology, translation, Minimax Game Theory

Introduction
Historical facts about world traditions show that language, and not boundary was the major barrier separating people from people. The walls of physical boundaries were thickened by the fact that once; people were alone in their world of communication. Later, the first acts of translation started in oral form, and from sources of accidental acquaintance. The first form of linguistic mediation was in form of interpretation, the agents were not trained, but were mainly war captives, slaves, refugees, invasion victims etc. who overtime, learned the language of their new environment or invaders in addition to their mother tongue. Such struggles according to Ostler Nicholas (2016), gave birth to "languages of modern Europe and the global spread of English''. As more people started to use them, they gradually departed from minority languages as exemplified by Crystal David (2010). Host communities started using these bilinguals as middlemen, and thanks to their ability to render what was said in one language into another language, which is called interpretation or translation in more general term, the options of negotiation between conflicting communities or peoples were becoming more and more possible. Aggrieved people could control and settle their differences by means of these language mediations made possible by the presence of these accidentally bilingual individuals. By the singular act of bridging these language gaps, cross border trade in goods and services, technology, flow of information and investments surged in the world, giving birth to globalization, a serious reality of the millennium. Globalization is the movement and integration of goods and people among different countries. The fact remains that there could never have been anything like globalization without the direct and indirect impact of translation and translation activities of all kinds.

Research scope and importance

In this research, the emphasis will be on assessing rather, the impact of globalization and technology on translation. Researchers have really examined and dissected the relationship existing amongst the three concepts from every possible angle especially from the positive point of interaction. But not so much has been done as regards identifying what negative impact there could be. So this research is very much valid and important, and we state hypothetically that as globalization and technology have been impacting on translation in so many ways, some of those ways might need to be checked. The questions then are- have the impacts of globalization and technology on translation been all positive? If not, what are the negative sides, and what ways can they be checked. That is the research gap we hope to close.

Objectives

The objectives of this study are to:
- discuss in plain terms the reality of globalization and translation
- dissect the term technology as it relates to translation
- conceptualize globalization and technology as helpers of translation
- query the extent that the two phenomena have helped translation so far

Methodology

The research method is theoretical and in some sense empirical also because, we shall subject our findings to analysis before drawing conclusions. The research data shall be drawn from an in-depth study of the key concepts- globalization, translation and technology with the hope to give a theoretical background to the study. Data shall also be collected from reviewing the literature already existing in related topics. Next, we shall discuss our findings with the view to draw meaningful conclusions and make recommendations where necessary.

Review of Key Concepts and Theory

The key concepts of this research- globalisation, technology and translation are not new to researchers. In fact, there are more than enough literatures for us to exploit in order to create a theoretical background to the study.

Globalisation

The word globalisation is derived from the root word "globe" which according to the 6th edition of Oxford Advanced Learner's Dictionary (504), simply means the world. Some of the many derivatives of the word are: "global" (covering or affecting the world), "globalize" (make to cover or affect the world) and "globalisation" which has become a highly controversial concept. According to Kumari (2019), **globalisation** "refers to the integration of economic, political and cultural systems across the globe". This could mean that the term globalization is used to conceptualise the changes or the things that interconnected the world and are still interconnecting the world so much that the whole world is now looked at as a single community, hence the term global village. Anyabuike (2016a), opines that "if the world is becoming a global village, it is translation that illuminates every street in the village". Going by the assertions of Kumari (ibid), who is convinced, that translation is "much older than globalisation" it means that this street light was installed long before the street was built.

Globalisation and Translation

Having grasped the concept of globalisation, a good understanding of the concept of translation is also necessary if we must understand how they relate. It is simply what bilinguals or multilinguals do when they render what was said in one language into another language. Ladmiral (23) sees translation as the transmission of information between speakers of different languages. He believes it is a metalinguistic operation which carries speech across languages. Delisle (16), too, believes that translation is necessarily, re-expression of message (meaning) from one language to another.

