

Block 4

Other Areas of Translation

Unit 12

Translation of Commercial Literature

Unit 13

Translation of Banking Literature

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Translation in Tourism

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Translation in Education



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Unit 12 Translation of Commercial Literature

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12.0 Objectives

After reading this unit you should be able to:

- give information about the commercial sector;
- identify the features of commercial language;
- underline the need, importance and problems of translation of commercial literature;
- be familiar with language of market and commercial terminology; and
- understand the context of commercial registers and their context of translation.

12.1 Introduction

In the previous units, you have come to know about the necessity of translation in the field of governance-administration, science and technology as well as law in a multilingual society. You can imagine how language-related difficulties arise in conducting business activities in such multilingual societies. In the older days traders had to resort to translation after moving out of their language area. In modern times the situation has changed a lot. The way business-commercial activities have been continuously expanding, business activities have been expanded under business-commercial agreements between different countries and companies have started getting patronage-encouragement from the common people through the stock market, due to which commercial the possibilities of translation in the business-commercial sector have also increased continuously.

In this unit, you will read about the importance, need of translation of commercial literature and its different areas etc. The problems that arise and the precautions that need to be taken while translating commercial material will also be considered in this unit also.

12.2 Commercial Literature : Meaning and Nature

Generally in our daily life, the word ‘commerce’, ‘trade’ and ‘business’ etc. can be seen in use. Broadly speaking, these are more or less similar words. In this unit, we have taken them in the same context and have given the name of literature related to them as ‘Commercial Literature’.

All types of papers that are useful or used in commercial activities can be kept under ‘Commercial Literature’. All the commercial activities going on around the world are included in the field of commerce. This includes business, trade, industry, transport, bank, company, cooperative, insurance, management etc. After Creative Literature, the scope of ‘Commercial literature’ is the largest in terms of registers/applications. As you know, the help of many people has to be taken from the production of goods to reach them to the end consumer. The preparation/procurement of raw material before the production of the commodity, its transportation, processing and then after production its packing, from transportation to wholesalers and retailers, its promotion, making contact with agents etc. and keeping them connected continuously are the activities which are broadly involved in the production process. Papers related to correspondence, contracts, commission etc. need to be prepared are come under ‘Commercial Literature’. Manuals and forms etc. are prepared for the customers are also all come under the category ‘Commercial Literature’.

Commercial activities are related to the everyday needs of the people. The printed materials used in the fields of creative literature, science or technology etc. may not be fully used in the life of common people, but the documents related to commercial activities are useful to every person in one way or the other. That’s why its language is colloquial, but it runs with the help of technical terms used in this field.

Employees have to be recruited to run any business, company, enterprise etc. Further, details of their salary, insurance, transport etc. have to be kept by the companies etc. Then one has to constantly maintain contacts and goodwill with those companies-enterprises with whom there is a business relationship. In this connection correspondence, agreements, details of various schemes, ledger of transactions etc. have to be prepared. Then accounts related to freight, receipts related to transactions with customers, insurance documents, transactions with banks, accounts of expenses and income, income tax etc. have to be prepared and maintained. The papers used in all these activities are covered under ‘Commercial Literature’.

Broadly, the documents used in activities like bank, insurance, business, enterprise, transport etc. are almost the same with slight manipulations. But due to the difference in the words used in these areas many times, precautions have to be taken in translation.

12.3 Areas of Commercial Literature

The area or field of commerce is wide. Under this, banking, transport, tourism, commodity production, marketing, management, administration, stock market, advertising etc. are included. Although the terminology and language-registers used in each of these areas is different, but in many cases there is some similarity in all of them. As we have given examples above, to run any business, different activities have to be conducted in many stages. That’s why all the areas that come under the commercial sector are interrelated somewhere or

the other. Take, for example, the banking and insurance sectors. Both these sectors get business from the enterprises engaged in commercial activities. Whereas without these two areas, no business can run. The bank not only takes the responsibility of keeping the money of any businessman or entrepreneur safe, but also helps him through loans etc. when needed. Similarly, the insurance sector earns the amount it receives from the enterprises in exchange for the risks, then the insurance sector also stands with it at the time of risk. Similarly, transport, stock market, advertising etc. enterprises, business-trading companies have a deep relationship with each other areas.

Overall, commerce is not an independent and autonomous sector. It is a network of many types of enterprises, business-trading activities. It also covers activities ranging from retail business to management, legal etc. In this process, each unit acts like a partner. The field of commerce is connected to every person in the society in one way or the other. Its scope can be spread from the locality level to the international plane. Suppose, until a fruit seller of a locality opens a shop at one place and does the business of selling fruits among the people of a limited area, then his business is limited to the local level. But when the same shopkeeper spreads the business of selling fruits by opening his shops in different towns of the same city with the help of some employees, then his business does not remain local. This situation of business growth can rise above the cities and spread to cities, states, countries. In such a situation, that businessman has to develop a system for accounting etc. in his business. Every day some papers have to be prepared for accounting of purchase and sale of fruits. Then keeping the accounts for the whole year, documents related to income tax etc. have to be prepared. If he is apprehensive of any kind of risk in his business, then he also takes the help of the insurance sector. If the same shopkeeper starts his chain of shops in other cities of the country or starts exporting fruits to other countries, then the need for help from different sectors in his business increases. Accordingly, he has to appoint employees. Accounts of their salaries and facilities have to be maintained.

It is also to be noted here that the organizations, institutions or departments which are not directly involved in business activities also have to take care of financial management in terms of salaries and allowances of employees, purchase and sale of things used in the office etc. That's why there is definitely an accounts department in every office. That department is engaged in almost the same activities, uses almost the same types of papers as in any commercial organization.

It means to say that as a business expands, the need for cooperation of many other enterprises and businesses increases. In this sequence, there is also a need for translation in the commercial sector. In Section 12.6 of this unit, we will consider in what forms the need for translation arises in the field of commerce and how it is fulfilled.

We can divide the area/field of commerce into the following areas - (1) National-International Commerce-Trade, (2) Import-Export, (3) Stock market, (4) Commodity Production; and (5) Transaction. Let us now consider these in brief.

12.3.1 National-International Commerce-Trade

It must have become clear to you that the scope of business-commercial activities can be from local level to international level. Here is another example to understand the scope of commercial activities. You know that in India, Firozabad of Uttar Pradesh glass and mainly bangles are traded. The person setting up the bangle making factory has to make contact with local businessmen to international companies to collect the raw material related to glass making. Then after making a bangle or a glass item, it has to take the help of different people who make designs by cutting it, dyeing it, making it finally marketable. Thus a mechanism has to be evolved to keep in touch with all of them, to keep track of their work and payments

etc. Then begins the work of transporting the ready (finished) bangles or glassware to different distributors. These distributors may be spread across different cities within the country and may also be in foreign countries. In this way, the whole process of collecting information about distributors, making contact with them and making transactions, requires the businessmen to prepare a lot of documents, keep them safe, correspond with them etc.

Hence, each businessman has to keep in mind that in which language he can read and write to the distributor or raw material supplier etc., he wants to maintain a relationship with them. If he has to contact any company from Germany, France, Spain, America etc. in the supply of raw material, then he has to send proposal etc. or correspond, agreement etc. in German, French, Spanish or English language respectively. But if he wants to do the same work at the local level, then his work is done through Hindi or any other Indian language. But as soon as he wants to use commercial material in a language other than his own, he has to take the help of translators.

12.3.2 Import-Export

As long as a businessman does his business at the local level, he does not face language related problems. He manages his work easily through the local language. He prepares his business related documents in the same language and can maintain contact with distributors, customers etc. But when he wants to make contact with entrepreneurs, businessmen associated with his business from any other place - that place can be within the country as well as outside - he has to take the help of translation.

Any businessman needs to get out of his language area in only two situations - either he orders goods from outside i.e. imports or sends goods outside i.e. exports. For the last few decades, the way trade-business activities between different countries have increased continuously on the initiative of the governments, the process of import and export has not only become easier, but has also increased. In such a situation, many companies doing small-scale business also easily enter in the field of import-export.

Thus, in both the situations, the help of translation has to be taken in matters of correspondence, agreements, terms and conditions, transportation, insurance, legal assistance etc.

12.3.3 Stock Market

Due to the policies of liberalization, the size of the market along with the industrial units has increased continuously in the last few decades. A number of supporting factors operate between the industrial units and the market. These range from agents and distributors to advertising agencies, quality controllers and retailers etc. In the same sequence, the stock market also acts as lifeblood for the companies. Companies attract investment from common consumers through their public issue i.e. securities. The consumer makes up his mind to invest in companies by assessing them on the basis of activities, profit and future growth potential etc. In this way, companies get financial help easily with the cooperation of common people.

Whenever a company turns to the stock market, in order to issue its public issue, it has to prepare documents related to advertisements, investment related terms and conditions etc. for getting approval from 'SEBI' (Securities & Exchange Board of India) etc. In this process, companies get all these documents prepared in one language, then try to reach them to different language-speaking people through translation.

12.3.4 Commodity Production

For smooth functioning of commercial activities, gathering raw materials for the production of goods to transportation of goods, making contact with employees, daily laborers etc., their

work and salary-wages etc. a system has to be developed to keep accounts. This system includes vouchers, receipts, agreements, contract letters, recruitment, terms and conditions, correspondence etc. Although the language used in these is the same as in other departments of the similar nature, but there is a lot of vocabulary specific to the commercial sector.

Apart from this, after the production of the commodity, the work of its packing begins. Packaging must be attractive. That's why some motivational-attractive narratives are written on the packets of commodities in attractive, cheeky language. The details of the things involved in the production of goods, instructions regarding its use and maintenance are also mentioned on them. In this way, the boxes used for packaging of goods also come under 'Commercial Literature'.

As the commercial sector expands and business expands into other language areas, the need for translation of these documents increases.

12.3.5 Transactions

Any business is based on transactions. In this, the producer pays the people associated with the purchase of raw materials, transportation etc., thereafter production, he pays for the processing, packaging etc. of the goods. Then he charges the price after marketing of the product. Various aspects are involved for keeping the accounts related to agent, distributor, retailer (to avoid the commission), insurance (to avoid the commission and risk), production cost, import-export duty, local and central tax, preparing the account of total cost and income etc. and accordingly accounting for income tax etc. In this way, the process of transaction in commercial activities goes on at many levels. Receipts, various forms, contract papers etc. are used in various transactions. These papers have their own specific terminology. Then these same documents have to be used in many language-areas, then their translation is required.

12.4 Features of Commercial Language

Language related to commercial activities and Hindi terms used in it are available in India since ancient times. The details of the activities related to the Mahajani system are found in Kautilya's '*Arthashastra*'. The details about the words related to this are also found in the texts like '*Manusmriti*', '*Shukraneeti*' etc. Many of those words are still used today. If you notice, most of the words used in Indian languages in the field of commerce are from Sanskrit.

Later, during the Mughal rule, the language of administration was Persian. During that period, the practice of words from Persian, Arabic and Turkish languages also increased in the field of commerce in India.

Similarly, during the British rule, many words of English language came in the field of commerce in India. Now when business-commercial activities are not limited to any one country or language area, languages like English, French, German, Russian, Chinese etc. have started walking shoulder to shoulder in this area. Hence a lot of words used in the international market originated from within these languages. From monetary units to stock market, marketing, processing of goods, import-export, etc., the international market has developed a new language of its own. That's why the penetration of those words could easily happen in local, indigenous commercial activities as well.

Although commercial activities are related to the everyday life of common people, therefore, the language used in this field is generally colloquial. But due to commercial needs and pressures, there are many registers (usages) in practice in it. Many technical terms have also become a part of it. But the technical terminology and language used in the commercial

sector have become part of common parlance to such an extent that it is not difficult to understand them. Like the technical words of Science, there is no need to understand their definition. The main reason for this is that the technical words of Science are not used in common colloquial or common written, creative literature; they are limited to textbooks.

But words used in the commercial field are also used in everyday needs. Similarly, Hindi words like 'receipt', 'challan', 'bilty' etc. can often be heard in the words used in the fields of business and trade.

The words used in the field of commerce are often the same words used in Economics. Those students who have studied the subject of Economics, they will be very familiar with these words. But even for the students who have not read '*Arthashastra*', it would not seem difficult to understand the meaning of these words.

12.4.1 Technical Terminology

Common words have a wide range of meanings. Therefore, their use in specific fields can often lead to confusion. Hence, there is a need for technical terminology in specific areas. As soon as a technical word is used, the subject related to is understood. Technical terminology is also constructed for the purpose of preventing confusion due to common meaning. However, many words used in the commercial sector are also used in general practice etc. But, there is no confusion about their meaning. Wherever they are used, they are in a particular (certain) sense only.

In the field of Commerce, there are words that have been used since ancient times. And during the Mughal and British rule, many technical words have also been included in this field. As the field of Commerce has expanded, words from different countries and languages have mixed in it. As the stock market is a very modern commercial sector, many international words have come and mixed in it. Although there is not much difference in the form of domestic and international market, but the form of language for business activities definitely changes in both of them. Therefore, a lot of words from the international market have also been included in the activities of the domestic market.

Technical style is developed by frequent use of technical terms. In this way, uniformity in the use of words and their standardization becomes possible. Words and language are used in almost the same way in every related department. For example, in common language it is written 'Please inform me whether you have received the letter or not.' But when writing the same thing in the administrative or commercial sector, they will say, 'Please send acknowledgment of the letter'. Here 'acknowledgment' is the technical term.

12.4.2 Syntax Specificity

In the previous sections of this unit, you have read that whenever a trade or business moves from one language area to another, there is a need for translation of documents related to it. Since commerce is related to every person in the society, it is necessary to keep the language of the documents used in this field in such a way that it can be understood by all. In such a situation, it is necessary for the translator to understand the technical terms and style of commerce-trade while translating the text. While translating creative literature, the use of difficult euphemistic words, idioms, sarcasm etc. definitely leaves an impact on the reader, but such experiments are not considered appropriate in the field of commerce. It uses colloquial and informative language. That's why it becomes necessary for the translator to take care of these things as well.

