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Translation & Globalisation

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A WELCOME ADDRESS AND THE OBJECTIVE OF THE WORKSHOP ORGANISED BY THE INSTITUTE OF TRANSLATION ARTS, UNIVERSITY OF ILORIN, HELD ON TUESDAY, 23RD-THURSDAY, 25TH NOVEMBER, 2021 AT THE NEW FACULTY OF ARTS' BOARD ROOM, UNIVERSITY OF ILORIN, ILORIN, NIGERIA

Prof. Hezekiah Olufemi Adeosun
Director, Institute of Translation Arts, University of Ilorin, Ilorin

Dean of Arts,
Distinguished Professors and Colleagues (especially the Resource persons),
My Predecessors (present or absent),
The Participants (From far and near),
Ladies and Gentlemen.

It gladdens my heart to welcome you to this Maiden Workshop/Training organized by the Institute of Translation Arts, University of Ilorin. I give God all the Glory for making this day a reality.

First and foremost, I sincerely appreciate the Vice-Chancellor of the University of Ilorin, Professor Sulyman Age AbdulKareem who graciously approved and supported this Workshop. Thank you, sir. Also, I wish to express my gratitude to the Dean of Arts, Professor A. S. Abubakar, our Host, who has been supporting this laudable idea since it was conceived till this moment. We are grateful, sir.

My sincere appreciation goes to the Resources persons who have sacrificed their precious time to prepare quality academic papers for the success of this training, and who have been so supportive of the Institute in all ramifications. I say a big thank you.

I cannot but appreciate the commitment of the Staff of the Institute of Translation Arts for their steadfastness and cooperation towards the actualisation of this programme. I'm grateful.

Going by the history of the Institute of Translation Arts, University of Ilorin, Senate at its 228th Meeting held on 10th October, 2012 considered and approved the establishment of the Institute. Subsequently, an approval was given to the proposal seeking to commence a M.A. Translation Arts programme. Since its inception, the Institute has been blessed with seasoned and committed scholars as its Directors, namely; Dr. Y.O. Tijani, Prof. Tunde Ajiboye, Prof. Victoria A. Alabi, Prof. T. Adedayo Alabi. The foundation laid by these scholars makes the Institute attains this lofty height. It may interest you to note, with every sense of humility, that the University of Ilorin's Institute of Translation Arts remains the authentic School of Professional translation in Nigeria.

This Maiden Workshop/Training tagged "Translation and Globalisation" is aimed at fulfilling part of the Institute's mandates by updating its work-force on developments and current trends in translation profession through in-house training while training others: training professionals in the media, journalism, foreign language dependent organizations, institutions, etc.

The Institute brings all and sundry to appreciate its key role and importance vis-à-vis the disquieting world of linguistic disparities and cultural sensitivities. With several advocacy themes and topics, ITA enlightens the public through focused information dissemination as well as seminars and workshops. Hence, this 3-day Workshop is a means of boosting and developing the Institute.

Permit me to wet your appetite a little on what to experience in this workshop with a theme "Translation and Globalisation". Translation and Globalisation is essential reading for anyone with an interest in translation, or a concern for the future of our world's languages and cultures. Globalisation is a consequence of technological advancement, and the consequence of such globalised technology is the daily translation services we see everywhere. It is not only translators who have been impacted by globalised technology, but also the daily lives of many people, their cultures and various translation businesses. Globalisation has also affected how translators do their work and their style. This had forced translators to redefine their services.

The effect of globalisation has a tremendous linguistic and social impact on translation or translation studies simply because globalisation necessitated translation. Nowadays, there are more demands on translation services requested by educational institutions and private companies than any other time, simply because parts of the world are becoming interested in one another due to many reasons, i.e., world conflicts and clashes, world economic crises, shared concerns, common interests, etc. This was triggered through the need for technology, which has helped, to a large extent, reduce the cost of disseminating or exchanging information (Shiyab, 2010). Globalisation has helped translators become significant mediators among cultures through a better understanding that can be accomplished. One cannot deny the fact that as a result of globalisation, people develop a deep interest in familiarising themselves with other cultures, and what better way to do this but through translation.

