

THE REALITIES OF THE GLOBALIZATION - THE TRANSLATIONS AND LINGUISTIC INTERPRETATION

Florina-Gabriela TUDUCE

”Vasile Goldiș” National College

florinatuduce@gmail.com

Abstract

Globalization, as well as internationalisation are very important issues of our times, during these processes we make strong connections to other people all over the world, using English language to express ourselves and the art of translation and interpretation become more and more important. Globalization is positively needed by the society and country to go ahead and become a developed society and nation, it has implications for all levels of education.

On the other hand, internationalisation is a comprehensive process, in permanent evolution and must be carried out with energy and firmness by the entire school community and by all its entities. Dealing with internationalisation, you also experience translation and interpreting, both of them having a great importance in the process.

Key-words: *Globalization, internationalisation, translation, interpretation, localization*

People all over the world become closer than ever before. Goods and services that appear in a country will be immediately promoted in the others. International transfer and communication are more common. For describing this present time, they use the term: THE ERA OF GLOBALIZATION. *Globalization is the spreading of anything worldwide.* This phenomenon affects the economic business and exerts a wide influence on society at that. The growth of the developing countries is the main cause of globalization and it brings both opportunities and disadvantages to them.

Over the last century, efforts have been made to bring various countries together. All these efforts have been applied in enabling human beings on the earth's surface to come together in all aspects of life. These aspects of human life include social, political, economical and cultural aspects. Integration effort has been seen to bear fruits. In the current years, the world has been visualized as being a global village, Marshal McLuhan's observation (1962) that the world is becoming a 'global village' as a result of electronic interdependence is particularly true in today's business world where the interactions of the people in the world, has been of equivalent to the interaction in one village or locality. Almost all parts of the world are interconnected to the rest of the world in different ways. Barriers, which initially isolated countries, have been removed.

The term '*globalization*' describes the way countries and people of the world interact and integrate, it is more of a strategy that provides a strong foundation on which an institution can build long-term partnerships. Globalization is making various huge changes in the world where people are moving away from their self-contained countries to the more integrated world.

It is very hard to decide whether the revolution of global marketplace is beneficial or harmful to the humanity. It is still a big confusion. However, it is also tough to ignore that globalization has created greater opportunities to people worldwide. It has changed status and way of living of people in the society to a great extent. It is hugely benefiting the developing nations by providing various developmental opportunities. If we take it positively, it may eradicate the regional diversity and establish a homogenized world culture. It is supported by the information technology and show huge interaction and integration among businesses, companies, government and people of various countries. Globalization has positively and negatively affected the tradition, culture,

political system, economic development, lifestyle, prosperity, etc. Globalization is positively needed by the society and country to go ahead and become a developed society and nation. Education has become a primary means of globalization.

Being international is a natural feature in the world and at the same time a compulsory condition to move forwards. The meaning of the word ‘internationalize’ in the English Dictionary is ‘to make something become international’.

Inter-national, of course means between or among nations. **Internationalisation** refers to the increasing importance of international trade, international relations, treaties, alliances, etc. The basic unit remains the nation, even as relations among nations became increasingly necessary and important. Internationalisation – has to be included in all aspects of teacher education – from course content to students personal experiences. International students come to study in other countries with the possibility of undertaking an exciting and positive experience.

Internationalisation is the process of developing your theme, so it can easily be translated into other languages. As a developer, you may not be able to provide localizations for all your users; however, a translator can successfully localize the theme without needing to modify the source code itself. But what’s the difference between globalization and internationalization? To the average viewer, these two words should mean the same thing. After all, ‘global’ and ‘international’ are essentially synonyms for each other. *Globalization* is a strategy and *internationalization* is a globalization task.

Internationalisation is the process of planning and implementing products and services so that they can easily be adapted to specific local languages and cultures, a process called localization.

The concept of internationalisation has received a much attention over the past few decades.

The practicum experience for each international student can be potentially complex, given the university study environment, the work place, and respective mentor who may have distinct approaches to the practices and processes associated with the practicum.

As international students hail from a wide variety of countries, ethnicities, and cultures they are by nature a diverse group, but are often referred to as a cohesive entity.

International student cohorts have distinct individual needs, and differ in their reasons for studying abroad. They bring diverse experiences (particularly in the discipline of their study), unique personal attributes, and a range of support systems to their new context.