Commercial literature involves the use of informative language while preparing material for customers, distributors, agents etc. In the case of business news, some different types of experiments in Hindi language have definitely become stereotyped, such as, 'gold sprung', 'silver rolled', 'gram broken', 'lentil weak', 'rupee rate stable against dollar' etc. But such experiments have now become common people's tongue, so in newspapers and magazines, this language of the economic world has taken the form of technical style in a way. The syntax of commercial literature is of this type of technical style. Long sentences are often used in English, which while translating into Hindi, it is appropriate to use short sentences in Hindi on the basis of their thought-sections i.e. the different thoughts involved in them.

12.5 Types of Commercial Literature

Commercial literature includes all those papers which are used in different commercial activities. These include correspondence, manuals, forms, receipts, cash memos etc., dealing with everyone from customers, distributors, agents, retailers, franchisees to banks, insurance, advertising, transportation, management, administration etc. Some of these are related to the customers and some are related to the distributor-franchisee.

12.5.1 Customer-related Literature

Commercial literature related to customers can also be related to the use of the product, related to the method of use or even related to the maintenance of the product. The role of the customer is important in the commercial sector. That's why every businessman tries to make constant contact with the customers from time to time about his product. Apart from providing information on or continuously, it tries to keep them connected to its business through various schemes, offers etc. Today, due to the business competition, every businessman decorates the goods in a beautiful and attractive way and makes them available to the customers. In addition to the material printed on the packet, the instructions regarding its use, the precautions to be taken, its advantages and disadvantages, information about maintenance etc. has also started being made available. Hence a customer manual is also given in the packet of the items. This manual can be in the form of a pamphlet and also in the form of a picture book.

In such a situation, every effort is made to provide the customer manual to every language-speaker in his/her own language. Companies whose business is within the country get that content translated into local languages of the country e.g. in Indian languages apart from Hindi and English. Companies whose business is in different countries provide translation services in all the major languages of the world. Such as English, German, French, Korean, Chinese, Russian etc. Multinational companies take special care that the customer manual is kept or provided with the language-speaking region to which the goods are sent. With this, the company tries to instill confidence in the customers that it is concerned about their needs and is trying to fulfill them in their own language. In this way, the customers also feel that the company whose goods they are buying is among them. You must have seen that when you buy a mobile phone from a multinational company, the manual that comes with it contains information in all the languages that are commonly used in our country. For example, the manual that comes with Nokia's bilingual mobile phones is bilingual - full information is available in both English and Hindi languages.

Apart from this, the language of receipt, cash memo etc. is also taken care of. However, these are usually required by local shopkeepers or agencies, so they often publish them in the local

language. But due to the increasing use of computers in the last few years, receipts, cash memos etc. have also started being extracted from the computer. Then in banks etc. customers have to use slips for depositing and/or withdrawing money, making drafts etc., have to fill different types of forms. In such a situation, companies that do business in different language regions have to take care of different language regions while making such forms, slips, receipts etc. In this case, along with the main communication language, the local language is also used. Like we have Hindi along with English for forms, receipts, information etc. in Hindi speaking provinces, Bangla along with English in Bangla speaking provinces. Thus translation of various forms, receipts etc. is also required like customer manual.

12.5.2 Distributor-related Literature

Companies have to take care of the language preferences of the distributors as well as that of the customers. Just as the customers have to be provided with information about the quality of goods etc., similarly the distributors have to prepare manuals related to dealing with the customers, benefits, schemes etc. Contracts, documents related to ordering goods, terms and conditions etc. have to be fixed with them. Distributors are an important link between the company and the customers, so they have to be satisfied first. If the distributor is satisfied about the benefits of any product or plan etc., then only he attracts and motivates the customers towards him. Therefore, companies have to prepare different documents separately keeping in mind the distributor, retailer, agent etc. In these, list of prices of goods, benefits that distributors, agents etc. get on them, terms and conditions related to sale and return of goods, agreement etc. have to be prepared.

All these documents also require to get it translated. Commercial materials prepared for distributors may include contracts, proposals, notices, correspondence, administrative documents, etc.

12.5.3 Franchise-related Literature

When a company establishes trust among customers on the basis of the quality of its goods and services etc., the demand for its products and prospects increases. But when the company is unable to expand in a wider scope, then it invites such people to do business in its name. The company assigns the responsibility to those who are interested in doing business in this area. In this way, it is saved from the hassle of creating infrastructure, recruiting employees, paying salaries etc., but its business expands. The company only keeps an eye on those businessmen. In lieu of this, the company charges some amount from those businessmen on an annual basis. This is called 'franchise'.

You must have seen shops of Bikaner Wala, a company dealing in sweets and snacks etc., in Delhi and other cities of India as well. Most of these run under franchisee. Similarly 'Pizza Hut', 'McDonald', 'Sagar Ratna', 'Naivedyam' etc. can be seen running on franchisee basis. Many newspapers and magazines also expand to other cities under the franchise scheme. Many services related to mobile companies run on franchisee basis.

In this franchisee system, companies have to prepare agreement papers, terms and conditions, manuals, delivery documents, receipts, cash memos etc. in different languages according to different linguistic areas. Arrangement for translation of all these is also necessary. The types of literature produced with franchisees in mind are almost the same as those of distributors and agents. The contracts, proposals, notices, correspondence, administrative documents, etc. can also be included in these literatures. All these types of documents also require translation.

12.5.4 Correspondence-Publicity material

Correspondence and publicity/promotion is a continuous process in any business. Through this, companies not only keep in constant contact with their distributors, agents, customers etc., but also get feedback from them about their products and/or activities etc. This keeps them all connected and keeps companies motivated to change their products and services according to the needs of the market. Therefore, apart from normal business correspondence, companies also exchange greetings on festivals, new years, new seasons, congratulations on special contributions etc. These activities go on individually as well as at the collective level. While companies send greeting messages personally to their listed distributors and agents etc., they also send greetings to all distributors, agents, customers, etc. through advertisements in radio, television, newspapers etc.

Apart from this, all the companies continuously give information about their products and services through advertisements. As you know, there are many methods of publicity/promotion. These include advertisements given in TV, radio, newspapers - magazines etc. from simple leaflets to big hoardings, banners, advertisements on walls etc. As is the case with the various types of literature provided to customers and distributors, correspondence and promotional material also require extensive translation to align the product with the customer's language.

12.6 Translation of Commercial Literature

Commercial literature is of special importance as a special area of translation. While preparing it, translation is required at every step, which needs to be known in detail. Apart from this, it is also necessary to consider the importance of translation of commercial literature, problems-challenges and their possible solutions.

12.6.1 Translation of Commercial Literature : Need

Translation of commercial literature is often required when a businessman has to expand his business in more than one language region. It is not just the need of modern times. In ancient times, when traders used to start their operations in different areas, they always needed translation. At that time, India was divided into small princely states. Like today, there was no clear division of states in terms of language, no transport facilities, and no agencies to help trade. That's why traders used to prepare plans, terms and conditions according to the needs of different areas, customers and associate traders etc. in their own way. Even at that time, there was a lot of literature related to commercial activities. In section 12.4 of this unit, it has been told that the ancient Sanskrit texts like '*Arthashastra*', '*Shukraneeti*' and '*Manusmriti*' etc. give a detailed description of commercial terminologies, language and policies.

In modern times it has become easy to expand business activities. For this, governments, banks, various agencies are always ready to help. With improved transportation facilities, products and services have become easier to access. It has become very easy to spread business not only within the country but also in other countries. Many countries together have formed different organizations for mutual commercial cooperation. The aim of the member countries of 'ASEAN' (Association of South East Asian Nations), 'G-Eight' (The Group of Eight (G8) refers to the group of eight highly industrialized nations—France, Germany, Italy, the United Kingdom, Japan, the United States, Canada, and Russia), 'G-Sixteen', 'SAARC' (The South Asian Association for Regional Cooperation) etc. is to promote mutual trade-commerce for economic strength. All countries and states try to attract businessmen from other countries and regions to their country or state. For this, they provide space, tax

exemption and many other such special facilities. The development of 'Special Economic Zone' i.e. 'SEZ' is the result of such efforts.

In such a situation, when business activities are continuously crossing the boundaries of language in the country and abroad, the need for translation in preparation of correspondence, publicity, contract, proposal, customer manual, distributor manual, agent manual etc. is also increasing continuously. It is no longer possible to meet this need only through the personal initiative of a few translators. That's why many translation agencies have started working in this direction in an organized manner. Many international level translation agencies are also working in this field.

12.6.2 Translation of Commercial Literature : Importance

The economy of any country depends on commercial activities. Therefore, every government promotes business, trade and all the units related to it. Continuous discussion goes on on policies related to industrial production, business of banks, insurance, investment, stock market, transport, import-export etc. In addition to the budget presented every year, time is spent on business-commerce related policies if needed. But change keeps happening. An account of the activities of the economy is presented every three months. On this basis, the units related to commerce also take time in their policies, plans, projects etc. But they keep making changes. In this way, the literature related to commercial activities, keeps changing from time to time. Translation is needed accordingly.

Changed policies, plans and proposals; documents related to correspondence with customers, distributors, agents, documents, contracts etc. have to be prepared from time to time and translated and distributed according to different language-regions. This not only facilitates the customers and all the people associated with the companies, but also gives the companies an opportunity to bring innovation in their activities. In this way the literature of the companies does not get old. Newness and freshness remain in it.

12.6.3 Challenges of Translating Commercial Literature

The translation of commercial literature should be in colloquial language, so that it can be well understood by the general customer and everyone involved in the company's activities. In such a situation, technical terminology and technical style sometimes create a hindrance in understanding. Therefore, the translator needs to be very careful. He should not use unnecessary technical terminology or difficult words in translation. Due to not paying attention to the structure of sentences, there is often a possibility of errors. Therefore, while translating from English to Hindi or other languages, it is very important to take care of the structure of the sentences of the target language. For example, sentences with passive voice are more prevalent in English, but sentences with active voice are used in Hindi. Therefore, while translating, if passive voice sentences are made imitating the sentence style of the original language (English) in Hindi, then it affects the comprehensibility of the translated text.

Similarly, difficulties arise with literal (word for word) translation. It is not necessary that all the words used in the original literature should be translated. It is necessary to understand the tone and meaning of the statement. Accordingly, sentences have to be made in the target language. But, it is definitely taken care that no important thing, information or fact is left out from being translated.

The problems are, therefore, eased when translating by repeated reading of the original text and careful use of appropriate dictionaries. There is a need to be careful in looking at the dictionary because there are many meanings of the same word in it, which are used according

to different situations. Therefore, if the right word is not selected according to the situation, then the meaning can be disastrous. This can sometimes lead to contradictory or confusing information.

In commercial literature, the language of Economics, Administration, Management and Law etc. and technical words are also used a lot. Therefore, the translator of commercial literature is expected to be familiar with the terminologies of these areas and select and use them according to the context and requirement. Translation of commercial literature is not possible with the help of ordinary dictionaries only, as translators who translate only by looking at them often make mistakes.

12.7 Language of Market and Translation

All business-commercial functioning is centered on the market. Therefore, it is very important for every business unit to understand the needs of the market and its mood. For this, companies keep conducting surveys from time to time. These surveys are conducted by commercial companies with the help of their sales department employees and also with the help of survey agencies. Similarly, companies have to prepare survey related forms and other documents as well.

The market is made up of activities of companies, distributors, agents, promotional units, retailers and customers etc. Hence, a kind of competition goes on continuously in this. Every company is under pressure to provide better products and services than the other company. Therefore, companies not only take time to market their products and services, but also keep on making changes. With the aim of keeping themselves ahead in the market, they keep on presenting new claims, plans, proposals etc.

Accordingly, they have to constantly keep an eye on the language of the market. If you look at the language of advertisements, you will see more freshness, newness, attraction and cheekiness in them than in general creative literature. Similarly, the language of the packets of goods, proposals, plans etc. will show brightness, attractiveness, easy receptivity and a lasting impact on the mind.

The translation of advertisements is based on sense-for-sense translation. There is rarely a parallelism between the words, phrases and sentences of the source language and the target language. In this way, it can be said that translation of advertisements is difficult. And, translation of material printed on packets of commodities, proposals, announcement of schemes etc. is also a difficult task. Thus, in India commercial literature is generally prepared in English, then it is made available through translation in other Indian languages. But in the case of advertisements etc., its reverse is also seen. Due to the wide scope of Hindi language and the preparation of promotional materials by most filmmakers or people working in this field, now most of the advertisements or promotional materials are basically prepared in Hindi, then it is made available in other Indian languages through translation. Even then, it is a very difficult task to understand the basic meaning of the source language and present it in the target language.

Therefore, the translator always has to keep an eye on the market trends; its language and needs have to be taken care of. If the product is being launched, keeping in mind the youth in the market, then the use of their colloquial language is expected while translating. If the product is being sold keeping in mind the psychology of children, then it becomes necessary

to keep in mind their movements and language. In this way, considering the needs of the market, the language prevalent in it, the slogans of the competing company, etc. is considered the qualification of a translator. Translation of material prepared keeping in mind the mood of the market, based only on the lexical meanings of words or understanding of terminologies, will not be reliable.

12.8 Commercial Registers and Translation

The specialized language of some specific situations or subject areas is called 'Register'. According to the famous Sociolinguist Halliday, 'Register is the usage-based variety of the language, which reveals the variations of the language used in certain situations or subject areas.' Jean Etchison believes that registers are specialized styles of language that depend on the context in which the language is used. The language user uses these styles according to the particular situation. The specific situations arise from the social context of the language user i.e. to whom, where, on what subject the person is talking or communicating in writing, he uses the style accordingly. The same person uses different language forms for different purposes. Like, in normal life behaviour a person says that 'I will be very happy if you come to our house.' But when he asks an employee or officer in the office to come to his room, his language changes - 'Please come inside.' or 'Come in.'