Now, our statement earlier, that according to world traditions, "accidental acquaintances" brought about translation is proven by Ellis and Oakley-Brown in Baker (2001: 333). They say that "invasion and colonisation have characterised the linguistic and cultural situation (...) and translation has played an active role throughout". Buttressing further in this line of thought, that globalisation became the accidental consequence of translation, we dare implicate Baker (ibid, 318) who says that "in particular, modern Arabic drama owes its existence to the translation efforts of Lebanese emigrants in Egypt who transferred a great deal of French drama into Arabic". Baker says this as a follow-up to the following earlier comment:

> The nomadic Arabs who came out of the desert had a great deal to learn from the nations they conquered and relatively little to offer in return. And they were eager learners. Inspired by the richness of the civilization they were now encountering for the first time (...) they began a huge campaign to acquire the learning of the nations under their rule and naturally turned to translation as the means by which the new sources of knowledge could be accessible.

This statement by Baker, further justifies Chuang (2010), who argues that translation "facilitates the process of globalisation by eliminating (...) linguistic barriers". And Cronin (2003) buttresses the importance of translation to culture
And identity debates. Thus translation continued to gain relevance as cultures continued to integrate, and Venuti, in Baker (ibid, 308), observes that:

> As translation increased the cultural autonomy of the American colonies from England, it also contributed to the decisive political break by importing revolutionary political ideas from abroad.

It is possible that Venuti said that as a way of casting a quick glance at one reason the impact of globalisation might need to be checked. Nonetheless, these authors in the quotes above made it clearer how translation gradually imported civilization into civilization and made socio-political and socio-economic ideologies transcend borders and integrate, therefore validating Kumari's definition of globalisation. Furthermore, Anyabuike also claims that translation speeds up globalisation.

> If globalisation provides the product for international trade, translation provides the linguistic accessories to enhance the marketability of such products...globalisation on the other hand, provides the raw materials the translator needs for effective productive life.

So, it is a general view that globalization has come to be, and Kumari (ibid) asserts that "with the advent of globalization, translation has taken new forms stimulated by technology".

Technology and Translation
We need to understand the word technology also, if we must understand the saying that the modern day translation is "technologically driven". The word technology could simply refer to machinery or equipment. But given the "ology" ending, it could also refer to study, and one studies to acquire knowledge. May be it is for this reason that the 6th edition of the world's bestselling Oxford Advanced Learners Dictionary defines it as "scientific knowledge used in practical ways..." That is to say that technology is the practical knowledge of the use of machines, equipment or devices for specific tasks or the study of such. Eugene Skolnikoff (1993) finds Harvey Brook's definition of technology most interesting and so do we. He sees technology as the "knowledge of how to fulfil certain human purposes in a specifiable and reproducible way". Talking probably of such "human purposes", Jennifer Harris et al (370) see technology as that "marvel" that makes difficult tasks easy and efficient, instant and quick. Their ideas imply that technology can apply to every task of life, hence medical technology, information and communication technology and maybe translation technology known as machine or computer-aided translation. Kumari (op.cit), affirmed that "technological advancement has given

rise to various modes of machine or computer-aided translation" for instance, you now have computer assisted translation, translation memory systems (TMS) like Trados, Wordfast Classic, etc., made available for adoption. How does this happen? Mirkovic (2021) tells us while quoting Straub (2009) who says that: "globalization improves adoption through the transfer of foreign knowledge, enhancing international competition.

Globalisation, Technology and Translation
For Mirkovic (ibid), the globalisation process induces innovation and accelerates technological transmission". Every technology is a product of a foreign knowledge that translation helped peoples of the globe to get to know about, and that globalization improved its adoption. We dare say therefore that translation is that wing on which globalization is able to fly technology. The relationship existing between these three becomes a 'game of play your role'.