Among the salient areas to cover in this workshop are: Current issues in Translation; History, General translation and ethics of translation; Translation as literary and creative practice; Fundamentals of translation; Introduction to interpreting; Development of translation Studies; Translation, Meaning and Technology; Translator Entrepreneur; Gender and Translation; Translation and interpretation in Media; Specialised Translation; Research Skills and Methods in translation Studies; etc.

Distinguished ladies and gentlemen, I enjoin you to sit back and enjoy this Workshop.

Thank you.

WELCOME ADDRESS BY THE ASSISTANT REGISTRAR INSTITUTE OF TRANSLATION ARTS MRS TOMILOLA R. AYODELE AT THE 2021 MAIDEN WORSHOP

Good Morning, Dean, Faculty of Arts who also double as Host of this maiden workshop, in person of Prof. A. S. Abubakar, my able Director, Institute of Translation Arts, Prof. H. O. Adeosun, Professors and Lecturers Present, my colleagues in the Registry Department, all participants, Ladies and Gentlemen.

It is with profound gratitude and delight that I welcome you all to the Opening Ceremony of this three-day maiden Workshop of the Institute of Translation Arts, University of Ilorin (Better by far University). The events that led to this day are numerous. After the establishment of the Institute in 2012, past Directors desired and proposed to have workshop of such but the noble idea could not be actualised due to failure of logistics. The main amongst the logistics were lack of finance and the recent COVID outbreak. It is surprising that the Workshop comes to a reality at such a time like this when there is economic recession.

The Workshop is organized to present us with the opportunity to interrogate our essence and seek innovation and contemporary ways to meeting the ever-increasing demand of our society and world at large on our dear profession. The Theme of the maiden Workshop, "**Translation and Globalisation**" could not be more apt in the face of our fast changing world, desperately in need of clear, coherent and credible communication.

It is very essential for anyone with interest in Translation and concern for the future of world's languages and cultures. The Theme is a critical exploration of the way in which radical changes in the world have affected contemporary Translation.

Distinguished Guests, Ladies and Gentlemen, a wonderful line-up of Experts and Practitioners have been invited to provide insight to the topic so that we can appreciate it from various perspectives.

As we settle down to relish the rich lectures to be presented by some of our best brains of the Faculty and Institute, I urge you all to make the best use of this opportunity to improve your Translation skills upon your return to your various duty posts.

Once again on behalf of all of us in the Institute of Translation Arts (ITA), I welcome you all and also wish you a fruitful and enriching Workshop.

Thank you and God bless you.

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AN OVERVIEW OF SPECIALIZED TRANSLATION

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Introduction

Translation activity is much more complex than just translating a sentence from one language to another. Basically, it's very rare that a piece of text ends up worded exactly the same as its original source. However, translators have to adapt phrases and concepts into understandable subjects in the translated form. The basic form of translation, known as **general translation** on one hand, doesn't usually require expert subject knowledge. As long as the translator is experienced in both languages and the project requires only simple translation, this is not very difficult for those in the field. On the other hand, **specialized translation** (الترجمة المتخصصة *Fachübersetzen*, *traduction spécialisée*, *traduzione specializzata*) is a bit more difficult than your day to day translation needs. This type of translation which can also be termed as Languages for Special Purposes LSP, has to do with specific areas of knowledge such as health care, legal, journalism, economics, politics, science and technology most of which are dealt with in this paper as well as lesser researched areas such as maritime navigation, archaeology, geography and nutrigenomics. A specialized translator will need to master the technical terminologies in both languages for their specific field. This type of translation is challenging because of the highly specialized technical information required in addition to multilingual skills. Paradoxically, despite the spread and dominance of English language in many parts of the world, one will observe that the demand for translation has grown. Although, this demand can be noticed mostly in specialized translation.