Similarly, lawyers, historians, scientists, doctors, businessmen, sportsmen etc. use the terms (words) prevalent/used in their respective fields in their work. Sometimes the same word changes form in different regions or different words are used for the same word in different regions. For example, the Hindi word 'शून्य' is used in mathematical usage, while in the game of tennis or volleyball the word 'love' is used for it, 'Duck' is used for this in cricket and 'Nil' is used in chess.

There are three main things in registers, according to which their form is determined. These are (1) vocabulary, (2) syntax; and (3) style.

You must have noticed that words are used in different forms in every field. The terminology of science is different, the terminology of administration, management, business etc. is different. Similarly, the structure of sentences and the way of writing also changes according to different regions. In the language of law, usages like 'Radheshyam vs Hirachand' or 'Hirachand vs Khushichand' are common. Similarly, the words 'plaintiff', 'defendant', 'call', 'appear', 'appearance', 'arrest' etc. are common. In the field of commerce, 'profit making', 'selling', 'raising', 'declining', 'advance', 'debit', 'credit', 'cash', 'intermediary', 'creditor', 'debtor', 'accounting', 'auditing', 'partnership', 'proprietorship' etc. are often used.

12.9 Let Us Sum Up

After going through this unit, you should have learned that :

- Under commercial literature, words used in the fields of economics, business, banking, insurance, management, administration, law, etc. are used.
- Commerce is not an independent sector. It includes all the activities related to the areas of business-trade, accounting etc.

- The commercial sector can be broadly divided into two categories – national and international.
- Production of goods, transactions, stock market, transport, bank-insurance, administration, etc. mainly come under the commercial sector.
- Commercial literature is prepared mainly keeping in mind the customers, distributors, agents, franchisees etc.
- Language of the Commercial literature should be simple, understandable and attractive.
- When translating commercial literature, it is important to take care of technical terminology, technical style, language and mood of the market.
- In the translation process, correct, easy, comprehensible translation of the usages, technical terms etc. used in the commercial field is required.
- Commercial language-registers and technical terminology of commercial literature is mainly derived from the language of the Arthashastra.

12.10 Exercises

1. What is commercial literature? What are its main areas? Give a brief introduction.
2. Explain the features of the language of commercial literature.
3. What is the importance of translation of commercial literature?
4. Throw light on the challenges of translation of commercial literature.
5. Why is it necessary to take care of the language of the market in the translation of commercial literature?
6. Explain the nature of registers in the field of commerce.

Unit 13 Translation of Banking Literature

Structure

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- 13.7 Use of Hindi in Banks and Need for Translation
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 - 13.9.1 Prerequisites
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- 13.11 Exercises
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13.0 Objectives

After reading this unit you should be able to:

- the importance of banks in commerce-business and their administrative system;
- become familiar with the literature used in banks and their linguistic features; and
- understand the need and importance of translation in banks.

13.1 Introduction

Language is the medium of communication of ideas and communicability is its first criterion. The spontaneous and natural expression of human thoughts happens in spoken language. Language is that bridge or stage, which connects man to man, society to society and nation to nation. Therefore, by converting a material given in one language into another language, if the meaning of the source language goes exactly with the same meaning in the target language, then we will say that the translation is good.

In the previous blocks you have read about the role and importance of translation in the fields of administration, knowledge, science and law. These are the areas which are related to the society. The present unit deals with Banking translation. Banks are also related to every section of the society in one way or the other.

Translation has a special role in banks as well and it has its own importance. The Official Language policy of the Government of India is also applicable to all public sector banks. Due to Section 3(3) of the Official Language Act 1963 and the objectives of the Government's Annual Programme for Official Language Implementation, the use and translation of Hindi in banks has become a necessity.

In this unit, the role of banks in the field of commerce-trade, their administration system, use of Hindi in banks and their specific terminologies are being introduced.

13.2 The Banking System : A Historical Perspective

The form in which we are seeing the banking system in our country today, it may not have been the same as before, but in ancient times money was also transacted. The words ‘capital’, ‘loan’, ‘deposit’, ‘interest’, ‘compound interest’ etc. were used in the same sense in ancient times as they are used today. Although India is a religion-oriented country, we have given proper place to ‘*Artha*’ (wealth) from the very beginning - “*Arthasya Purusho Dasah Artho Das Na Kasyachit*” which means man is the slave of the wealth but wealth is not the slave of anyone. Acharya Bhartrihari has even said in Sanskrit that “*Sarve Gunah Kanchanam Aashrayante*” means that all the qualities become beautiful only when there is wealth.

It is mentioned in the ancient Indian texts that in the Vedic period, there was the work of money lending (or *Mahajani*), in the period of *Ramayana* and *Mahabharata*, banking became a well-known business. In the Smriti period, the Vaish community used to do the business of money transaction or banking. Manu, the great law-maker of his time, has said that the earning of interest was the business of the Vaishyas. In the Smriti period, *Mahajans* (bankers) used to do most of the same work, which today’s banks do. Like taking deposits, giving secured or unsecured loans, giving loans to kings at the times of crisis, working as treasurer and banker of the state and issuing and managing the country’s currency. They also mortgaged movable and immovable property. They also used to exchange the currency used in one part of the country with the currency prevalent in the other part of the country, due to which they got a lot of profit.

In *Rigveda*, there are mentions of collecting one-eighth or one-sixteenth part of the principal amount as interest and not repaying the loan on time. In the Buddhist Jatakas, Manusmriti and Kautilya’s *Arthashastra*, details of currency transactions and rates of interest have been given. In ancient times, ‘Nagar Seths’ and ‘Jagat Seths’ had great prestige. During the reign of the Mughal period and the East India Company, the ‘Nagar Seths’ had the right to collect revenue on behalf of the state. French traveler Bernier has even written that Jewish bankers hold a subordinate position in front of Indian bankers. Banking in Europe first started in Italy, where Jewish money-lenders used to do transactions and change money by keeping different currencies on wooden benches at St. Mark’s Square in Venice city on the Mediterranean coast. Bench or post is called ‘banka’ in Italian, from which later the English word ‘bank’ was derived.

In ‘New Testament’, there is a mention of currency changing activity in the worship houses of Jerusalem. 2000 years before Christ, the famous worship-houses of ancient Rome at Ephesus, Delphi and Olympia were used to store the public’s surplus money and these worship houses were centres of money lending. The priests of these places of worship also acted as financial agents.

Modern banking started in our country along with France and England when the East India Company established two agency houses in Bombay and Calcutta in the early 18th century. They used to do money-lending with the deposits of the public in the form of a commercial institution. After this, the banking business passing through various stages of Presidency Bank, Imperial Bank, State Bank of India, Reserve Bank etc. has today reached remote villages for the economic and social progress of the country.

Before independence, banks in our country used to work only for rich and affluent people. The common man did not have the courage to go to the banks. The scope of work of the banks was limited and their services were available only to the special class. This banking was called 'class banking'. These banks were established by big industrialists and eminent and respected people of the society. Hence, the wealth and economic power was concentrated with the industrialists and business houses. Banks had branches only in urban areas and did not have branches in remote rural areas. Getting loans from banks for agriculture, small scale industries and other needy sectors was a distant thing. There were many irregularities in the banks working in private hands and they only favoured big industrialists and businessmen. Keeping all these things in mind, the government initially nationalized 14 big banks on July 19, 1969. These banks were - Indian Overseas Bank, Indian Bank, Allahabad Bank, Canara Bank, Dena Bank, Punjab National Bank, Bank of India, Bank of Baroda, Bank of Maharashtra, UCO Bank (erstwhile United Commercial Bank), United Bank of India, Union Bank of India, Syndicate Bank and Central Bank of India. After that 06 other banks were nationalized on 15 April 1980. These banks were - Andhra Bank, Oriental Bank of Commerce, Corporation Bank, Punjab and Sidh Bank, Vijaya Bank, New Bank of India. Thus till then a total of 20 banks had been nationalised. Of these, New Bank of India merged with Punjab National Bank in September 1993. The merging of banks is still going on.

Three Presidency Banks established during the British era merged in 1921 to form Empirical Bank of India and in 1955 an act was passed to convert it into the State Bank of India. The State Bank group now consists of six banks. These are - State Bank of Indore, State Bank of Patiala, State Bank of Bikaner and Jaipur, State Bank of Mysore, State Bank of Saurashtra, State Bank of Hyderabad and State Bank of Travancore.

Due to nationalization, the doors of the banks were opened to the general public and the amount deposited with the banks started being used in the projects related to the nation building. Banks turned towards social banking, in which every section of the society can uplift themselves with the help of banks.

Constitution of Reserve Bank of India

The Reserve Bank of India (RBI) is the banker to the banks and its role is that of a regulator and it acts as the central bank of the country. All the banks have to follow the orders of the Reserve Bank of India. The Reserve Bank of India also determines the credit and monetary policy of the country.

The Reserve Bank of India Act 1934 was enacted to set up the Reserve Bank of India to: (1) control the issue of bank notes, (2) maintain reserves to achieve monetary stability in India; and (3) The currency and credit system of the country can be operated for its benefit. This act came into force from 6 March 1934. This Act has been amended from time to time to meet the demands of the changing times. Originally it was formed as share holders. In February 1947, it was decided to nationalize it and from 01 January 1949, the RBI started functioning as the controlling central bank of the country. In brief, the following are the functions of the RBI :

- (1) The power to incorporate, manage capital and control the business of banks, power to grant license for banking business.
- (2) Functions of central banking, such as issuing and managing bank notes, monetary control, act as banker to the government and banks, maintaining cash reserves of scheduled banks, being the lender of last resort etc.
- (3) Management of foreign exchange and foreign reserves.

- (4) Collection and submission of credit information.
- (5) Financial supervision of banks and financial institutions.
- (6) General provisions regarding reserve fund, credit funds, publication of bank rate, audit and accounts etc.
- (7) To impose penalties on banks for contravention of the provisions of the Act or the guidelines issued thereunder.

13.3 Role of Banks in Commerce-Trade

Banks play an important role in commerce and trade. Looking at today's business-commercial conditions, it should be said that commerce-trade is not possible without banks - whether it is at the national level or at the international level.

Today the role of banks in commerce-trade has become very important. The entire transaction of money takes place through banks. Banks have an important contribution in big factories, industrial units and all the projects related to nation building. There are various loan schemes for every section of the society. All types of loan schemes like housing loan, education loan, vehicle loan, small scale industry loan etc. can be availed. Thus, we see that banks also have an important responsibility towards the upliftment of the society.

Although traditionally the main business of banks is taking deposits and lending, yet banks have spread their wings widely in many areas, which are briefly as follows:

- (1) Lending, raising and receiving money.
- (2) To lend or advance money with or without security.
- (3) Drawing, making accepting, discounting, buying, selling, realizing and dealing of bills of exchange, hundis, promissory notes, coupons, drafts, shipping bills, railway receipts, warrants, debentures, certificates, shares and other instruments and securities transferable or negotiable or non-negotiable.
- (4) Issue of letters of credit and traveller's cheques.
- (5) Buying, selling, collecting and dealing in gold and silver (bullion).
- (6) Purchase and sale of foreign exchange including notes of foreign banks.
- (7) Acquiring, holding, issuing on commission, underwriting and dealing in stocks, funds, shares, debentures, bonds, liabilities, securities and investments of all kinds.
- (8) Buying and selling of bonds, shares and other types of securities on behalf of customers or others.
- (9) Negotiation of loans and advances.
- (10) To receive all kinds of bonds, shares or articles of value by way of deposits or for safe custody or for other purposes.
- (11) Providing safe deposit vaults.
- (12) Collection and remittance of money and securities.
- (13) Agricultural loans, produce loans, lending to self-help groups.
- (14) Providing banking services to those sections of the society who were far away from banking services under the scheme of financial inclusion, opening no-frills accounts with zero amount.

Along with these services, banks are now also selling third party products.

13.4 Categories and Administrative System of Banks

Now we will also discuss some major categories of banks and their administration system. Let us first get acquainted with the categories of banks.

13.4.1 Categories of Banks

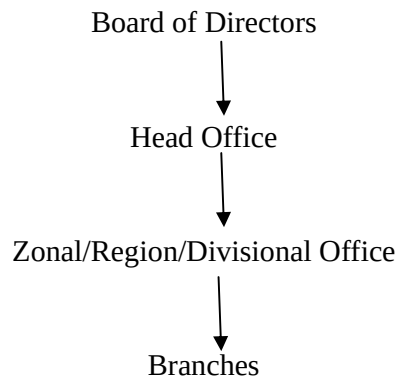
The main functioning area of banks is economic activity. On the basis of their function, banks are generally classified into two categories. These are - (1) Commercial Banks; and (2) Development Banks.

Commercial Banks : The nationalized banks mentioned in Section 13.2 are actually commercial banks. Apart from this, there are also private sector banks, which are basically working as commercial banks. 'Karnataka Bank', 'Axis Bank', 'Vysya Bank' etc. are private sector banks. As far as the difference between nationalized and private banks is concerned, nationalized banks are fully owned by the Government of India and private banks are operated by non-governmental or cooperative efforts.

Development Bank : Development banks are those, which are committed towards the development of a particular area. 'Industrial Development Bank of India' (IDBI), 'National World and Rural Development Bank' (NABARD), 'Small Industries Development Bank of India' (SIDBI). Development banks also include financial institutions providing financial assistance and cooperation in the development of a particular area. In this context, for example, 'Industrial Finance Corporation of India' (IFCI) & 'Housing Development Finance Corporation' (HDFC) may be named, which are actually provide financial assistance and cooperation in the development of industrial and housing sector respectively.