Due to the heightened need for translation and localization in computing, internationalisation was born. Its main function is to ensure that the source content is multiple languages-ready, which means that this phase occurs during the creation and development of the content, long before the need for the material to be translated. It primarily pertains to how the software code should be written so that future versions in other languages could be created with greater ease, lower cost and most importantly, correctly made. This process provides many benefits and eliminates future problems for multilingual versions. **Internationalisation** requires a lot of efforts, but it has many benefits: I mention here some of them:

1. to produce capable graduates, open to the world challenges, with the right skills for the today’s and tomorrow’s jobs, prepared for careers that don’t yet exist based on technologies that are rapidly changing and difficult to predict,

2. to better comply with the new goals of the workforce development in a permanently changing world, to have a better sense of its needs and to better meet those new goals and needs,

3. to empower both students and teachers with a broader range of complex communication and expert thinking skills, competences enabling them to manage open-ended and unfamiliar situations,

4. to foster globally connected research activities with better expected results,

5. to sustain the welfare and prosperity of the community,

Nowadays, the university actively participates in national and international partnerships in education and research, and plays a dynamic role in the regional socio-economic environment.

Internationalisation also helps in removing some problem areas common to most multilingual products such as basic efficiency, freedom from particular cultural conventions and encoding of a particular character set or language. Likewise it helps eliminate hard-coded text and minimize the presence of concatenated text strings. Internationalisation also complies with the standard for the global display of text and allows the software to be used in more than one language at the same time. Dealing with internationalisation, you also experience *translation and interpreting*, both of them having a great importance in the process.

Translation is a fine art of balancing the character of the original language and giving it new life in a fresh language. Many writers have expressed their opinions on the art of translation, and many great writers were, themselves, translators.

‘To translate, one must have a style of his own, for otherwise the translation will have no rhythm or nuance which come from the process of artistically thinking through and molding the sentences- they cannot be reconstituted by peacemeal imitation. The problem of translation is to retreat to a simpler tenor of one’s author.’

Paul Goodman, American Author, 1911-1972.

Translation is the process of converting text from a source language to another one, and it is usually done by professional translators. Translation is often intertwined with localization, especially when it comes to marketing translations that have to meet the standards of the culture the advertisement is meant to be sent to. Translation essentially consists of taking a text in one language and rendering it into another language. The key characteristic of translation is the fact that it works in the medium of the written word.

Interpreting, like translation, takes one language and renders it into another. The very important difference is the medium: while you translate a written text, you interpret orally. It’s quite rare for a linguist to work equally well as both a translator and an interpreter. Most translators work into their native language only since it’s faster and easier to write in one’s native language.

People often confuse *translation* with *interpretation*. While both services involve adapting from one language to another, there are a number of important differences. Translators and interpreters are not interchangeable. The skills and tasks required are different for the two jobs.

Interpretation is used at live, in-person events, such as in courtrooms, police stations, hospitals, and government forums. Translation typically only involves a translator and a computer.

When we talk to our friends about translation, they usually have only one thing in mind: Google Translate.

When should you use one or the other? Well, it really depends on the purpose of your translation.

The translator is focused on dissecting a written text and scrutinizing it to identify its meanings, intricacies, shapes, and colours. It is an activity that requires time, reflection, and constant rewriting to ensure nothing is ‘lost in translation’.

Interpreters, however, are permitted a margin of artistic licence in order to overcome one of the major constraints of dealing with the spoken word: time, or the lack thereof. The interpreter must work quickly and demonstrate spontaneity, working both in simultaneous and consecutive interpreting modes (that is, translating while or after the speaker is talking).

In simultaneous interpreting the interpreter must listen and speak at the same time, whilst in consecutive interpreting the interpreter must be able to listen, use specialist note-taking techniques, and reformulate the units of information in the foreign language on the spot.

In fact, it is this real-time comprehension, analysis, and accurate reformulation of one language into another that poses the greatest challenge. The interpreter is both listener and speaker, working in real-time, without a safety net, and with little room to correct errors. The simultaneous, or virtually simultaneous, nature of the work combined with a lack of control over the content of the original speeches mean that the interpreter performs his or her work in demanding conditions that leave little room for error.

