

THE ROLE OF TRANSLATION IN THE GLOBALIZATION OF LITERATURE

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ABSTRACT Translation has been a crucial factor in the globalization of literature. By bridging language barriers, translation allows readers to access diverse perspectives, experiences, and literary traditions. This thesis will explore the role of translation in the globalization of literature, examining its impact on cultural exchange, and reader engagement.

Key words: the role of translation, globalization, travel, literature, translation studies.

Translation plays a crucial role in the globalization of literature by bridging linguistic and cultural barriers, aiding understanding of an increasingly fragmentary world. It allows literary works to transcend borders, enabling readers to access diverse perspectives and narratives. This facilitates cross-cultural understanding, enriches world literature, and promotes global dialogue. The translator, as the Irish scholar Michael Cronin has pointed out, is also a traveller, someone engaged in a journey from one source to another. The twenty-first century surely promises to be the great age of travel, not only across space but also across time[1]. Translation facilitates cultural exchange by exposing readers to different cultures, histories, and worldviews. When a literary work is translated into another language, it introduces readers to new ideas, values, and perspectives. This

can foster intercultural understanding, empathy, and tolerance. Translation plays a significant role in shaping literary canons. By introducing translated works to new audiences, translation can elevate the status of non-Western literature and challenge Eurocentric perspectives.

Translated works can become part of the global literary canon, influencing the tastes and preferences of readers worldwide[2]. Translation can enhance reader engagement by providing access to a wider range of literary works. By making literature available in multiple languages, translation allows readers to explore diverse genres, styles, and themes. This can broaden readers' horizons, stimulate critical thinking, and inspire creativity[3]. While translation is a powerful tool for cultural exchange, it also presents challenges. One of the main challenges is the difficulty of accurately conveying the nuances of language, culture, and context. Translators must often make difficult decisions about how to render certain words, phrases, and cultural references in the target language. Additionally, the quality of translations can vary widely, affecting the reader's experience.

For example: the English translator of the French *Bon appetit* has a similar problem, for again the utterance is situation-bound. Let us take a dramatic situation in which the phrase *Bon appetit* becomes significant:

A family group have been quarrelling bitterly, the unity of the family has collapsed, unforgivable things have been said. But the celebratory dinner to which they have all come is about to be served, and the family sit at the table in silence ready to eat. The plates are filled, everyone sits waiting, the father breaks the silence to wish them all 'Bon appetit' and the meal begins.

Whether the phrase is used mechanically, as part of the daily ritual, whether it is used ironically, sadly or even cruelly is not specified. On a stage, the actor and director would come to a decision about how to interpret the phrase based on their concept of characterization and of the overall meaning and structure of the play. The interpretation

would be rendered through voice inflexion. But whatever the interpretation, the significance of the simple utterance cutting into a situation of great tension would remain[4]. In conclusion, translation is an essential component of the globalization of literature. By breaking down linguistic barriers, translation enables the distribution of diverse literary works and fosters intercultural understanding. While challenges remain, the potential benefits of translation are immense. As technology continues to advance, we can expect to see even greater opportunities for the global exchange of literature. Globalization of literature by technology refers to the increasing interconnection and exchange of literary works across different cultures and languages. This phenomenon is driven by factors such as improved communication technologies, increased travel, and the rise of global publishing industries. As a result, literature is no longer confined to national boundaries, but circulates freely across the globe, fostering cross-cultural understanding and enriching literary traditions. Making literature accessible to a wider audience, promoting understanding between different cultures, ensuring the survival of literary works.

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