13.4.2 Administration System of Banks

The organizational structure of the banks depends on its business plan. It also depends on what is its mission, vision or philosophy. For example, the main objective of nationalization of banks was to provide banking services to every corner of the country and to every section of the society. Generally, depending on the number of branches and the volume of business, Indian banks have a three-tier administrative structure, with branches above the regional or zonal or divisional offices and head offices above the regional/zonal/divisional offices. State Bank of India has an additional level called Local Head Office. The organizational structure of banks can be broadly understood from the diagram given below:



The management of banks is vested in its Board of directors. There are two types of directors – 'whole-time directors'; and 'part-time directors'. The topmost executive in the bank is the Chairman and Managing Director. In addition, there are now two Executive Directors. Earlier

there used to be only one Executive Director. The appointment of the Chairman and Managing Director and the Executive Director is done by the Government of India. They are whole-time directors. The Government of India appoints general managers of nationalized banks on these posts, i.e. the General Manager of a bank is appointed as Executive Director in another bank and then as Chairman and Managing Director. The Board of Directors also has a high official of the Ministry of Finance, Government of India as a representative and the government also nominates other eminent persons of the society as members of the Board of Directors, who are part-time directors.

Head offices and divisional or zonal offices have separate departments and sections to look after different aspects of banking. Branches are exceptionally classified as large, very large, medium and small branch keeping in view the volume of business. Many banks have set up specialized branches to focus more on a specific aspect of the banking business. For example, Corporate Business Branches, Overseas Branches, Small Scale Industries Branches, Service Branches, Collection Branches, Capital Market Services branches etc.

As per the business of Branch, there are officers from Scale-1 to Scale-6 as Branch Managers. There are about fifty to a hundred or a few more branches in the Divisions/Zones. Depending on the number of branches, usually every bank has 20 to 30, 40 or more Zonal/Divisional Offices.

13.5 Types of Banking Literature

The form of modern banking in our country is basically the gift of the Britishers. Hence it is clear that the literature, documents etc. of the banks are also basically in English and these are translated into Hindi only. Banking is a field that deals with various types of financial and commercial transactions. This is the area which mainly deals with the customers directly. Apart from this, it also includes administrative work related to banking process. From this point of view, the entire banking literature used in the banking sector can be divided into two parts - (1) relating to customers or customer service; and (2) related to banking process.

13.6 Linguistic Characteristics of Banking Literature

The language of banking literature has its own form and specialty. This language is called the language of a specific purpose or 'functional language'. Functional language has its own areas. For example, language of science, language of commerce, literary language, official language etc. Similarly, banking also has its own language.

Each area of functional language has its own specific 'use' of the language. We can see this at the levels of specific vocabulary, specific expressions, and specific sentence structure. The literature or material used in banks has its own linguistic specificity. It is quite different from the style of literary language. It is not dominant in sense and grammar like literary language. This difference gives the language of banking literature a different and distinct identity from the literary language.

Language of banking literature is not as simple as the language of common parlance. The reason for this is that even banks are basically offices. It is natural that the culture of the language used in the office will be official only. In this, at different levels of work style, different types of words are prescribed for different types of actions, different expressions are used. This difference gives the language of banking literature a different and distinct identity from the language of common parlance.

In the language of banks, mixed use of administrative or office language and colloquial language is seen. The basic reason for this is that the internal functioning of banks is similar

to the functioning of any administrative office. But it is certain that if the language used in the banking procedural literature is compared with the language used by the customers, then we find that this language is often complex. Special attention is given to simplicity and comprehensibility of language in the forms, application forms, deposit slips and withdrawal slips etc. used by the customers, while the language of banking advertisements etc. is clever and attention-grabbing. On the other hand, the form of documents like mortgage, promissory note, etc. used in customer service are legal in nature. On the other hand, the language of literature related to banking process and system, contains the features of administrative language, carrying formality-seriousness in itself.

As a result of the expansion in the field of banking, we see different types of banks like commercial banks, industrial banks, exchange banks, land development banks, co-operative banks etc. Their basic functions are to accept deposits, conduct financial transactions, provide credit facilities, exchange currency and provide financial assistance in the business activities of the country. Under these systems, various types of accounts such as bank savings account, fixed deposit account, current account etc. are provided to the customers. Due to the diversity in the types and practices of banks, we also see diversity in banking literature at the level of language used. The characteristics of the language of banking literature can be outlined in terms of vocabulary, expressions and syntax. Let us now consider the banking literature in the context of these aspects.

13.6.1 Features of Banking Terminology

The language of banking literature has its own distinctive character. At the level of terminology, banking terms are not complicated. In this, many popular words related to banking in Hindi and English are used as it is. In Hindi these words are used in transliterated form. The words 'bank', 'draft', 'voucher', 'cheque', 'bill', 'guarantee', 'premium', 'register', 'passbook', 'token' etc. used in similar transliterated form. This type of words are known as 'input words'.

Apart from these, there are also such usages, which are taken from the terminology of the traditional domestic banking system and are themselves used in the definitional sense. 'karz', 'chungi', 'pattaa', 'byaaz', 'hundi' etc. are taken from the indigenous banking system.

Banking literature also finds use of words derived from Sanskrit, such as 'aabantan', 'sanchay', 'nidhi', 'sansaadhan' etc. Apart from this, 'budget', 'peshgi', 'muavazaa', 'parcel', 'banker', 'claim' etc. are used in foreign languages such as Arabic-Persian or English.

Literal (Word-for-word) translations of English words are also found in Banking Glossary. 'Financial', 'annual account', 'financial crisis', 'money order', 'field work', 'free economy', 'export-oriented', 'total weight', 'head-note', 'equal distribution', 'head-control', 'open account', 'currency value' etc. are examples of this translation.

This feature of the vocabulary of banking literature is seen that along with Sanskrit, popular words are also used in it. It means, in this, both types of words are used as synonyms of each other. Also, some banking terminology has taken the form of 'hybrid words'. For example, I Hindi 'Sharedhaari', 'Naqadi Certificate' etc.

In this way, it can be said that the vocabulary used in the language of the material used by the customers is easier and closer to colloquial speech.

13.6.2 Specific Expression Usage

Some specific expressions are also used in the language of literature in the context of business dealings and banking process related to customers. Most of these expressions are basically expressions used in administrative offices. But some banks have their own specific

expressions. These specific expressions prove to be helpful in providing uniqueness to the language of banking literature. For example, the 'Commission for Scientific and Technical Terminology' (CSTT) has prepared 'Administrative Terminology' for work in the field of administration has also included a list of expressions in bilingual form. Similarly, the Reserve Bank of India (RBI) has prepared a bilingual list of specific expressions used in banks. This list is used by all banks. They provide lists of these expressions for the use of the personnel working in their respective banks.

13.6.3 Specific Sentence Structure

The specific sentence structure of banking literature gives it uniqueness. In Section 1.3.2 of Unit-1 of this course, you have learned that there is a definite order of distribution of powers in a government system. Therefore, every officer obeys the orders of his superior officer, gives orders to his lower officer or gives information regarding the decisions of the government. In other words, it can be said that since the government official does not have any personal relation with the government order, he speaks and writes impersonally without saying anything in personal form. A sentence like 'the letter is being sent' used by him is an example of this impersonality. It is also true that every person working in the office is basically a part of the administration, therefore, all the letters of the office are written on behalf of the administration.

The sentence structure of the language of banking literature also bears similar characteristics. In the language of banking literature, most of the sentences are made impersonal because the statement in this is not person-relative, it is person-independent i.e. passive voiceless. Therefore, there is predominance of passive voice in such sentences. For example, see the following English sentences related to banking and their Hindi translation:

- (a) Depositors are requested to keep their pass-books in a place of safety. The bank will not be responsible for any loss or fraudulent withdrawal arising out of the loss of a pass book due to a depositor's neglect.
- (b) We are advised by our branch that cheque leaves bearing numbers to are found missing from their branch.
- (c) Branches will please make a note of the numbers in their books in order to exercise cautions, should the cheques be presented to them for payment.
- (d) We enclose a copy of letter received by Indian Bank Association from a member bank, for the information and guidance of all branches.
- (e) Branches are requested to honour the Interest Warrants issued by the captioned company on presentation, if otherwise in order.
- (f) As you may be aware, facilities under the Bills Rediscounting Scheme are available for purchase of Chassis, or complete vehicle.

But, as far as the literature related to banking process and system is concerned, the use of complex language is often seen in this type of literature. Often long sentences are used in these. They are even of several lines. For example, see the following example :

I/We have read the terms and conditions for providing the products/services opted by me/us and I/We agree to abide by and be bound by them as they are in force now and from time to time in force for such products/facilities. I/We request you to provide me/us the initial password/PIN which I/We shall change periodically for maintaining secrecy of my/our account level information. I/We undertake to keep my password/PIN with myself/ourselves without giving any room for disclosure of the same to any third

party. Further, I/We shall be responsible for any disclosure of my/our password/PIN to any third party and the Bank shall not be held responsible for any loss/damage caused to me/us on account of such disclosures. I/We shall be availing this Product/Service at my/our request without any liability, either expressed or implied, to the Bank. I/We have read/understood the Bank's rule pertaining to the account/deposit scheme opted by me/us and the terms and conditions governing the same. I/We agree to comply with and be bound by them as they are in force and from time to time in force for such accounts/deposits/ products/services. The Bank may use the details furnished above for opening any other account for me/us in future with the Bank.

Thus it can be said that the language of banking literature is evidence of a mixed use of administrative and business language. The internal functioning of the banks compels them to maintain the features of the administrative language and the business transactions involving the customers of the banks provide the form of business language. Therefore, the vocabulary, expressions and syntax used in the language of banking literature are seen to be very simple and close to colloquial language. The spontaneity of the language for the clear expression of the text can be said to be the criterion of the language of banking literature.

13.7 Use of Hindi in Banks and Need for Translation

Before nationalization in India, the documents of banks were in English. The customers of the banks were definitely rich then, but they were not necessarily educated. When the banker was likely to get more amount of money from the customer and the customer did not know how to fill the application form, then the banker himself used to fill his application form. When the customer was unfamiliar with the rules of the bank, the banker used to explain the rules to him in Hindi or other local Indian language. When the customer provided documents etc. in any language, the banker would translate it into English and assist the customer in filling up the required documents. In this way, to increase the business of the bank, to increase the profit of the bank and to get a good status for the bank, the banker used to translate even in that era. The only difference was that instead of translating from English to Hindi or the regional language, he used to translate from the regional language to English, because at that time all the work of the banks was done in English only. For his convenience, the banker himself took the responsibility of translation. At that time the appointment of translators or language officers was not considered necessary. It was not mandatory for the banker to follow any language policy, because the government also used to work in English and the banker also used to do all his business related letters in English. Being a bank in the private sector, the banker's focus was always on increasing his business.

We know that after the attainment of independence, the framers of the country's constitution had accepted Hindi as the official language of the offices of the Union Government i.e. Central Government on 14th September, 1949. The Official Languages Act was made in 1963 and the Official Languages Rules were made in 1976. We have already discussed why banks were nationalized. Rule (2) of the Official Languages Rules, 1976 states that the official language policy of the Union Government shall be applicable to the Ministries, Offices, Departments, Commissions, Tribunals etc. of the Central Government as well as to the banks. Due to this rule, all the nationalized banks of the country also came under the purview of the official language policy.

Today banks are related to every section of the society. Farmers, artisans, small entrepreneurs, job professionals, lawyers, doctors, engineers, businessmen or industrialists, students etc. - all are customers of some or the other bank. Many customers are educated and many are illiterate.

So it is necessary to explain to the customers in Hindi or other languages of India. Nationalization has opened the doors of bankers to the public. Branches of banks are opening in every nook and corner of the country and even the poorest of the poor can now open their account in the bank and also get financial assistance. Language plays an important role in customer service. Banks come under the category of service providers in a way. In such a situation, Hindi or Indian languages have a very important place in keeping every class of customer connected with them. There is fierce competition in the banking world today. Liberalization and globalization have further increased the competition among banks. Along with the public sector banks, all private sector new generation and foreign banks are also doing their business in the market. All these banks have more or less the same facilities and products with different names. In such a situation, excellent customer service is the only weapon that can bind customers. Hindi or Indian languages can never be neglected in India for best customer service. This is the reason why even the private sector banks, on which the official language policy of the government is not applicable, have started making their sign boards, account details etc. in Hindi as well to woo the customers. They have made arrangements to give information in Hindi for enquiries over phone. Their advertisements can also be seen in Hindi. Efforts are being made to get the material available in Hindi to bank personnel. Training is given on all banking related subjects to bank personnel, in which Hindi is also spoken and efforts are made to provide training material in Hindi as much as possible. Staff members are trained to work in Hindi in Hindi workshops. They are told to use Hindi in the documents used in internal work. There is also a provision for the use of Hindi in Computers and ATMs. All these efforts are being made for the convenience of the customers under the official language policy of the Government of India.

13.8 Banking Literature and Use of Technical Terminology

The challenge faced by the translator of banking literature is primarily related to technical terminology of banking. You will study in detail about the technical terminologies in Block 3 and 4 of MTT-017 course. Here we consider the use of this term in the context of banking literature. Therefore, it would be appropriate to explain its concept in brief.

Every word that comes under the ambit of technical terminology becomes narrow and definite from the point of view of its meaning and usage. Each discipline or practice area has different terminology. Any technical term, when used within the limits of that subject in the specific context in which it is used, is sure of that particular specific meaning. In that case that particular term is included in the terminology and is given to the glossary of technical terminology. By tying the definitional word to a definition, we can say that 'the word which has a definite definition in the context of a subject, concept or principle, is sure of meaning, which is used in a particular subject and which is clear in its meaning.' From the point of view of use, it is clearly different from other definitional word or words, then it is called a 'Technical Term' or 'Definitional word'.

