TRANSLATION AND TRANSLATION TOOLS IN THE TWENTIETH CENTURY

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Abstract: Technological advancements, especially the Internet has transformed the entire world into a small village. So, in this globalized world, the people as well as the nations cannot survive independently. Every country has to maintain a good relationship with its neighboring countries to develop politically, socially and economically. Those countries should co-operate with one another to excel in different aspects like business, technology, employment, foreign reserves etc. For this, they have to understand and respect each others language and culture. Similarly, the people also migrate from one country to another country in this globalised world. They travel from one part of the globe to the other because of Education, Employment, Professional growth etc. In order to settle and lead a successful life in a foreign country, they should imbibe foreign culture and understand foreign language. Here, Translation plays a prominent role in this global world. So, in this paper, we want to throw some light on some definitions of translation studies, the importance of Translation Studies in the twenty first century and some important technological tools of Translation.

Keywords: Translation, Translation Technology, CAT, etc.

Introduction: The history of translation is as old as the human civilization. Before scientific development, oral translation took place among the human race. The folk songs, stories, poems, proverbs have been translating from one generation to another. The great Indian epics like the Ramayana and the Mahabharata were translated into several Indian languages. The famous, the Bhagavadgita is the best example for the oral translation from the lord Sri Krishna to Arjuna during the kurukshetra war. Similarly, the Vemana shatakas and the Sumati shatakas from Telugu literature, the great writings of Kalidasa in Sanskrit, Aesop's Fables all have been translated from time to time, place to place irrespective of cultural and linguistic boundaries. In this twenty first century, translation has become a powerful tool for communicating ideas to the entire world. Translation, generally means transfering one's culture, beliefs, thoughts, etc to the other.

Analysis of some famous definitions of Translation: Dr. Johnson says, "It involves the process of change into another language retaining the sense." So, he says that translation takes place into a new language without losing the original sense of the source text. Catford says, "Translation is an operation performed on languages: a process of substituting a text in one language for a text in another language." It takes the translation process to a linguistic point of view. According to Nida, "Translating consists in reproducing in the receptor language the closest natural equiavalent of the source language message firstly in terms of meaning and secondly in terms of style." Here, the translation process should happen in such a way that the translated text must have equality in meaning and some style with the original text. From all these definitions, we can observe that the process of translation between two different written languages involves the translator changing an original written text (the Source Text or SL) in the original verbal language (the Source Language) into a written text (the Target Text or TT) in a different verbal language (the Target Language).so, translation is both a substitute and a transference of meaning from one language (Source Language) to another i.e. (Target Language)

The Advent of Translation Studies and its Importance: It is an academic interdiscipline which deals with the study of the theory, description and appreciation of translation, interpreting and localization. This name "Translation Studies" coined by the Amsterdam based American scholar James. S. Holmes in his famous paper titled "The Name and Nature of Translation Studies." which is considered a major source for the translation studies.

So, this Translation Studies has grown to be an independent and emerging discipline throughout the world. It has the power to unite different countries, people, languages and cultures. In this globalized world, every nation has to maintain a good relation with other nations to develop in all aspects like business, technology, governance, etc. so, they have to respect and understand each other's language as well as cultures. It is known that language and culture of a particular country influence its literature. So, translating and understanding the literature of countries help in a good way. By that, a strong cultural bond would be formed among the countries and leads to the integration of the world community. With rapid globalization, all the multinational companies have to enter a new place to do business and translate their policies, practices and documents into local languages. Similarly, they have to employ professional translators who can deal with foreign companies and understand foreign languages. So, they have to translate important documents, books, business letters, technical documents, softwares, etc into English, a global language in this century.

Being a multilingual and multicultural country, India is the best place for translators and translation agencies. India had a long colonial rule, multi-cultural environment; an educated youth with a good command over English language make it an ideal place for the booming of the translation industry. Indian constitution has officially accepted 22 languages and there are several other languages. So, translation can take place from regional languages to English or English to regional languages or one regional language to another regional language. It will enhance national integration and unifies the country. In India, every state has its own cultural heritage and it will be understood by other states when translated its literature. Similarly, at the international level, translation from one language to another will result in a good market. Harry Potter series is the best example for translation as it has been sold 450 million copies and translated into at least 68 languages. Now, the brand value of Harry Potter is around 15 billion US dollars. It has generated a lot of value and popularity for the translation industry.

Translation Technologies in the Twenty First Century: Technology has revolutionized every area of human life like business, education, job/profession etc. similarly, translation which was done earlier by human translators with pen and paper is replaced with translation tools. Due to globalization and internet, the accumulation of technical manuals, web content, the business and official documents etc to be translated have become unlimited. At the same time, the delivery of the translated product must be quick and qualitative. A human translator can translate only limited documents with a lot of time. Now, they have to maintain quantitative as well as qualitative output within a short time. So, it has led to the creation of some translation tools like Machine Translation (MT), CAT which includes Translation Memory, Terminology Database etc. Every professional translator should be educated in using these technologies. We will present a brief description of CAT and its translation tools.