Going back briefly into history when translation emerged as a discipline in the early seventies (Holmes 1972) literary translation was the main concern of scholars, the other parts of technical translation were regarded as part of Applied Linguistics and categorized as an inferior form of mechanical translation (Snell-Homby 1996). With the emergence of "Languages for Special purposes" LSP theory, the broader term LSP translation (Sommers 1996; Schaffner 2004) became popular and still widely used today. It is therefore important to also note that the advent of the computer and the era of globalization have had a significant impact on the growth and development of technical translation (Hann 1992;

Wright / Wright 1993), scientific translation (Wright /Wright 1993), legal translation (Gémar 1995a, 1995b; Sandrini 1999, Šar□evi 2000) and industrial translation (Sager 1994). Today 'LSP translation' has matured into specialized translation (Thelen 2004; Desblache 2001; Stolze 1999), thus shifting the emphasis to the transfer of specialist knowledge (Hoffmann 1993; Mayer 2003) by a translator who ideally has "the knowledge, the competence and the recognized status of an expert" (Snell-Hornby 1992: 10). Thus the final stage of competence is "expertise itself, where intuition takes over, an intuition that is trusted because it is constantly tested and refined" (Schäffner 2004: 679).

In order to understand the specialized text to be translated as an expert, the specialist must have or acquire somewhat advanced or even highly advanced concepts of the relevant field. However, the level of understanding required to translate specialized texts is considerably less than the level possessed by practitioners of the field in question. Sometimes even experienced translators must consult practitioners when their knowledge falls short. Understanding is necessary in this expertise activity because translation is not a matter of replacing words in the source language with words in the target language. Therefore specialists have to be able to guarantee that their translations have more or less the same meaning as the text in the original language. If they do not have a fairly good understanding of what the writer of that text was trying to say about the subject matter, then no such guarantee can be given.

Some translation businesses make a three-way distinction between 'general' texts (calling only for general knowledge of a field), 'specialized' texts (calling for advanced knowledge of a field) and 'highly specialized' texts (calling for detailed knowledge of a subject, such as jet engines or commercial law). The price charged per word will then vary with the degree of specialization. Many texts have parts which are general and parts which are specialized or highly specialized. Aside from the concepts of a field, translators must know or discover the related terms in both languages (Cabré 2010:356) With some target languages, terms in fields new to the culture of its speakers must be invented.

It is often said that translators must also master the typical writing styles used in each of the genres in which they work (for example, a legal translator might handle contracts, court decisions, transcripts of court proceedings and so on). And they must tailor their writing style to the future readers of the translation. It is important for translators to have a clear idea of who those future readers will be. Some specialized texts are written by experts for other experts, some by experts for non-experts, some by people who are not experts but have more knowledge of the field than the intended readers (for example, science journalists writing for the general public). Some texts may address more than one kind of reader; for example, a study for the refurbishment of a bridge may have a section

addressed to transportation managers, a section addressed to finance people, and a section addressed to engineers. The different sections will require different styles.

Scoping Specialized Translation

Technical translation is sometime taken as translation performed in such diverse fields as law, religion, politics, heath care, business, etc. As a matter of fact, technical translation and specialized translation are sometimes treated as synonymous. According to Aguado de Cea and Álvarez de Mon y Rego in their definition to the former concept: "technical translation refers to the process of translating those texts belonging to what are called specialized languages and is usually classified along with other varieties such as legal translation, scientific translation or the translation of medical texts" (2004, 289). Going by this definition, confusion seemed to be enhanced if we are to categorize technical and specialized as synonymous concepts, since it implies that legal, scientific, and medical translations do not deal with specialized languages and are not "technical". In another definition, the word "technical" refers to virtually any field: "Technical translation covers the translation of any material belonging to a particular area of knowledge, technical field or technology (e.g. mechanical engineering, hydraulics, electrical engineering, business management, etc.), providing the materials require special knowledge of the area involved" (Gouadec, 2007, 30).