Technical terms are different from general terminology. To express any new concept, a new word is coined or a new dimension is added to the meaning of an old word. In these situations, that particular word becomes specific instead of being general. Therefore, that particular word becomes different from the general vocabulary. To understand this fact, we can take the commonly used English word 'programme' as a technical term in information technology as an example. Its general meaning is 'programme', but in the context of computer technology it has a specific meaning or information. In information technology, the meaning of 'order given in a sequence' is contained in the word, so its Hindi equivalent '*Kramadesh*' has been determined. In common parlance, the English word 'mouse' for 'rat' is used. But the 'mouse' in computer terminology is not the common 'rat'. In this way, it can

be said that while general dictionaries give a comprehensive and detailed introduction to each word, the dictionaries related to technical terminologies express the fixed meaning of the word within the limits of the subject-specific.

‘Commission for Scientific and Technical Terminology’ (CSTT) of the Ministry of Education, Government of India, is responsible for preparing the technical terminologies. The method adopted by the Commission to prepare the terminology is very useful and accurate. The Commission has prepared technical terminologies of various branches of knowledge. The ‘Comprehensive Glossary of Terms (Humanities)’ published by the Commission also includes thousands of words related to banking. Although in this glossary, these words are basically shown related to the subjects of economics, commerce, accountancy, audit etc., but they are also related to banking. For example ‘bad delivery’ (Defective Transfer), ‘bad debt reserve’, ‘crude rate’ etc. In addition, the Reserve Bank of India (RBI) has prepared and published a separate ‘Banking Glossary’. So far seven editions of this glossary have been brought out. The seventh edition of Banking Glossary was published in the year 2012. Apart from this, some other banks have also prepared their own glossaries, which are more or less based on the RBI’s glossary. Now generally all the banks are using the ‘Banking Terminology’ prepared by the RBI.

The functional area of the banking world is very wide. It has a direct relation with commerce-trade, industry, economics, accountancy, general administration etc. Apart from this, it is also deeply related to law, technology and sociology. Therefore, in the translation of banking literature, related terminologies have their own specific role in clarifying the concepts related to the usages and dimensions in all these fields.

If we consider the terminologies on the basis of field, then we find that mainly three types of terminologies are used in banking and its translation field. These areas are - Banking, Administration; and Law. Of these, under the banking terminology, the use of terminology mainly related to finance and secondary to agriculture, commerce-industry, transport, law etc. is seen. In this, old Hindi words prevalent in banking business are found. Apart from this, words from European languages can also be seen being used through English, which have become popular in the general public in their original form or in a slightly modified form. Along with this, Hindi equivalents created on the basis of English or other foreign vocabulary can also be seen.

In such a situation, the question arises as to how many categories should be divided into the words of banking. Dr. B.N. Tiwari and Dr. Srinivas Dwivedi, in their book ‘Bankon mein Anuvad Ki Samasyain’ (Translation Problems in Banks), considering the problem of uniformity in translation of banking literature, have broadly divided the words used in banking literature into four categories – (a) fixed definition, (b) indefinite definition, (c) arbitrary definition; and (d) contextual definition. Under the first category, he has mentioned words that have only one synonym..... Under the second category come words that have two or more synonyms..... The words that come under the third category are formed as desired..... The fourth type of words are those whose many synonyms are given in the dictionary and the translator has to choose one of them according to the context. Often the translator is familiar with only one or two of these synonyms and he keeps on using them everywhere, due to which there is difficulty in understanding the meaning.’ (p. 109)

As already mentioned, the translator must use the ‘Administrative Glossary’ prepared by the CSTT. After that the ‘Banking Terminology’ prepared by the RBI should be put into practice. But it is certain that the translator of banking literature has to be very careful, especially in the use of technical terminologies. Since new terms enter in the field of banking rapidly, therefore, updated terminology should be used. The latest version of this glossary should be

used. The facility of internet etc. can also be taken advantage of in this work because today the glossaries of CSTT and RBI etc. can be accessed through internet. In this context, the decision of the Terminology Committee of the Reserve Bank of India is specially worth noting that 'the e-version of the terminologies must be published every half year or at least once in a year so that the technical terms of Hindi should be available and maintain uniformity in technical terminology among different banks and financial institutions and address translation problems. This will also be of great help to those writing banking literature in the original. (*Banking Shabdavali*, Praakathan (Foreword), 2012 edition, p.v). As far as legal terminology is concerned, the translator should use the 'Legal Glossary' published by the Legislative Department of the Official Language Division of the Ministry of Law, Justice and Company Affairs, Government of India.

Technical terms are also used as abbreviations. They can be seen being practiced on a large scale in the banking sector. No rules have yet been made regarding the translation of abbreviations, so there is a lack of uniformity in their use. By the way, the RBI has also included Hindi abbreviations in its 2012 edition of 'Banking Glossary'. A list of abbreviations is given in Appendix-I of this Banking Glossary. This list includes English abbreviations along with their full forms, Hindi abbreviations and their full forms. It is to be noted that these abbreviations used in Hindi are just transliteration of English abbreviations. But, to establish standardization in this, the RBI has used only the standard Devanagari script symbols of the English alphabet set by the Central Hindi Directorate (CHD) of the Ministry of Education, Govt. of India. Undoubtedly, this will create uniformity in English alphabets in Devanagari as well. The special thing about this banking glossary is that these standard script symbols have also been included in the glossary as Appendix-III.

13.9 Translation of Banking Literature : Prerequisites and Challenges

So far in this unit you have learned that the banking system is a commercial activity going back centuries. Even in India its history is very ancient, but the modern banking system is the gift of the West; this system flourished during the British rule. Hence the development of Indian banking industry is influenced by western banking. The result of this influence has been that its process and working methods have been based on English only. The situation is that even today in banks, almost all the work of basic writing, correspondence, forms, rule-books, publicity material, preparation of documents, etc. are mainly done in English only. But it has definitely happened that after the nationalization of banks, there has been a big change in their role as a service sector. Due to the constitutional-legal provisions related to the official language, banks also came under the ambit of using the official language and translation also got a regular place in their work. As long as Hindi does not become a practice or original writing in various fields like banking, governance etc., Hindi will continue to be used along with English as per the policy of bilingualism. Anyway, being directly related to the general public, translation of banking literature plays a special role in establishing a connection with the language of the public. Even today there is a great need for translation in the work of banks.

In order to translate banking literature well, the translator has certain prerequisites and has to face certain challenges. We are discussing both of them in this part of the unit. Let us first consider the prerequisites of a translator.

13.9.1 Prerequisites

There are some prerequisites from the translator who translates the material related to any subject. Here we are considering the prerequisites in the context of translation of banking literature. These are:

(a) Mastery over the Source and Target Languages : For a translator translating any type of literature including banking literature, it is essential that he has mastery over the source language and the target language because translation means the presentation of text from one language into another. This work cannot be possible without being familiar with the subtleties of both the languages. Each language has its own linguistic structure, its own grammar, its own expression style. For example, the nature of English language is different from Hindi. For example, the order of syntax in Hindi is ‘subject, verb and object’, but in English this order is – ‘subject, object, verb’.

If the translator understands the natural difference between the two languages well, then where he will understand the expressions expressed in the source language very well, he will be able to express them in the target language. But, he should translate free from the influence of the nature of the source language, otherwise the translation he will make while flowing in it will have the shadow of the original. Such a translation becomes completely artificial, complicated and awkward.

Along with freedom from the influence of the linguistic features of the source and target languages, it is also necessary to keep in mind the influence of the cultural background on the language.

(b) Understanding of Subject and Context Relativity : It is expected from a translator who translates the content of any subject or field that he has knowledge of that particular subject. On the basis of his own knowledge, he gets to know about which subject the original text is related to. Ignorance of the subject leads to mistakes in translation or destruction of meaning.

A translator of banking literature is expected to have general knowledge of the banking subject. There are many areas of banking and many departments according to the areas. Such as Loans, Special Accounts, Personnel Services, Inspection, Planning and Development, Vigilance, Expenses, Premises, International Banking and Investment etc. Don’t know on how many subjects these departments issue letters and circulars etc. Therefore, there is variation at the level of context in the banking literature. If the translator does not understand these topics and context, he will not be able to do justice to his translation work.

The translator should keep in mind whether the linguistic form of his translation is able to convey the correct meaning in the context of the concerned subject or not. Despite the good level of expression of the translator’s language, there is a possibility of mistake in the absence of sufficient knowledge of the subject. Along with this, he also has to take special care of the context. It is not always worthwhile to translate only by taking the help of a dictionary. This should be determined according to the context. For this it is necessary to imbibe the inner spirit of the original, only then the equivalent desired word can be found.

(c) Taking care of the reader-group : Even if the translation is suitable for the subject, it does not prove useful unless it is understandable to the reader. Due to the direct relation of banking work with the general public, it is also necessary for the translator to keep in mind the general level of linguistic knowledge of the public so that people do not find it difficult to do their work. Therefore, it is necessary that easy-to-understand language should be used in the banking literature and especially in the banking literature related to the general public. There should be a clear expression of the text in it. The translator has to present the text clearly on the basis of his linguistic expression ability, banking knowledge and context relativity. For this he should structure the sentence according to the nature of the target language. For example, the translator has to keep in mind that small sentences should be composed in Hindi. In short, we can say that translation requires naturalness of the translated material and protection of the original text.

13.9.2 Challenges

It is generally accepted that translation from one language to another is not a difficult task for a person who is fluent in both the languages, has an understanding of the subject and context, and is able to translate with the target audience in mind. But it is not a simple task. Despite these capabilities, the translator has to face a number of challenges. Banking literature-translation is also not different by this. In the current banking system, a ready-made form at the level of language-usage is continuing even today. All the work is being done in English from the beginning. The translation, which was used to do banking work in Hindi, has now become mandatory due to the bilingual policy. In this situation, the banking translation challenges that the translator faces are as follows :

(a) Challenge of Choosing the Right Word :

During translation, some words may be used in the original material for which there is more than one synonym in the target language. For such words, the translator should choose synonyms very carefully. While selecting the synonym, it should be noted that which synonym is giving the appropriate and accurate meaning in the target language. However, not all synonyms convey the same meaning as there is a subtle difference in their connotations. The translator should have the ability to understand and recognize the nuances of this subtle difference of connotations. It should be used in translation by selecting appropriate words according to the subject-context.

In the field of banking, 'cheque', 'draft', 'debenture', 'overdraft', 'counter', 'commission', 'passbook', 'voucher', 'bill', 'form', 'bond', 'note', 'ledger', 'permit', 'logbook', 'debit', 'credit', 'licence' etc. are such words of English which are used more and more in daily work. Everyone can easily understand these types of words in these forms. Therefore, the effort to translate such English words will prove unnecessary.

Terms starting with numbers are also used in banking. For example, '24x7 banking' and '2 G Spectrum' etc. The translator has to keep in mind which words in Hindi are appropriate for such number words. The Reserve Bank of India has given their Hindi equivalents in their glossary.

In the absence of appropriate word-selection, there are possibilities of loss of meaning in translation. Therefore, it is very important for the translator to select words or suitable synonyms according to the context while ensuring the accuracy of meaning and sound.

(b) Translation of seem to be Common Words :

In the banking literature, many such words are also seen, which seem to be common, but their meaning is specific rather than general. For example, the word 'fate' can be seen, which has a general meaning – 'fate', 'future'. But in the banking world, this term is used to know about the payment/settlement/clearing status of a cheque or bill. For example, the meaning of 'advise fate bill' means 'to inform the recovery of the bills' and not the 'inform the future / fate of the bills'.

Semantic confusions happen in the banking world not only at the level of words, but also at the level of groups of words. For example, the word 'window' can be taken, which lexicography is very much clear to all. But if the sentence 'This is a unique window available only to urban co-operative bank.' is seen, here it is not 'window' but 'facility' - 'a facility which is available only to urban public sector banks'. Therefore, the translator has to keep in mind that he should translate keeping in mind the meaning of the word by not just giving its synonym. Some other words or phrases that seem common are – 'retirement (of bills)', 'bad (debts)', 'dead (money)', 'kite fly', 'suspense (account)', 'blanket (permission)', 'blue chip', 'acid test (ratio)', '(bill of) health', 'black (economy)', 'break-up (value)', 'current

(account)', 'closed (shop)', 'house keeping (function)', 'golden hand shake scheme', 'green (money)', 'naked (debenture)', 'hot (card)', 'hot (money)', 'paper (profit)', 'ship's husband', 'open (cheque)', 'soft window (loan)', 'prime (cost)', 'demand (pull)', 'smart (money)', 'speed (money)' 'snap (audit)'.

(c) Lack of uniformity :

Lack of uniformity at the level of words is also a challenge in translation of banking literature. Although the Reserve Bank of India has prepared 'Banking Glossary' and it helps a lot in translation or original writing work in Hindi in banks. But, not all banks use its words as they are. It is very important to maintain uniformity at the level of terminology.

(d) Use of Technical Terminology :

You have read in Section 13.8 of this unit that the translator of banking literature has to use technical terms with great care and caution. For this, he should have knowledge of technical terminologies and especially banking terminologies. The basic premise of an effort is to uncover the subtleties of the meaning of a particular word. To achieve this objective, the translator takes the support of 'Discourse'. It means that the translator clarifies the meaning as much as possible by resorting to the previously expressed text.

Banking literature itself is technical in nature, hence it is translated literally (word for word translation). Banking literature, being technical, is often focused on technical terminology. By word translation, the sense, beauty, expressive meaning and syntax of the original language get fragmented in the translation. The situation also happens that the text of the original language is not preserved in the translation, occasionally.

(e) Translation of Specific Words and Expressions :

It has already been mentioned in Section 13.5 of this unit while discussing the types of banking literature that this literature is diverse. On the one hand, where it is related to the banking process and on the other hand, to the customers or customer-service. But it is certain that it is of a technical nature in itself. In this, the use of specific types of words and expressions is seen. This feature of words or expressions hinders banking translation. If the translator does not have the ability to understand the meaning hidden in those words-expressions and to translate them by taking their meaning and he will translate them with the help of word-for-word translation, then the translated text will be meaningless. Rather, sometimes it can also lead to disaster. The translator should translate meaning instead of words so that the original content becomes clear to the reader. He should keep in mind that unlike other content, this content is basically meant for common people. Therefore, the language of common people should be used in its translation.