The translator always seeks rigorous solutions, not solutions that will just 'get the job done'. To do so, the translator applies thorough research and consulting techniques and uses specialist databases to broaden their understanding of the subject matter.

As a result, the translator often ends up being quite an expert of the subject matter in question. From a client's perspective, the translation process and the editing and proofing involved thereafter reduce the margins for error, thus the final product is far more polished than an interpretation.

Many interpreters have never tried their hand at translation and vice versa, even though the two disciplines complement each other. The work of the translator, seeking perfection and precise meaning, involves scrupulously analyzing the meaning of words, laying them down on paper, and then letting them settle a while for later analysis and revision.

This offers a perfect complement to the work of the interpreter, which involves taking a bird's eye view of the original utterance in order to capture its essence. Such a partnership of skills would capacitate us with enviable abilities: the ability to capture the minute details of language and the ability to perform the lightning fast analysis of a message to ensure its faithful rendition in a foreign language.

Both translators and interpreters are language craftsmen, and to recognize the things we share in common and the things that separate us is to recognize the complexity of what both groups do as professionals.

Interpreters are often referred to as 'translators' and people are not always aware of the difference between the two professions. How are they different?

An interpreter works with spoken words in a particular context, conveying a message from one language to another, while translation refers to the activity of transferring a written text from one language to another.

Neither is simply replacing the words of one language by those of another, and there are similarities in the intellectual effort required. But there are significant differences between interpreting and translating.

Interpretation is spoken, translation is written. Interpretation therefore makes use of particular linguistic resources: the original speaker's ideas are transmitted as spoken words, with a particular rhythm and intonation, making use of rhetorical devices and gestures.

Interpretation is carried out in real time (simultaneously) or very close to it (consecutively). The interpreter has no time to refer to the written resources available to translators. This makes preparation before each assignment all the more essential for an interpreter.

In interpretation communication is immediate, involving an interaction between speakers, listeners, and interpreters. In translation there is always a gap between the writing of a text by an author and its reception by the readers.

Apart from this, translators often spend a long time working on one text, while interpreters, often working in a team, are faced with people speaking and communicating right now.

Interpretation is therefore not so much a linguistic profession as an information and communication profession.

An interpreter is a person who converts a thought or expression in a source language into an expression with a comparable meaning in a target language either simultaneously in "real time" or consecutively when the speaker pauses after completing one or two sentences.

The terms *interpretation* and [translation](#) are commonly used interchangeably but are not synonymous. Interpretation describes immediate conversion of source (oral or text) orally (or by sign language), whereas [translation](#) is the conversion of source (recorded oral, sign or text) to text.

Translators have time to consider and revise each word and sentence before delivering their product to the client. While live interpretation's goal is to achieve total accuracy at all times, details of the original (source) speech can be missed and interpreters can ask for clarification from the speaker. In any language, including sign languages, when a word is used for which there is no exact match, expansion may be necessary in order to fully interpret the intended meaning of the word.

The key difference between translation and interpretation lies within the choice of communication channel. Simply put, translation deals with written communication, while interpreting is all about the spoken word.

Translators work on written documents, including books, essays, legal documents, medical records, websites, instruction manuals, subtitles for film or TV, or any other form of information in written form. Interpreters, on the other hand, are involved in projects that require live translation; for example conferences and business meetings, medical appointments and legal proceedings.

Both translators and interpreters have a deep linguistic and cultural knowledge of their working languages, as well as the ability to communicate clearly and succinctly. It is, however, important to highlight the distinctive features of these two professions.

Translators generally work from their home computers, and tend to specialize in a particular field. Good translators have excellent written skills and are usually perfectionists by nature, paying particular attention to the style of the source documents, as well as the accuracy and significance of the terms used within their translations.

Unlike translators, interpreters do not provide a word-for-word translation; instead, they transpose spoken messages from one language into another, instantly and accurately. Interpreters work in real-time situations, in direct contact with both the speaker and the audience. They rely primarily on their linguistic expertise acquired through training and experience - a sentence in one language may be rendered an entirely different way in another. Good interpreters are endowed with very quick reflexes, as well as a good memory and speaking voice. An interpreter is often more than an on-demand translator, however - they also act as a facilitator between speaker and listener, both linguistically and diplomatically.