The Game theory
We will shift a little from the general game theory which according to Cronin, in Baker (op.cit, 91) "proposes to study the behaviour of two or more people with conflicting interests, as in a competition" and adopt more of the Minimax Strategy of the game theory in which "the translator resolves for one of the possible solutions which promises a maximum of effect with a minimum of effort. That is to say, he intuitively resolves for the Minimax Strategy" in the words of Cronin, trying to link it to our idea of the relationship existing between globalisation, technology and translation as a 'game of play your role', we shall call up where Cronin (ibid), again says:

> The affinity of play to metaphor, paradox and translation
> through the fundamental mechanism of the matching of the
> like and unlike points to the richness of game and play as
> sources for further reflection on translation (we underlined)

The point then is that globalisation, technology and translation, as unlike as they are, are alike and have complemented one another through 'mechanisms of matching' in ways that make us look at their relationship as a 'game of play your role'.
Not just that, we see a practical application of the Game Theory in the new trends which technology has made available to translation in the name of Computer-Assisted Translation (CAT), which according to Nzuanke (2018), the degrees of automation of a translation work abound for the translator to choose from. We say this in the sense that with CAT strategy, the translator can achieve a "maximum effect with a minimum effort". Same is applicable to how far technological tools can travel globally born on the wings of translation. Each one makes everyone yield a "maximum effect with a minimum effort from" man.

Impact of Globalisation and Technology on Translation
The impact of globalisation and technology has rubbed off on translation in so many ways. We do not want to adopt the thinking that whatever has advantage has disadvantage. That will lead to fault-finding in a sense. We rather want to base our discussion on the illustration that between parties in a game, losing is as possible as gaining or winning. If it is a play, in the sense that the options of winning or losing do not exist, the options of hurting or amusement become the possible variables. It depends on how each party is positioned in the play. Having said this, we want to discuss the areas that translation has been amused in its play with globalisation and technology as the positive impacts and the areas that translation has been hurt or may have a hurting effect on the society while in this play as negative impacts.

Positive impacts
Globalisation has impacted on translation in so many positive ways. Taking from the literatures we reviewed earlier and from our personal point of view, the following are the ways that globalisation has positively impacted on translation:

- Translators' services are easily advertised across the globe just like any other product for international trade. With help of technology, a translator can develop a service website or business account, where he can receive and render his or her translational services to clients across the globe.
- Documents generated from the integration of systems across the globe abound for the translator to exploit. This is because there are a lot of sites where specialist knowledge can be drawn online. Some of them are from independent translators, associations of translators, conference interpreters etc
- New and better trends in translation profession are easily available for adoption internationally. Take for instance the new technologically driven trends in translation studies and profession, one can easily get him or herself updated with little or no advancement courses to stay abreast with these new trends.
- The more globalisation induces and accelerates technological transmission, the more translators are needed to transfer the foreign knowledge.
- The more translators there are, in turn, translates into the more competiveness there is in the profession. And we know that competition creates room for improvement. Therefore, individual quest for self-improvement continuously improves the profession and the quality of works churned out for public consumption every day
- Products repackaged through the intervention of translation are easily marketable worldwide because of globalisation. Take for instance, a drug sample produced in India and packed in Nigeria for Nigerians needs only a translation into English of the instruction leaflet or manual to make huge sales in Nigeria and other Anglophone localities.
- Translation could be said to be on the rise in the present era because globalisation has been helping to deliver translation activities at the doorstep of peoples of the world, and finally
- Because of globalisation, translation is now more technologically driven, as more and more translators opt for the options of computer assistance in their works thereby making "maximum output with minimum effort".

This leads us to also enumerating the positive impacts of technology on translation which include but not limited to the following:
- Because of digitization, one of the latest technological milestones, there is high demand for translation to help product marketers penetrate borders. We see on daily basis the influx of products from Nigeria's neighbours who are all francophone, this is made possible by translation services made available to the producers to enable them push their produce into the Nigerian market and vice versa.
- Technology has also made it easy for the translator to source for materials and working tools. It is easy to ask google or any search engine of your choice for any kind of knowledge you require for your translation job.
- Cost of transportation is no more an issue so long as internet services are available. The translator can be sent any job he gets electronically, be it in word, pdf or even image format, with the right knowledge and the right technological tools, he gets his translation going normally.
- With the help of ICT also the job of the translator is faster because where he needs to liaise with the owner of a translation job, he does all that electronically.
- The availability of translation technologies like the TMS make the job of the translator easier. These are the greatest determiners of output-speed and expertise. So with such impediment overcome, the translator makes maximum profit with minimum effort.
- There now abound new and technologically driven forms of translation that various translators can specialise in, and this makes it more lucrative as different persons will opt for different options.