Computer-Assisted Translation Tools: Now, we live in a fast-paced life and every activity of humans should be finished quickly and productively. So, computers are expected to fulfill this tendency. So, when a computer translates a document and humans use it, it is known as Machine Translation (MT). When a human writes translation with the help of a computer in certain areas like specialized or technical vocabulary, it is called Computer Assisted Translation Technology or Human Translation. It is a major technological shift in the translation industry with their commercial advent in 1990's. Most of the software companies wanted to translate their products to be successful on the International arena.

So, they tried to integrate translation and technology. Hence, CAT has become popular which gives equal prominence to humans as well as machines.

Translation Tools:

i) **Translation Memory:** It is a software which stores the translator's translated text along with the source text so that he can compare them and reuse them either in full or part of it when gets the same texts with same linguistic composition. Presently, there are so many Translation Systems on the market to facilitate translators especially in the translation of large projects. Though they started in 1970's, they have become popular at a later time. They are created gradually and include repetitive texts/previous translations. So, translation need not begin the source text but from the stored or previous translations in the translation memory databases. According to Bowker, " A Translation Memory is a type of linguistic database, that is used to store source texts and their translations. The texts are broken into small segments that often correspond to sentences." (2002:92). They save time and increase productivity for translators. They are composed of reusable texts, the possibility of making mistakes is minimized. Some prominent Translation Memories are Atril's Dejavu, Trado's Translator's Workbench, Star's Transit, SDL Studio(New) trail and full licenses version can be used by the translator.

ii) **Electronic Corpora:** An electronic corpora is a tool brought by the technology for language experts including translators so that they can also utilize it in the translation process of digital documents. According to Bernardini and Castagnoli, " It is the collection of texts in electronic forms, usually grouped according to the topic, type, content, business letter etc.(2008:45). These are easy to access and their databases include storage of words and can be easily established.

iii) **Technology Databases:** Translators can also use various types of databases based on a segment by segment translation or phrase translation. These are prepared by terminologists or translators before they finalise the translation or after the translation is done. These must be regularly updated and reviewed by a team of translators with the contribution of terminology experts to minimize erroneous translation especially affecting the releasing of products in a negative way.

iv) **Internet:** It is considered the mother of all friendly tools. It helped the translators in many ways. It has numerous resources, even online terminology databases/ applications which can help translators in the translation process. They

save time and increase productivity but erroneous content can be misleading especially free or whose developers are unknown.

v) **Google Translator:** it is a free multilingual statistical machine translation service provided by Google to translate text, speech or videos from one language to another language. It has a database of 103 languages and can be used by two hundred million people throughout the world. It can pronounce translated text, highlighting corresponding words and phrases in the source and target texts and act as a simple dictionary. It is based on a statistical analysis rather than rule-based analysis. It does not translate from one language to another. Instead, it often translates first into English and then to the target language. i.e L1 ....> English .....> L2

It has a limit for the number of paragraphs and technical terms that can be translated and does not give accurate translation.

vi) **Microsoft Translator:** It is also multilingual statistical machine translation cloud service provided by Microsoft. It is integrated across multiple consumer, developer and enterprise products like Bing, MS Office, Skype translator, MS translator app for Widows iphone, Apple watch and Android phones. It also offers text and speech translation and supports 53 languages.

vii) **Face book Translator:** the most powerful social networking site Face book also launched a useful tool called the Face book Translator. It is a button with the help of their search partner of Microsoft Bing. It gives the user the option of quickly translating comments/content on its page utilizing Bing Translate. It is placed just next to the "Like" button on the screen. It covers many languages in the world under the areas as Africa and Middle East, Americas, Asia Pacific, Eastern Europe and Western Europe. So, by just selecting on a particular language, the entire face book account page will be translated into the selected language.

Conclusion: Translation is a new literature arisen out of painstaking efforts of a translator. Translators, by no means, inferior to the writer of the source text. He is a co-creator with priceless resources. He is a mediator between two different cultures, not to widen the gap but to bridge the gap with his knowledge and competence. Similarly, translation studies are an important academic discipline in this multilingual and multicultural world. It will definitely promote a wonderful cultural association among all the world cultures with its power of translation. In the present, translation process should be combined with the latest translation tools in order to be quick and productive. Every translator must give up the traditional translation methods and incorporate available technologies in his translation. So, technology has shown its dominance on the translation practices and it has led to a great demand for translators and translating agencies. They have to utilize this opportunity thrown by the translation studies. Finally, a translator is not a traitor, but a treasurer.

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