In the translation of banking material, it becomes necessary for the translator to translate specific words and expressions according to the context. For example, the word 'hoarded' can be seen, which is an expression of a specific meaning in a sentence like 'Rupees are hoarded against retired life.' The specific meaning of the this word/expression is 'deposit'. Accordingly it convey the feeling 'Money is deposited to be useful in retired life'. It is right to do.

Thus it can be said that specific words and expressions pose challenges in the translation of banking literature.

(f) Syntactic Problem :

It has been mentioned in section 13.8 that every language has its own linguistic structure, its own grammar, its own style of expression. This means that each language has its own rules even in the syntactical grammatical system. To clarify this difference in syntax, we can refer to the order of sentence components in English and Hindi. The order of syntax in Hindi is

‘subject, object, verb’, while in English this order is - ‘subject, verb, object’. At the same time, in Sanskrit language, sentences can be composed by keeping the subject, object and verb anywhere. Thus, if we see, there is a difference between English and Hindi languages even at the level of syntax. Long sentences and verbs are the nature of the English language. comma in it ; Very long sentences are made by applying ‘comma’ or adding ‘that/which’ word in it. This type of syntax is seen especially in legal material. On the other hand, considering the syntactic nature of Hindi language, it can be said that this language is of simple sentences and passive voice. Although the use of combined and mixed sentences is also found in Hindi, but such sentences are generally not too long. The better the translator’s knowledge and understanding of this type of difference, the more successful he can be in translation. The good authority of the translator on syntax plays a special role in giving a sense of ownership to the translated material. The beauty of the language is destroyed when the syntax is inconsistent.

Translators often blindly copy even the syntactic style of the original. This should be avoided because the syntactic style of the original is completely overshadowed in the translated sentence. In its place, if the translation according to the nature of Hindi is done, then the text will be clearly expressed and it will also be easily communicated.

Imitation of the syntactic style of the original also includes disregard for sentence length. For example, long sentences are the nature of the English language, while short sentences are composed in Hindi. If the long sentences of English are translated into Hindi in the same shape and type, then they will become difficult and complicated. In such a situation, the original sentence should be translated by breaking it into more than one sentence. This makes the expression of the text clear, simple and easy. Yes, in this type of effort, the translator has to keep in mind that the meaning and content of the original should not be hurt in the translation, it should remain.

Although it is true that in the translation of banking literature of general nature, the translator can take some freedom of this kind, but this freedom is not there in the translation of banking literature of legal nature. While translating such material, he is bound to use well-chosen/limited/measured words and sentences. Due to this compulsion, his translation may appear monotonous and literal, but in spite of this, such material has its own legal importance.

Being technical in nature, banking literature is translated verbatim. But due to word for word translation, the mood, expressive meaning and syntax of the original language get fragmented in the translation. The impurity or awkwardness caused by translation can also be seen at the sentence level. No doubt, the translation seems awkward. Instead of this, if the support of sense for sense translation is taken, then the translated text will become comprehensible. But, it is possible to get down to the ground of sense for sense translation and to take some liberty at the level of syntax etc. only in translation of banking literature of general nature, not in translation of banking literature of legal nature. As you are aware that legal literature has its own distinctive nature and the translator has to maintain it in his translation. Legal terms as well as well-chosen words and sentence-usages help to maintain this distinctive character of legal translation.

While composing the sentence, the translator should also pay special attention to the order of the words. If the words are put in the wrong order, then the constructed sentence becomes a signifier of different meaning. For example, the English sentence ‘The two best books’ and ‘The best two books’ can be seen, in which the meaning of the first sentence will be ‘two best

books' and the second will be 'two best of the best books'. Hence, it is necessary that the translator should pay special attention to the order of the words also.

The translator has to construct a sentence by making an '*anviti*' in the translated sentence. '*Anviti*' means - proper and mutual harmony. The words or phrases used in the sentence make up the sentence. In the sentence, according to gender, word, time, person etc., different positions are related to each other and the sentence becomes a medium to express the message. While making sentences, gender, words, prepositions, pronouns, tenses etc. should be used according to the nature of the target language. Due to this, the translated sentence will be saved from the effect of the original and it will also become the form of original writing in itself.

In this way, it can be said that while translating, the translator should keep in mind that the syntax of the original should not affect the language (syntax) of the translation. He should structure the sentence according to the nature of the target language. Only that translation is considered good in which the style of the target language can be reflected. For this, he should present the meaning by making it comprehensible by making the linguistic beauty and stylistic structure attractive, using words at the same level in the syntactic process. In this process, the spontaneity of the language would be a prerequisite.

(g) Translation of Abbreviations :

Abbreviations have their own place and importance in banking related work. Abbreviation shows the effortless tendency of man. Their use in language saves labour and time and also beautifully enhances the language. Everyday there are thousands and millions of transactions in banking related work, which have to be done in minimum time to provide best and satisfactory customer service to the customers. Therefore, abbreviations are used a lot in the banking world. English has traditionally been used in banking work, so there are many abbreviations like A/c (account), B/c (Bills for Collection), b/d (brought down), B/E (Bill of Exchange), C/a (Current Account), C/C (Cash Credit), c/f (carried forward), cr. (credit), CRR (Cash Reserve Ratio), DD (demand draft), dr. (debit), ECS (Electronic Clearing Service), FD (fixed deposit), MF (Mutual Fund), NDB (National Development Bond), NRI (Non-Resident Indian), RD (recurring deposit), RoT (Remittance of Treasure), SB (saving bank), Tr. (transfer), USP (Unique Selling points), VAT (Value Added Tax), ZCB (Zero Coupon Bond) etc. in common practice. Translation has to be taken to denote Hindi equivalent abbreviations. Although it is true that the script of the English language written in the Roman script is alphabetical/letter-based, it is easy to create abbreviations of words in it. On the other hand, Hindi is a language written in syllabic script. Therefore, abbreviation formation and use is less visible in Hindi as compared to English. By the way, now-a-days Hindi abbreviations for 'BSP', 'JD', 'SP', 'CPI (M)', 'BJP' etc. are also widely used.

No special systematic efforts have been made regarding the formation of abbreviations in Hindi, so there are no principles for their formation. The challenge of proper translation of abbreviations is also no less in front of the translator. The translator does not understand how to translate such abbreviations? Should he write the English abbreviations as they are in Devanagari or translate them completely in Hindi or present their Hindi equivalents in short form. Here we have to accept the fact that people have become so used to English abbreviations that it is not possible to give them full Hindi equivalent or its short form. In fact, the lack of standardization in this context is a challenge for the translator.

(h) Challenge of Expression Style:

Banking literature is not genre-specific like creative literature. Therefore, the question of translation of expression style does not arise in the same way, as it arises in the context of

translation of creative literature like poetry-fiction etc. The translator of banking literature has to pay special attention to 'facts' and 'message'. The success of the translator's effort is hidden in its accurate presentation in the target language. For this, in factual contexts, general words should be used in general sense and definitional words should be used in definitional sense. But, at the same time, it is also expected to translate while being careful about the specific expression style. For example, in English, 'It is needless to mention', 'laid down', 'To stick to the point', 'in any case', 'You would appreciate', 'in connection with', 'As it were', 'in favour of', 'Lately', 'at the instance of', 'At the same time', 'laid down in', 'Time and again', 'obligation to give information', 'over and over again', 'at variance with', 'By and large', 'At any rate', 'By all means', 'By any means', 'holder's right in respect of security', 'In anticipation of', 'In the first instance', 'hoarding demand for money', 'in the aggregate', 'over and above', 'within jurisdiction', 'more or less', 'interalia', 'notwithstanding anything to the contrary', 'with regard to' etc. usages take the form of a specific expression style.

While translating this type of expression style, translation should be done in the light of the nature and expression style of the target language. If standard equivalent words are available for such expressions, then only those should be used. In so far as the 'Banking Glossary' of RBI is concerned, the phrases and expressions and their Hindi equivalents have not been compiled and listed separately. Therefore, the translator of banking literature has to rely on the 'administrative terminology' of the Commission for Scientific and Technical Terminology (CSTT) and should remain so.

13.10 Let Us Sum Up

After going through this unit it would be clear to you that translation has a very important place in the banking business. The reason for this is that the literature related to this field is in English only and whatever new is written, it is also conceptualized in English. Therefore, it is a challenging task for a translator to translate banking literature into Hindi. In legal and technical literature, word-for-word translation has to be resorted to. While translating, we should also keep in mind its target group or readership. It would be better if simple, comprehensible and popular words are used in the material prepared for the customers. One should not hesitate to accept the popular words of other languages in translation, but it should also be kept in mind that in the name of simplicity, more valid, accurate and popular words of Hindi or Sanskrit should not be ignored. If words come into use, they seem simple and also become popular. For example, '*Tatkal Aarakshan*' (Instant Reservation) in railways has become accepted for a special context in the whole country today. Similarly, if it seems that the meaning of a word may cause difficulty to the reader, then its English word should also be written in brackets in Devanagari script. Breaking big complex sentences and translating them into small sentences will become very effective. Liberty can be taken in the language of advertisements.

Translation is such an art which is very painstaking work and is never complete in itself. But good translation can be done with good knowledge of source and target language and knowledge of the subject matter. But it is also true that no person is proficient in every discipline by birth. The same is true in the case of translation. Therefore, translation can be mastered by knowledge of target and source language and continuous practice. Efforts should also be made that while translating from English to Hindi, the Hindi word '*dwara*' (by) should not be used as far as possible. This makes the translation good. Today, the Hindi word '*dwara*' (by) is loosely used in official translations, which is influenced by the English passive voice. The same thing applies in the banking business. Where there is translation of

technical or legal literature, their technical or legal terminology should be used so that uniformity remains in the translation. Be sure to refer to dictionaries and glossaries while translating. Sometimes the same word has many similar meanings. Sorting out the word with the correct meaning from different shades of meaning is the main sign of an efficient and efficient translation, which comes from a lot of practice.

13.11 Exercises

1. What was the banking system like in ancient times in India?
2. Explain the role of banks in commerce-trade.
3. Outline the linguistic features of banking literature.
4. What is the status of Hindi usage in banks and why is translation needed?
5. What are the points to be kept in mind while translating banking literature?

13.12 Suggested Readings

- *Indian Financial System and Commercial Banking*, Mumbai, Institute of Indian Bankers.
- *Banking Ke Siddhant*, Indian Institute of Banking and Finance.
- *Bank : Samanya Prabandhan*, Indian Institute of Banking and Finance.
- *Banking Glossary (English-Hindi)*, Mumbai, Reserve Bank of India.
- *Banking Glossary*, Reserve Bank of India.
- *Banking Chintan-Anuchintan (Quarterly Magazine)*, Reserve Bank of India.
- *Legal Glossary*, New Delhi, Legislative Department, Official Language Section; Ministry of Law, Justice and Company Affairs, Government of India.
- Tiwari, B.N. and Dwivedi, Srinivas. *Bankon mein Anuvad Ki Samasyain* (Translation Problems in Banks), Delhi, Arya Prakashan Mandal.
- Kunchitpadam, Sita, *Bankon Mein Anuvad Pravidhi* (Translation Techniques in Banks), New Delhi, Translation Council of India.

Unit 14 Translation in Tourism

Structure

- 14.0 Objectives
- 14.1 Introduction
- 14.2 Understanding Tourism
- 14.3 Defining Tourist
- 14.4 Types of Tourism
 - 14.4.1 Social and Geographical Criteria
 - 14.4.2 On the Ground of Favourable Climate
 - 14.4.3 Cultural Tourism
 - 14.4.4 Religious Circuits and Tourism
 - 14.4.5 Educational and Health Services-related Tourism
 - 14.4.6 Conferences and Business Tourism
 - 14.4.7 Environment and Wildlife Tourism
 - 14.4.8 Outsourcing and BPO Industry
 - 14.4.9 Package Tourism
- 14.5 Tourist Services and Translation : Nature
- 14.6 Translation in Tourism Industry : Need and Importance
- 14.7 Translation of Tourism Literature : Different Dimensions
- 14.8 Qualities Expected from Translators of Tourism Literature
- 14.9 Opportunities for Translators in Tourism Sector
 - 14.9.1 As Translator
 - 14.9.2 As Interpreter and Guide
- 14.10 Translation of Tourism Literature : Limitations
- 14.11 Let Us Sum Up
- 14.13 Exercises

14.0 Objectives

After reading this unit, you will be able to know that:

- what tourism is, who are tourists and what are the types of tourism?;
- tourism is also an important area in fields of translation and there is a wide literature, terminology and applications in this field, which have an important place in the smooth functioning of tourism related activities;
- tourism is closely related to translation; and qualitative translation can promote tourism activities and represent a nation in the world in a better way; and
- there are various sub-sectors in the field of tourism and the skilled translators have a large number of opportunities for translation work, proper employment and learning translation skills professionals.

14.1 Introduction

In this unit, you will learn about the relation of translation to tourism and the role of translation in various tourism related activities. What is tourism and who is called a tourist and what are her/his expectations and needs due to which under special circumstances a 'person' joins the category of tourist – all these topics have been considered in this unit. What activities are included in the field of tourism and for which literature or material translation is necessary. Different areas of tourism have been discussed keeping in mind the context of

different regions viz-a-viz climate, geography, culture and other traits. What is the nature of translation in these different areas of tourism - an attempt has been made to include information on all these points in this unit. Information is also provided on how a tourists can facilitate interactions in different situations. Besides, efforts are made to define the role of translation in the field of tourism and explain how translation can bring better understanding, mutual cooperation between different nations emanating better multi targeted results and human relations.