According to another view, the term technical translation is a sub-species of specialized translation. this assertion was made by Hann while explaining that: "to avoid confusion the expression specialized translation is reserved for the superordinate concept and technical translation denotes the subordinate concept, the discipline relating to science and engineering" (2004, 205). In turn, Byrne stresses that "simply because a field or subject area has unique or specialised terminology does not make it technical, technical translation deals with technological texts, or, more specifically, technical translation deals with texts on subjects based on applied knowledge from the natural sciences" (2006, 3). It is important to note here that the word "technical" does not mean exactly the same thing in these authors' views. Looking at these definitions, we will observe that the exact nature and extent of specialized translation remains unspecified. Therefore, what is the scope of specialized translation?

Traditionally, specialized translation has been defined drawing on the dichotomous pair ***general language*** vs. ***specialized language*** or *language for general purposes* vs. *language for special(ised) purposes*. According to this view — which is overtly or covertly present in all the definitions quoted above — whereas general translation deals with general language, specialised translation tackles a wide array of specialized languages, e.g. the language of computer science, the language of law, the language of medicine, etc. LGP/LSP-based

definitions are problematic for at least two reasons. On the one hand, the concept of general language is too large and fuzzy to yield satisfactory applications, making it hard to define "general" translation, as the following definition – which, contrary to generally accepted rules, uses only negative terms – clearly proves it: "general translation refers to the translation of documents and materials that do not belong to any specific type or domain area, do not belong to any particular type, do not entail a specific translation process or the use of equipment beyond an ordinary computer and word processor" (Gouadec, 2007, 27). What counts as general language or general translation is, in fact, quite difficult to pinpoint in practice, and it depends on a diverse range of factors. On the other hand, LGP/LSP-based definitions make it hard to decide what exactly constitutes a specialized language and, *mutatis mutandis*, when specialized translation comes into play, because the distinction does not seem to cover the complexity and bewildering diversity of actual texts. For instance, should the language used in (and the translation of) a newspaper article on a new technological product be seen as general (medium of publication and intended readership) or as specialized (by the use of a particular terminology)? Should translating a company memo (specialized sender) that announces a new work procedure (general information) be seen as general or specialized? Should the translation of movie subtitles (general topics) be seen as general or as specialized?

According to the perspective adopted in this paper, *specialized translation deals with any text produced within or referring to a specialist field of knowledge or activity, regardless of its intended readership or purpose*. From this viewpoint, all of the types of translating mentioned in the questions above could be safely seen as specialised, owing to their topic (technology in a newspaper article), their producer (a corporate, specialist producer in the case of a company memo) or the specialist activity within which or whereby they are produced (movie subtitles). Otherwise put, specialised translation may be defined as the translation carried out in a specialised context, *i.e.* a context which involves specialist source-text producers, specialist topics, or a specialist activity.

Types of Specialized Translation

The types of specialized translation are many as we have many specializations and disciplines. In this paper, an attempt will ne made to highlight some forms of specialized translation

a) Journalistic Translation

This is one of the biggest forms of specialized translation. It is the translation of news articles or magazine content. This usually occurs when the story is being recreated for a newer audience. It is also required in scenarios where there is a multilingual audience. There are several challenges involved in this kind of translation. It is not just a simple exchange of words. While the major aim of Journalism is to be objective, most content creations and writers have a slant, either in the register or politically. Most students of media are aware that there are only a few neutral word choices which although arbitrary, can express a lot. For example, there is a major difference in the US between "undocumented workers" & "illegal aliens". Even though both can be defined in the same terms, one implied a favor towards strict immigration policy and the other sways towards leniency and easier paths to citizenship.