The key skill of a good translator is the ability to write well and express oneself clearly in the target language. That is why professional translators almost always work in only one direction, translating only into their native language. Even bilingual individuals rarely can express themselves in a given subject equally well in two languages, and many excellent translators are far from being bilingual. The key skills of the translator are the ability to understand the source language and the culture of the country where the text originated, and, using a good library of dictionaries and reference materials, render that material into the target language.

An interpreter, on the other hand, has to be able to translate in both directions, without the use of any dictionaries, on the spot. There are two types of interpreting: consecutive and simultaneous.

In spite of the vast differences in the skills of translators and interpreters, besides deep knowledge of both languages, it is crucial that they also understand the subject matter of the text or speech they are translating.

Translation and interpretation are not a matter of substituting words in one language for words in another. It is a matter of understanding the thought expressed in one language and then explaining it using the resources and cultural nuances of another language.

The difference between interpreting and translation is the mode of expression. Interpreters deal with spoken language and translate orally, while translators deal with written text, transforming the source text into a comprehensible and equivalent target text. Both interpreting and translation presuppose a love of language and deep knowledge of more than one language. However, the differences in the training, skills, and talents needed for each job are vast.

Translators and interpreters work with languages, but in very different ways: the key difference is that translators work with written words and interpreters work with spoken words.

Translating and interpreting are very different jobs requiring different skill sets, but there are a couple essential characteristics that both good translators and good interpreters share:

- A deep understanding and near-native, if not native, proficiency in two or more languages
- An interest in languages and in the facilitation of communication between different languages

Although translators and interpreters may differ in the media they work in, these two characteristics are always necessary for anyone who wants to translate or interpret professionally.

'*If the dream is a translation of waking life, waking life is also a translation of the dream*'. ([Rene Magritte](#), 1898-1967).

In conclusion, globalization is growth on a worldwide scale and connects different parts of the world. It is the process of integration and international influence of economies and cultures. Globalization results in the expansion of international cultural, economic and political activities. The removal of barriers between nations has helped globalize the world. As people, ideas, knowledge, and goods move more easily around the globe, the experiences of people around the world become more similar.

Globalization has critical effects on the advancement on economies, culture and religion, public services and living standard, and technology not only in a nation but also in the whole world. Because we live in *one world*, what we do affects others, and what others do affects us, we all have responsibilities to each other. Although globalization shows a manifestation of disadvantage effects, the benefits of globalization still remain as priority in the international society.

Technology has made it easier for a businessman in China, for example, to conduct business with a client in Chicago, thanks to electronic mail, the fax, and the satellite communications. And it is most likely that the language they will use together will be English.

English is the world's most important language. It is definitely the world's most widely used language, English is also hugely important as an international language and plays an important part even in countries where the UK has historically had little influence. That's why we can consider English a global language; during the processes of *globalization* and *internationalisation*, English is widely used all over the world, people communicate using English, *the translations* and *linguistic interpretation* have also a great importance during this process.

Bibliography

- BASNETT, Susan (1990). *Translation studies*. London & New York: Routledge. ISBN 0-415-06528-3.
- CHUZHAKIN, Andrei (2007) "*Applied Theory of Interpretation and Note-Taking*", "Mir Perevoda 1 to 7", Ustny Perevod, Posledovatelny Perevod, Ace Perevoda Mir Perevoda.
- DOLLERUP, Cay, LODDEGAARD, Anne.(1992). *Teaching Translation and Interpreting*. John Benjamins Publishing
- GILLIES, Andrew (2005) *Note-taking for Consecutive Interpreting*, ISBN 1-900650-82-7.
- JONES, Roderick (1998) *Conference Interpreting Explained*, ISBN 1-900650-57-6.
- QUEZADA, R. L. (2010). *Internationalization of teacher education: Creating global competent teachers and teacher educators for the twenty-first century*. *Teaching Education*, 21(1), 1–5. Internationalization of Teacher Education. Editorial.
- SIEBER, P., & MANTEL, C. (2012). *The internationalization of teacher education: An introduction*. *Prospects*, 42, 5–17
- TAYLOR-BOULADON, Valerie (2007) *Conference Interpreting — Principles and Practice*, 2nd Edition ISBN 1-4196-6069-1.

Magazine

Journal of International Business Research, Globalization: Trends and Perspectives By Bishop, Tiffany; Reinke, John; Adams, Tommy, Vol. 10, No. 1, January 2011.