As tourism is becoming popular in the country and the world, the importance and necessity of translation services for the tourism industry have also become significant. Translation services are essential in tourism for several reasons. Firstly, when a person moves to another place or country, he becomes a replacement or migrant/foreigner, and translation is needed to effectively communicate local information and exchange ideas. It also helps in exploring new possibilities. Translation of written information literature, oral tourism guidance, audio-visual mediums etc., is done with a specific purpose and different ways. With this, tourism operates smoothly and effectively. Moreover, tourists also feel comfortable with the available information and want to visit more and more destinations. Due to the absence of communication problems they are able to make their experiences more enjoyable and useful. It is natural that if the experience and travel of the tourist is satisfactory, then he will also inspire others with his experiences. This adds speed and expansion in tourism.

After reading this unit it will be clear to you that while translation has commercial importance for tourism business, it also helps in cultural exchange and strengthening of relations between countries. An attempt has been made to provide information on tourism related literature and its nature and various forms. The problems encountered in the translation of tourism literature and their solutions have also been discussed. The translation of tourism literature is a serious task as deals with history, culture and people of place or country. Therefore, the qualities and techniques required for translators of tourism literature and possible employment opportunities for them have also been elaborated in this unit.

14.2 Understanding Tourism

The term 'Tourism' is originally derived from the Latin language, which means - a kind of tool. According to the definition given in the dictionary, the meaning of 'tourism' is 'a person who travels for sightseeing.' According to the Universal Dictionary, the word 'tourist' has been in use before 1876 and generally refers to a person who travels for information and entertainment and then describes his journey to others. According to Webster's dictionary, the meaning of 'tour' is to return from where the journey started. Similarly, according to the International Union of Official Travel Organisations, it is only an excursion.

Even in Sanskrit literature, the word '*Paryatan*' (पर्यटन) is basically taken to mean चतुर्दिक भ्रमण '*pari+atan* (परि+अटन), '*deshatana*' (देशाटन) and '*tirthatana*' (तीर्थाटन), which mean 'rest, entertainment', 'travel of nations' and 'visiting religious places' respectively. G.E.D. Agrila also believes that tourism is essentially a type of adventure activity, while the Swiss philosopher Hunziker believes that is tourism is a temporal activity and involves the conditions and relationships arising from the traveller's stay in an environment. But it does not seem to be complete because the tourist gets many types of experiences from travel which define his tourist attitude.

Another economist Normal believes that when any person goes out of the country for a purpose other than permanent settlement or earning money, it is tourism. But according to

Licoris, if a person who stays for less than twenty-four hours anywhere for some time, he will be called a 'tourist'. Dan G.M.S, author of 'The Language of Tourism : A Socio-Linguistics Perspective' said that tourism is a socio-linguistic activity.

A special kind of discourse is involved between tourism literature as its user and the tourist contributes to the language, form and freedom of tourism literature through his experience. It is also necessary for the translator to have knowledge of the registers/usages (for example, 'Green speak' (Eco-Tourism), 'nostalgia', 'spasprech' (health tourism), 'Gastrolingual' (food and drink) etc.) arising from the processes occurring in different stages of tourism.

Or the ancient tradition of saying 'Bon voyage' or 'Have a nice journey' also refers to tourism. Similarly, when Homoerectus of Europe came from Africa, it was also a journey in some form or the other. Adventurers like Marco Polo, Ibne Batuta, Christopher Columbus, Ferdinand Magellas and Thomas Cook also embarked on unexplored journeys including tourism as their purpose and could gain knowledge of the world and understand the world, whether complete or incomplete, they have already given a new direction to human civilization.

Thus, it can be said that tourism is an activity or action in which temporary accommodation is definitely required and rest, entertainment, economic component and knowledge exploration are mainly involved in it. According to the Alexandria University of Egypt, tourism is an important human activity in which a person travels from one place to another or to another nation and acquires knowledge of civilization, culture and history. Economic, political and historical opportunities are created by tourism, which paves the way for the formation of a new societies and the development of the nations. According to G. Janata, tourism is an important activity which can be mainly divided into two parts – permanent and temporary. According to Kelly, tourism is a basic need of man, it is for his self-esteem, change from boring life, or to fulfill a specific desire. Hence, it is not possible to know the exact needs of the tourist. Since Cohen considers the tourist as a consumer, his basic motive is the desire for voluntary travel and pleasurable services for a price. This is what Gray has called 'sun-lust' and 'wonder lust'. According to Maslov, there are three types of tourist needs – experiential, cognitive, aesthetic-artistic and super-emotional. Apart from these, some psychological needs of the tourist, such as security related, social love-group desire and self-esteem, remains the same.

14.3 Defining Tourist

man, as such, is a tourist by nature. His social concern, relationship building and protection and promotion keeps him running continuously. Man always remains innovative due to this mobility-like tendency. This innovation can be a new place, new information, knowledge or new interpersonal relationships and for adventure and health benefits. Basically in all these activities it becomes necessary for a human being to move from his environment to another environment. Therefore, the activity of tourism naturally arises. In other words, man remains a tourist i.e. traveling all around due to his investigative mental nature and physical structure.

The eternal statement of St. Augustine is true for all time and indicates that the world is such a body wrapped in many layers that the more deeply it is seen again and again, the more newer it will be revealed to us.

Tourism generally refers to entertainment, leisure or business. According to the World Tourism Organization, 'Travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other

purposes not related to the exercise of an activity remunerated from within the place visited.' (World Tourism Organization – 1995, p.14) While, according to Oxford dictionary, 'Tourist is a person who travels or a person who visits many places for his interest or to see natural beauty etc.

Actually, a person who travels for adventure, discovery, new knowledge, interaction, fun, excursion and health etc. is basically a 'tourist'. Another natural characteristic of the tourist is that he purchases the services and expects various facilities immediately and only for a short period of time. Apart from this, the service sector (such as hotels, land and air transport, travel and tour services) and those who contribute to historical, cultural and mutual relations will also be called 'tourists'. Along with all these characteristics, the tourist is also a representative of a particular region, nationality, social, economic category, particular age and gender, who expects services from the provider according to all these characteristics. These constitute a separate service market. One of these services is also 'Translation' which caters to the immediate needs of a particular class for getting acquainted with the place of visit and its netzines. Overall, to understand tourism, these indicators form the profile of the tourist connect tourism with our economic system.

14.4 Types of Tourism

On closely examining tourist and tourism, it can be said in basic form that each type of tourism activity is of two types only. These are – (1) sustainable tourism activity; and (2) temporary tourism activity.

'Sustainable Tourism Activity' includes all those basic infrastructural facilities and activities which are fundamental factors in creating and facilitating tourism. These amenity-activities include hotels, transport, ground facilities (such as airports, bus stands, cruise facilities, natural habitats and parks and man-made recreational resorts) etc.

'Temporary Tourism Activity' includes all those sub-activities which are related to or depend on the interest of the particular tourist. These sub-activities include sightseeing, sports, entertainment, travel, shopping, economic exchange, knowledge acquisition and adventures.

There are many types of permanent or sub-permanent factors behind tourism, which create, encourage and facilitate tourism. These factors play a major role in interlinking and disseminating tourism at the local, national and beyond i.e. at the global level.

Temporary tourism includes 'temporary stay for business or interaction of leisure and hobby' Temporary tourism can also include participation in various sports activities, tours organized by various organizations and international seminars and conferences etc. In fact, this aspect of tourism requires services and in making the basic tourism infrastructure truly purposeful, it requires communication, i.e. communication between the facilities and the consumer (tourist).

Keeping in view the domestic and various international conditions, depending on the nature of tourism, the areas described may be included in different categories. These are - (1) Social and geographical tourism, (2) Climate-based tourism, (3) Cultural tourism, (4) Religious circuit and tourism, (5) Educational and health services tourism, (6) Convention and Business Tourism, (7) Environment and Wildlife Tourism, (8) Outsourcing and BPO industry; and (9) package tourism. Let us consider each of these categories in turn.

14.4.1 Social and Geographical Criteria

This type of tourists, who do tourism on social and geographical basis, spend some long time at any one place even while continuing the journey. In this type of tourism, the purpose of the tourist is mainly sightseeing and entertainment etc. This is a type of 'Residential Tourism'. Affected by the climate of a particular place, this type of tourist spends a relatively long time and migrate at one place, while some other tourists like to go to a particular place during winter or summer or autumn or spring etc. This will be called a type of 'Seasonal Tourism'. On the contrary, some tourists prefer to travel continuously and do not stay at any one place for more than three or four days.

'Social Tourism' is tourism undertaken by individuals who bear the cost of travel and other expenses on their own, without any outside interference or help from any organization. Some tourists go for sightseeing only for fun and relaxation and the main purpose is to make the busy life a little easier. Such tourists also seek health benefits and prefer to stay in luxurious hotels/resorts. Now-a-days, many multi-national companies also give attractive packages to their employees so that their efficiency remains maintained. Similarly, there is a tourist segment associated with sports and other events. Provincial Games, National Games, Asian Games, Commonwealth Games, Olympics and various other competitions (Championships) etc. attract tourists.

14.4.2 On the Ground of Favourable Climate

A wide area of tourism has also been developed on the basis of the adaptability of the climate. Hot, cold and temperate climate is found in many countries of the world along with India and Europe and Africa. Therefore, tourists choose the climate based on their interest and prefer to go to their favourite place to get relief from the heat, or to enjoy the winter snow or the winter sun. For example, some tourists in India want to enjoy the 'snow line' of Manali or Shimla, or the view of falling leaves and blooming flowers in autumn or spring in Kashmir. Similarly, in the far south, the seaside and 'backwaters' have special attractions. Due to India's diverse climate and rivers and high snow-capped mountains and long beaches and flora and fauna, a large number of tourists come here for adventure and nature-tourism throughout the year. Traveling to European countries such as Switzerland in the summer season is also an example of tourism based on the suitability of the climate.

14.4.3 Cultural Tourism

There are many such aspects of life-behaviour like climate-friendly eating habits, social rituals, clothing etc. which makes it unique. Many cities of historical and political importance and buildings with ancient heritage are also indicative of India's cultural diversity. It is natural that people from India and abroad come to these places. The famous temples of South India, or the remains of the old and now ruins Avantipur in Kashmir, or the 'Pink City' of Jaipur, the charm of its construction style, Ajmer, Barmer, Jodhpur and Aamer; Red Fort and Qutub Minar of Delhi, Tal Mahal of Agra, Tombs of Agra and Fatehpur Sikri and Mughal period royal buildings etc. - all these have their own importance. Seven wonders of the world attract tourists. Fairs and festivals are also very important in this direction. Be it the 'Maru Utsav' of Rajasthan or 'boat race' in Kerala or 'Dussehra' of Kullu, 'Ladakh Utsav' or special food related fairs of different provinces, 'Dilli Haat' etc. permanent events also attract tourists. A big part of the culture is our architecture, monuments, heritage, and music too. Several music festivals are organized every year in India, which are visited by lakhs of music-loving tourists. Similarly, dance festivals and exhibitions etc. are also organized, which reflect our culture.

14.4.4 Religious Circuits and Tourism

Since ancient times, people in India and many parts of the world have been traveling from one place to another, from one nation to another, under religious beliefs. Buddhist monuments in India are still symbols of great reverence and religious faith for Buddha-followers around the world. Lakhs of tourists visit places like Rajgir and Budhgaya, the birth place of Buddha. They go to Buddha-viharas and to remote Ladakh to see the pillars and Gompas' of Buddhist civilization. It is considered a major 'tourist circuit' in India for the citizens of South-Eastern countries.

Similarly, followers of Hinduism also refer to *Char-Dham Yatra*. They visit Kashi Vishwanath, Jagannath Puri, Dwarka, Rameshwaram, Badrinath etc. along with many other places on enroute. People of the Muslim community come from all over the world to pay obeisance to Garib Nawaz in Ajmer Sharif and for Hajj in Mecca and Medina. It is a huge travel event and has a significant impact on tourism. Similarly, people from the Christian community also want to visit the Vatican and Jerusalem. In India, 'Kumbh Mela', 'Magh Mela', 'Devi Darshan' in North India, 'Tirumal Yatra' in South, and 'Durga Puja' in Bengal attract not only Hindus but also people from other communities from all over the world.

'Circuit tourism' is also becoming popular in many places in India and the world. In this, a joint programme of visiting the places of religious and ancient heritage is prepared and provided to the tourists. There are many religious places in India like Haridwar and Garhwal region in Uttarakhand and Shirdi in Maharashtra, Tirupati in Andhra, Kamakhya in Assam and Amarnath in Kashmir, where lakhs of tourists make long journeys as tourists along with religious faith. In this way it can be said that the field of religion is also very important from the point of view of tourism. The main reason for this is that where the tourist fulfills his religious belief, he also gets to see heavy tourist activity around the way to reach these places. This gives a boost to local tourism. The Sikh holy places 'Harmandir Sahib' in Amritsar, 'Huzur Sahib' in Nanded in Maharashtra, 'Patna Sahib' in Bihar and Manikarna and 'Paonta Sahib' in Himachal Pradesh and 'Hemkunt Sahib' in Uttarakhand are many other important holy places which are visited by devotees alongwith other nearby places. The pilgrims also travel as tourists.

14.4.5 Educational and Health Services-related Tourism

In the last few years, India has emerged as an important centre of education and a large number of foreign students are coming to various universities and higher educational institutions in India to pursue education here. Special facilities are also provided in these universities and institutions for the students of Indian Ocean countries, South Asia, Africa and SAARC countries. They are also provided with priority in admission and concessional accommodation, apart from SAARC, ASEAN, Pan-African and Commonwealth and UNESCO scholarships. Now-a-days, 'Student Exchange Programmes' are being organized on a large scale in educational institutions and due to this a large number of student-tourists come and go to different countries.