b) Legal document translations

Legal document translations are very crucial forms of specialized translation. They usually involve the translation of important legal documents which include birth certificates, wills, contracts, and marriage certificates. These are usually produced in countries outside the origin of the legal affairs. This job legally binds the translators to be accurate and there can be severe attached repercussions for errors as they can be viewed as intentional attempts to meddle in the case. Even minor errors such as the format of the page can cause a massive issue. Therefore, the work of translating different types of legal documents is taken very seriously. A large deal of research goes into an accurate understanding of the text and its source. A major example is a difference in naming conventions across different cultures and it can be difficult to determine the Family name and given names.

c) Medical Translation

Medical translation is another field where accuracy is extremely important. Healthcare providers want to ensure that patients are aware of the detailed information about the medicine. The provided details often include the information regarding the condition, home-care instructions and resource options that are generally translated. Professional medical translation must be, therefore,

extremely cautious in their work. It can be very risky to tell patients to exercise during bed rest or misinformation regarding the ingredients of the medicine. It is important to have an expert touch when it comes to medical translation. Some cultures have scientific naming for issues whereas others have different naming conventions.

d) Financial Translation

Financial Translation is about financial documents like *bank records, statements, account statements and more* – which sometimes need to be translated to make it easier for the target audience to comprehend. Here the actual content that you need to translate may be lesser, but it has to be done precisely; you may also be required to change the currencies – in which case, you would need to also convert the figures.

e) Multimedia Localization

Videos, graphics, animations, GIFs, infographics – all this can be grouped under Multimedia Localization ; and this is very important today, as more and more companies are creating multimedia content to widen their audience reach and keep them engaged. Localizing this content can get quite tricky though it may look simple from the outside – as it has to be appropriate for the local culture, and appeal to the customers in that region. If you don't do it correctly, you could end up offending your audience – and drive them away.

f) *Script Translation*

Script Translation is vital nowadays because of many popular movies and TV shows comming out of Hollywood and being dubbed into several languages and released worldwide. Sometimes the film are from foreign languages and dubbed into English and other European languages – like the Telugu language blockbuster from India, *Baahubali*, which was released in Chinese and German, among other languages. The *Harry Potter* series was also released into dozens of languages. But for these releases to happen, the scripts have to be translated first – and the dialogues.

You can say this is a type of *literary translation*, but it's not exactly the same. It can be very dicey, as translating punchlines, jokes or catchy phrases into another language to make the same impact is very difficult. With more movies being released in multiple languages nowadays, this type of translation is very much in demand today.

g) *Technical Translation*

Technical Translation involves translating documents or materials concerning technical and scientific subjects and using the specialized terminology of the

technical or scientific field involved. It also involves any technical content that needs to be translated such as user guides, manuals, online help text, instruction booklets, training materials and videos, marketing materials for technical fields like manufacturing, science or engineering – all of this comes in the ambit of *technical translation*. When translating technically, it is essential for the specialist to be well versed with the terminologies and registered languages used in any specific industry.

By nature, *technical content translation* is complicated, and even a tiny error may result in a huge mistake at a later point; therefore, it is a good practice to check how stringent the quality control measures taken by the specialist

h) *Commercial Translation*

This is a *kind of translation* that necessitates types of translators who possess specialized skills, like knowledge of the business language, and the industry to which the business belongs. The types of texts in the translation of commercial documents could include *business correspondence, reports, tender documents, company accounts, memos* and so on. Sometimes, this could overlap with legal translation if the company handles legal paperwork.

i) *Software Localization*

Of course, in *Software Localization* the main thing to translate is the *user interface, but software localization* does not end there. It includes error messages, system messages, help files and so on. Here too, the content needs to be adapted to suit the local (target) culture. At times, the translator may be faced with the prospect of *internationalization* – take a product like *Coca-Cola*, which is available almost everywhere in the world. The company will need to have their website in multiple languages, and rather than create multiple websites, which could cost a ton of money, it would make more sense to have the software handle several languages, and allow the user to translate the page into a language of their choice.

