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## THE IMPACT OF GLOBALIZATION IN THE TRANSLATION OF CULTURAL CONTEXT

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**Abstract** :The term globalization refers to the" increasing integration of economies around the world, particularly through the movement of goods, services, and capital across borders. The term sometimes also refers to the movement of people (labor) and knowledge (technology) across international borders. There are also broader cultural, political, and environmental dimensions of globalization". The present study sheds light on the globalization and its effect on linguistics in general and translation in particular, some scholars believe that globalization goes with the same line with translation , encouraging cultural communication and keeps cultural specificity in all models , national , religious, in this way we may consider translation as an incentive for creativity.

**Key words** : Globalization , Translation , lingua -franca

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**Historical background of global language:** There is no official definition of "global" or "world" language, but it essentially refers to a language that is learned and spoken internationally, and is characterized not only by the number of its native and second language speakers, but also by its geographical distribution, and its use in international organizations and in diplomatic relations. A global language acts as a "lingua- Franca", a common language that enables people from diverse backgrounds and ethnicities to communicate on a more or less equitable basis. Historically, the essential factor for the establishment of a global language is that it is spoken by those who wield power. Latin was the lingua Franca of its time. Thus, language can be said to have no independent existence of its own, and a particular language only dominates when its speakers dominate. The influence of any language is a combination of three main things:

1. The number of countries using it as their first language or mother-tongue,
2. The number of countries adopting it as their official language,
3. And the number of countries teaching it as their foreign language of choice in schools.

The essential structural qualities of a language, the size of its vocabulary, the quality of its literature throughout history, and its association with great cultures or religions, are all important factors in the popularity of any language. But, at base, history shows us that a language becomes a global language mainly due to the political power of its native speakers, and the economic power with which it is able to maintain and expand its position. As we have seen, a global language arises mainly due to the political and economic power of its native speakers. It was British imperial and industrial power that sent English around the globe between the 17th and 20th Century. The legacy of British imperialism has left many countries with the language thoroughly institutionalized in their courts, parliament, civil

service, schools and higher education establishments. In other countries, English provides a neutral means of communication between different ethnic groups. But it has been largely American economic and cultural supremacy - in music, film and television; business and finance; computing, information technology and the Internet; even drugs and pornography - that has consolidated the position of the English language and continues to maintain it today. American dominance and influence worldwide makes English crucially important for developing international markets, especially in the areas of tourism and advertising, and mastery of English also provide access to scientific, technological and academic resources which would otherwise be denied developing countries.

**Features of Global Language** It is well known that English has dominated language as lingua - franca , let us see what makes this language as a widespread language rather than other language .

- English has a richness in vocabulary sets, its part from other language Oxford English Dictionary has 615 000 words in 20 volumes , in addition to that the wealth of English idioms , synonyms help to express a divers of meaning .
- English is a flexible language ,flexibility in word order , ability to phrase sentences in active and passive , also ability to use the same word as noun and as a verb , new word can be easily created by adding of prefixes , and suffixes .
- English grammar is simpler than most languages. It distributes with noun genders and often dispenses with the article completely (e.g. It is time to go to bed). The distinction between familiar and formal addresses were abandoned centuries ago .
- Despite a tendency towards jargon, English is generally reasonably concise compared to many languages, as can be seen in the length of translations .
- English seems more democratic and remove some of the potential stress associated with language-

generated social blunders because the absence of coding for social differences.

- English is a language of culture and class. English literature throughout the history, has a certain legitimacy, substance and gravitas that few other languages can match)

**Types of Translation :** There are eight types of translation: Word-for-word translation “The source language word order is preserved and the words translated by their most common meanings”

1. Literal translation: The SL grammatical constructions are converted to their nearest TL equivalents, but the lexical items are again translated out of context. As a pre - translation process, it indicates problems to be solved.
2. Faithful translation It attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures. It transfers cultural words and preserves the degree of grammatical and lexical deviation from SL norms. It attempts to be completely faithful to the intentions and the text-realization of the SL writer.
3. Semantic translation :It differs from faithful translation only in as far as it must take more account of the aesthetic value of the SL text, compromising on meaning where appropriate so that no assonance, word play or repetition jars in the finished version. It does not rely on cultural equivalence and makes very small concessions to the readership. While 'faithful' translation is dogmatic, semantic translation is more flexible.
4. Adaptive translation : This is the freest form of translation mainly used for plays and poetry: themes/ characters/ plots preserved, SL culture converted to TL culture & text is rewritten. (From A Textbook of Translation by P. Newmark)
5. Free translation : It reproduces the matter without the manner, or the content without the form of the original. Usually it is a paraphrase much longer than the original.
6. Idiomatic translation: It reproduces the message of the original, but tends to distort nuances of meaning by preferring colloquialisms and idioms.
7. Communicative translation: It attempts to render the exact contextual meaning of the original in such a way that both language and content are readily acceptable and comprehensible to the readership.
8. Globalisation as Translation: As far as globalization is defined in terms of increased connectivity, it is possible to identify a basic similarity between globalization and translation to say that “...translation is all about making connections, linking one culture and language to another, setting up the conditions for an open-

ended exchange of goods, technologies and ideas.” (Cronin, 2003: 41). The global dominance of English is expressed in the fact that, in 1981, books in English accounted for 42% of translations worldwide, compared with 13.5% from Russian and 11.4% from French (Janelle, 1991: 57). At the same time, British and American book production are characterized by a low number of translations: 2.4% of books published in 1990 in Britain and 2.96% in the United States (as compared with 9.9% in France in 1985 and 25.4% in 1989 in Italy) (Venuti, 1995: 12).

#### **The Effect of globalization in Translation**

Globalisation has caused an exponential increase of translation. The global dominance of English has been accompanied by a growing demand for translation, as people's own language continues to be the preferred language for access into informational goods. An area of significant growth in the translation industry over the last two decades has been the activity of localization, through which a product is tailored to meet the needs of a specific local market (2003: 13). In an informational economy characterized by instantaneous access to information worldwide, the objective of the localization industry becomes simultaneous availability in all the languages of the product's target markets (2003: 15). Translation values and strategies in localisation and elocalisation (web site localisation) are not uniform but combine elements of domestication and foreignisation to market products that have to appeal to their target buyers but, at the same time, often retain exoticising connections to the language of technological innovation (for an example, see Cronin, Similarly, translation plays a pivotal role in the global circulation of news, which are primarily produced by a limited number of powerful organisations such as Western news agencies. A feature of the globalisation of news in the last decades is that while there has been an increase in the circulation of news at an international level, the number of global producers has remained strictly limited and their power and significance in the market has increased, which has led researchers to point to trends towards the homogenisation of international news. For example, in her analysis of the international circulation of images, Marchetti speaks of the “circular circulation of images” and sees increasing homogenisation as expressing US and, to a lesser extent, British domination (2002). However, with respect to the international circulation of words, translation is a necessary mediating factor, and shapes in important ways the production of news both in the news agencies themselves and in the media organisations that subscribe to them. Homogenising tendencies and the imposition of categories developed by the centre need to be examined alongside domesticating

strategies aimed at a fluid communication with target readers and exoticising devices through which the discourse of the Other is staged in the media (think for example of English translations of Osama Bin Laden's tapes or Saddam Hussein's speeches).

Therefore, translation plays a central role in negotiating cultural difference and in shaping the dialectics between homogeneity and diversity in the production of global news

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