Here lies the "affinity of play to translation", translators match the like and unlike and resort to the strategy that takes "a minimum of effort", machine translation and/or computer-aided translation. This could "promise a maximum of effect", but maybe depending on how when, who and to what extent it is adopted. So, our idea is that as translation has in the ways enumerated above been amused in its play with globalisation and

technology, we shall match the "like and unlike points" as source for "further reflection" on the possible negative impacts globalisation and technology could have on translation.

Negative impacts

To go further in our evaluation of the play that has been seen to exist between globalisation, technology and translation, we have come to this point where we want to query the extent this amusement has gone. We want to check if there is a bitter side to the sweet, because, although translation has gained immensely from globalisation and has tremendously been developed and advanced by technology, the translation profession might be risking the following:

- Discouraging effect on local translators because of their globalised or internationally recognized counterparts who get all the jobs. This is because even when technology is there for everybody to take advantage of, the level at which individual translators have advanced technologically is not the same. Some have mastered the techniques of online job hunting and can get more jobs than they can actually manage to put up with, even the jobs from the next door neighbour of another colleague who is not as technologically skilled.
- Brain drain effect on international translators who may want to move to, or work for bodies or countries with better pay offers. For instance, some countries started making online job offers to igbo proficient. Before you know it, you notice a massive emigration of igbos who are Chinese proficient for instance.
- Low quality effect on translation works in circulation because machines may translate out of context most of the time. We have noticed that with reckless automation of translation, we are having more bad translation works in circulation. Obviously, the technological tools or systems still find the cultural elements like proper nouns, foods, clothing, idioms etc. of third world languages unacceptable or rather untranslatable by them. So to input, especially a literary text, which mostly contains a lot of cultural elements into a digital system and expect to have a meaningful output as its translation is still a mirage.
- Devaluation effect on translation studies because technological options in form of machine or automatic translation are now being resorted to most of the time and are gradually displacing humans in that area of study already. For instance, the effort to have an automatic rendering of conference presentations into the different languages of the conferences or auditors is another technological dream that when realised will displace conference interpreters.
- Reduction of human patronage as technological options now abound. If there are translation tools anyone can download or not even download and input a text or even a speech to get its translation as output, then anyone can get his or her translation job done by him or herself. And this if not checked may imply the higher risk of:
- Extinction of translation studies and professionals. By the time robotics and artificial intelligence continue to penetrate deeper and deeper into the translation endeavour, then the possibility of not having people who want to study translation may also be on the increase.

Conclusion

Technology is globally considered very highly in the present generation, especially with its ever increasing task-simplifying innovativeness. Yaqub Adediji (2021) observes that:

> ...the key problems of society today are rarely considered by governments as problems of science and technology. they are assumed to be social-economic-political problems such as avoiding war, building the economy, curbing terrorism, fighting poverty and disease (...) <u>all social-economic-political issues intersect and (..) technological advancement are right in the middle of every intersection</u> often offering possibilities for their solutions, and frequently providing opportunities for emerging market economies (EMEs) to rise to new, higher levels of productivity (…) (we underlined)

Millions of people across the world may feel the same way. The world of translation, just like every other aspect of life, has also been tremendously advanced by technological strides. But while we want to join, in according technology the pride of place due, an all-mighty-formula, problem solving and globalization propelling wonder of the 21st century, we do not mince words to conclude that, as technology offers solution through globalisation for "social-economic-political issues", it could get to a point they trigger "social-economic-political issues.

Recommendations
- In order for translators not to be discouraged, governments should identify with and use the services of human translators in all official, national (for upcoming/local translators) and international correspondences where linguistic mediation is needed.
- In order for translation studies not to be devalued, because clients resort to automatic translation, professionals in the field should endeavour to co-network with their students to execute their job offers. This will encourage intending translation scholars
- In order for translation studies and professionalism not to extinct, the world needs to be more watchful, when it comes to the advancement of robotics.

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