If you go to Wikipedia searching for info on anything, you will notice the choice of languages displayed on the left. The localized software may incorporate numerous practical and linguistic issues. Hence it is vital that it is thoroughly tested before releasing.

j) *Literary Translation*

The name is pretty self-explanatory- It refers to the translation of literary works like stories, novels, poems, and plays. It is often considered the highest form of translation because a literary translation is so much more than the mere conveying of the meaning and context of the document in the source language into the target

language. It involves incorporating the appropriate cultural nuances, translating humour, feelings, emotions, and other subtle elements of a particular work.

Many litterateurs believe that **it is extremely difficult, if not impossible, to translate works of literature – especially poetry**. Some examples of situations that could be very difficult are – rhyming words, puns, idioms, anagrams, and so on. Often, there are no appropriate translations in the target language, and the nuance is lost.

Have you ever tried translating a joke into another language? If you have, you would understand this. Haven't you felt, that it didn't seem as funny when translated? Often, many subtle connotations the writer has hinted at are lost in translation. Then there is the matter of the individualistic writing style of the author – this type of translator has a tough job in attempting to convey that uniqueness.

Risks and Challenges of Specialized Translators

Going through this submission, one will observe that translators who work with specialized texts have to deal with many challenges, starting from the level of terminologies, to registered languages, communicative functions, phraseology and genre conventions, because this require not only extra-linguistic knowledge of the fields at hand but also the ability of problem-solving skills and linguistic creativity. As a matter of fact, in this era of globalization where information and communication spread rapidly, the boundaries that differentiate the discipline have faded while the advancements of science and technology develop at an unprecedented scale – the demands for specialized translation has reached the level of literary translation demands. In many respects, specialized translation and literary translation are similar. In fact, taking the concept of specialization to the extreme, to the extent that the literary art might be seen as a specialist activity, which is only practiced by a small group of experts, literary translation may also be seen as (a type of) specialized translation.

Specialised translators have a shared responsibility towards both the source text and its producer(s) and the target text and its future recipients. It is also important to note that the status of the literary source text may be higher than with most other text types, as Snell-Hornby claimed, but this does not mean that specialised source texts are authorless or that those who commission specialised translations expect less than a job well done, *i.e.* a translation that manages to keep the accuracy of the informational content conveyed by the source text while succeeding in fulfilling its intended communicative effects in the target context.

The specialized translation is not a risk-free activity especially in the process of constant juggling between accuracy and precision in the translation of terminologies, informational content, technical modules and resourcefulness in

the rendering of the numerous other linguistic band pragmatic phenomena present in the source texts.

In fields of knowledge where accuracy is a prerequisite, the mistranslation of terms may have disastrous results, with consequences that may go far beyond the flawing of a literary author's style. Moreover, the mistreatment of phraseology and inappropriate register choices may undermine completely both the way in which the information in specialised texts is understood and received and the intended communicative effect that the translation is supposed to produce in the target context.

Conclusion

Finally, it is worthy to note that, especially when the target language is lesser known and terminologically standardized, specialized translators, just like journalists or authors, are creators of language too. As Montgomery stressed, "translation (...) has time and again resulted in the creation of new vocabularies in languages previously foreign to the relevant knowledge" (2000, 18). When the source texts are highly influential or benefit from wide circulation, some of the choices made in their translation will tend to stick in the collective mind and be taken as the norm, and thus become the "conventional" translations of new terms or new field-specific phraseology. It is thus that formal or semantic loans are usually introduced into a language, enriching its vocabulary and helping it keep up with the advances of science and technology. From this perspective, specialized translators have responsibilities towards the target language too and they should be wary of the risk of introducing loose translations and poor style into the target context. "The translator, it was stated, must be more than a mere device, clicking out word for word, phrase for phrase; he must be actively involved in the choice of language, dancing the border between imitation and innovation" (Montgomery, 2000, 34).

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