Health care tourism can also be seen in a similar way. For example, India now provides world-class healthcare services at about 30 percent less cost through indigenously developed healthcare services. Therefore, citizens of not only developing countries of the world, but also developed countries have started coming to India in large numbers to avail these services. This visit of these citizens is basically related to health, but they also take advantage of this visit to travel to other places. According to the statistics of Indian Medical Tourism, this tourism business in India has been established as a major component in the total economy. Certainly it is a factor of great importance in the field of tourism. Traditional Indian medicine

centres (e.g. Panchakarma, Yoga Karma) and state-of-the-art spas and Advanced Medical Clubs have also been established in some parts of the country in the past decades. Apart from many places in Kerala, hospitals equipped with well-developed technology in Mumbai, Delhi, Hyderabad, Chennai, Uttarakhand and Bengaluru are also playing their role in taking health tourism forward.

14.4.6 Conferences and Business Tourism

Being one of the strong economies of the world, national and international conferences are organized in India all over the country. A large number of representatives from India and abroad participate in these conferences etc. These conferences include infrastructure as well as entertainment for delegates and guests, travel and visits to famous hill stations. Apart from this, government conferences like World Hindi Conference, Aapravasi Bharatiya Sammelan, World Book Fair, Military Arms and Vehicles Fair, Aviation Fair, Trade fairs and Expos, Clothing Fair and similar other events also encourage mutual interaction and tourism. After the liberalization of trade related activities in the world, more emphasis has been laid on mutual trade and economic exchange. As a result, the arrival of businessmen has increased considerably. Along with this, progress is also being made in economic and technical cooperation. Therefore, today a large section in tourism comes from this group, which along with commercial interest, also does sightseeing. Today there are education, publishing/printing, military, defence, science and technology, environmental degradation, industry and many other areas in which emphasis is being laid on trade and production of such material in the country on the basis of mutual consent. As a result, a large number of foreign nationals come, who become skilled businessmen as well as tourists.

14.4.7 Environment and Wildlife Tourism

Due to the hyper-consumeristic and extreme development of the West, many citizens want to visit quiet and picturesque places. They want to experience wildlife and natural beauty. In the isolated places of the Himalayan and southern sea-coasts of India, many citizens can still be seen in search of the original way of life. Many colours of climatic diversity in India and due to this, natural landscapes are seen. National parks, sanctuaries, diversity of wild animals, biodiversity and picturesque plains of mountain ranges and desert life also attract a large number of tourists. Endangered and disappearing places also have an attraction for the tourists. Tourists flock for one last look at the Kilimanjaro ranges, the Great Barrier Reef and the Turtle Breeding Coast of Odisha, the Golden Beach and the ever-increasing sea of coastal areas, the ecologically sensitive spots, Volcano erupting sites etc. In the field of tourism, it has been named as 'Dark Tourism' or 'Doom Tourism'.

14.4.8 Outsourcing and BPO Industry

Due to better human resource and developed information technology services at lower cost, there has been an unprecedented expansion of BPO/KPO (Business Process Outsourcing/ Knowledge Process Outsourcing) services in India. About one percent of the country's G.D.P. (gross domestic product) comes from this industry and this percentage is expected to increase in the future. In this sector, where there are possibilities of regular employment in large numbers, the movement of short-term workers also persists. Apart from the basic facilities for them, other facilities are also expected on the lines of the tourists. Mainly in Mumbai, Delhi, Bengaluru, Hyderabad, Chandigarh and other places in the country, many organizations and reputed multi-national organizations of India and abroad providing BPO services. Obviously, a sufficient number of officers and technical experts of these establishments travel to the country and abroad, whose stay is only for a short period. So it can naturally be said that the outsourcing industry and BPO Industry is emerging as a new sector of tourism.

14.4.9 Package Tourism

A new field of tourism has developed in the form of 'Package Tourism'. Today, all over the world, tourism agencies and airlines and hotels and transporters are organizing package tours on a large scale. It is that form of tourism in which all the needs of the tourists are taken care of by the tour management itself.

This type of tourism has also a positive impact on the economies of many countries of the world. The development of package tourism has led to an unprecedented increase in direct domestic and international air travel at several airports in the country. Gaya, Amritsar, Srinagar and other tourist places in India have benefited from this type of tourism. Indians settled abroad have also started traveling through these tour packages these days. Indians settled in the Gulf countries also contribute extensively in the field of tourism. These people are making increasingly short trips, often to travel home or to visit relatives.

14.5 Tourist Services and Translation : Nature

By now, it must have become clear that tourism is basically a service sector. For this reason, tourism is called 'hospitality and service sector' and received the status of industry. Among these, catering, transport, banking and currency, hotel and accommodation and living services, as well as other business and business-related facilitation services are also prominent. During tourism, the tourist is basically on a temporary stay away from his/her daily work for a new and enjoyable short-term residence. Therefore, the consumption of these services and the expectation of urgency and novelty in them remains prominent in the tourist.

In tourism services, first of all, preliminary information about any place, characteristics of that place, cultural and historical background of sightseeing places, traffic related facilities, information about living and eating, business or business information, knowledge about bank related facilities, shopping and sports and entertainment commensurate with the nature of tourism, knowledge of natural features and specific aspects of the environment, prior knowledge of local currency and currency exchange rates, and familiarity with location-specific political activities (e.g. security during migration due to political instability) related questions are also expected by the tourists. Through travel advisories, various nations keep on disseminating information about safe countries and areas for travel for their citizens. Naturally, it is essential to make relevant information or information literature available immediately and to make it accessible in the language of the tourist. Therefore, along with written translation of books, travel guides and information handbooks, instant translation is also important in the field of tourism.

Being an industry, tourism expects all the business activities that occur in a normal business. In these activities, advertised information of services and infrastructure, attractive newspapers, newsletters, short pictures and movies, publications, articles, advertisements on audio-visual media, conferences and all other types of business promotion policies are adopted. All kinds of information literature and publications and media are essential for tourism at the national and international level. According to 'World Tourism Organisation', the following types of tourism related publications are used in all countries:

- Annual statistical booklets of tourism in different states and nations
- Annual tourism statistics compendium
- Travel & Tourism Barometer (quarterly)
- Travel & tourism education & training
- Coordinated efforts for the development of visiting recreational places
- Guidelines for the development of National Parks and protected places for tourism

- Tourism carrying capacity
- Tourism guide for local planners; and
- World tourism forecasts for the Next 20 Years

Most of these materials are regularly published in different (national and local) languages. Tourism has now also become a commodity of social consumption. Therefore, it is necessary to propagate about tourism through media, literature and non-conventional modes in the language and media preferred by the tourists. Mainly the following types of media are used to promote tourism services:

- press releases
- press conference
- organized sSpecial tours
- exhibitions
- informal information gatherings
- sponsored (gift) items
- magazines
- information booklet
- institutional announcement letter etc.
- information material related to museums and exhibitions
- contact and correspondence
- translation of directories and visitor's books
- informative material of historical, cultural and archaeological importance documents
- online website and data translation
- advance newsletter and report details of research papers/brochures, conferences, seminars etc.

Through these different types of publicity materials, information about the basic infrastructure of tourism is given. In addition, bi-lingual or multilingual information is provided in order to increase the inter-departmental and intra-departmental working capacity. The corporate sector, from time to time, promotes inland and international pleasure tours, discussions and seminars for visits and mutual courtesy. The information literature and overall information of the concerned country or corporate house is given in the local language. Hence, there is a need for translation. At present, this type of tourism is of considerable importance globally because the number of tourists of this nature in the entire tourism sector has increased significantly as compared to earlier.

In short, it can be said that there are two types of translation requirements in tourism - (1) preparing written literature or translating already composed literature; and (2) simultaneous translation/interpretation.

As far as preparation of written literature or translation of already composed literature is concerned, it includes translation of historical, cultural, administrative and literature prepared for various mediums and linguistic groups. Whereas, simultaneous translation/interpretation is related to oral translation. In sponsored and conducted tours by big operators, information about the site, materials, events, customs and traditions is given to tourists, often with the facility of simultaneous translation. In addition, conferences, meetings and seminars, as well as sports, important visits (e.g. the visit of a Head of State), fairs and music and celebrations held on important monuments (e.g. Kumbh Mela, Khajuraho festival, Ladakh festival, Krishna Janmotsav etc.) is also broadcast live in different languages. It is a an extensive activity in tourism, in which translation is used on higher order. Detailed information about Simultaneous translation will be given in 'Types of Translation' under the course MTT-20.

14.6 Translation in Tourism Industry : Need and Importance

Translation extends to almost every aspect of life. The same fact applies in the behavioural field as well. Translation has expanded in education, culture, cuisine, sports, science, technology, literature, politics, commerce, banking and insurance and many other fields. The tourism sector is also not untouched by this. Rather it can be said that translation is the basis of the tourism industry.

Today, tourism is not only an important component in the world economy, but the economy of many countries is completely dependent on tourism. Therefore, it has also been given the status of industry. The economy of countries such as Egypt, Greece, Lebanon, Spain, Thailand as well as island countries Seychelles, Maldives, Malaysia, Indonesia, Bahamas, West Indies and Fiji is completely dependent on tourism activity. Not only this, the economy of many developed countries is also associated with air travel, sea luxury travel and many other types of functioning (such as hotel and traffic-related commercial economy). According to the World Travel and Tourism Council, direct and indirect tourism business will reach up to 10 percent of the GDP of many countries in the coming years. Thus, along with other fields of translation, the field of tourism is an important national field. Therefore, translation has a substantial impact on tourism activities, tourism literature and tourism services.

Tourism is an important component for the well-being and stimulation of the overall economy. All over the world, geographically small countries like France, Spain and Italy remain leaders in the field of tourism, while America is also in third place due to its excellent tourism services and resources. However, for a multi-cultural, multi-lingual and mixed climate nation like India, it is a matter of concern that our share in world tourism is only 4 percent. Perhaps translation can play a very central role in expanding information and service related activities in tourism services and in bringing global acceptability, ease and quality in them.

Translation is a tool that helps man in preserving and promoting his genetic, linguistic, cultural and geographical diversity. At the same time, it gives man the opportunity to think about others besides himself. 'At what time, in which period, in which language, what was said, written or oral and what happened in our own language' – all this is translated through the empowerment of memory. 'Where what did man see, what did he experience' - translation connects all these and gives stability in the form of memory. An important aspect of tourism activity is also in saving and sharing memories in which the role of translation is axiomatic.

Tourism literature has an important role in national development and language planning. Where linguistic modernity is confirmed by translation, it is also a means of erasing the distances between host country (India) and different nations in science, technology and other fields. Translation is also an important factor in strengthening national integration. Apart from this, translation has also proved helpful in establishing friendly human relations at the international level. One of the specialties of tourism literature is that it can be used to make harmony and mutual understanding permanent. The role of translation is more important in the field of tourism than it is in other areas of social science because it not only removes economic and geographical distances but also deepens human relations. The future political effects of close human relations have far-reaching consequences. Therefore, translation of tourism literature is certainly important but challenging.

Translation, and in particular simultaneous translation, on many occasions for urgent tourism needs (e.g. guided tours, sports activities, meetings, seminars and conferences) and important diplomatic occasions is important in facilitating interaction and plays an important role in

deepening relations. Apart from this, translation plays a central role in the strengthening of tourism business as a resource and catalyst in mutual agreement, besides, building a better cultural and economic environment. On many important occasions, simultaneous translators have also played a positive role in overcoming critical situations between nations.

14.7 Translation of Tourism Literature : Different Dimensions

Tourism literature is basically informational that includes humanities and social sciences and sociological in nature. Faithful transfer of information in tourism literature means expression and correct communication of the text in the target language as much as possible according to the original intention is essential. But in many circumstances, tourism also becomes the carrier of literature, culture and history. In such a situation, translation not only demands awareness of the facts, but also the protection of the nation's identity, history and culture. This situation is definitely no less than walking on the edge of a sword for any translator. This work is related to the responsibility of preserving the facts on one hand, and the responsibility of expressing the intimate and traditional customs of the culture in the target language-culture while keeping the soul intact. For example, in the *Malana Janpad Panchayat* area of Himachal Pradesh, according to the rules of *Jamlu Dev*, the practice of justice and the conduct of daily life seems unbelievable to the people of other culture. Many such practices are still prevalent in the African continent as part of cultural and religious traditions and are an integral and essential part of public life. While translating them, it is essential to see them from the point of view of 'local resident' and translate them accordingly instead of just saying 'Erotical', 'Barbarious' and 'Crude'. In this type of translation work, the translator has to do adequate study-research. For such translation, introduction to traditional knowledge and consultation of the enlightened ones of the concerned society are particularly helpful. In its absence, there is always the fear of spreading confusion about any province, nation or community.

Information literature, though of immediate reference and use, still requires adequate local understanding. Leong Ko, in an article published in 'Journal of Specialized Translation', draws attention to the need for local understanding and states that the translation of local signs, names and addresses in tourism literature and related literature is important and it is most challenging.

Locally understood short sentences can be an incomprehensible puzzle to tourists from outside. let us take an example to understand this fact. For example, in Shimla, the movement of vehicles is prohibited on the Mall Road, which requires a special permit. Here it is written that 'sealed or restricted road, violation shall amount to fine of Rs. 2000/-'. Here 'sealed or restricted road' is meant only for the entry of vehicles, but for foreign tourists this sentence has the correct meaning - 'Vehicles are not permitted to Mall Road and other sealed and restricted road.' The translator basically keeping this meaning in mind for the purpose of tourist information, clear and complete translation is required. Answering 'Namaste' and bowing down means respect or felicitation - 'we are happy with your arrival'. Similarly, 'nodding' has many meanings. Like, bowing the head up and down means - 'consent'; shaking the head right-left means 'disagreement', interestingly this may differ in many countries.

Similarly, there is a need to bring spontaneity while translating in many other situations. For example, in Chinese and Japanese languages, heritage buildings or well-known eco-parks carry a variety of information messages regarding the environment and maintenance. Like, 'Don't leave your footprints here and take sweet memories.' which means that you don't leave any dirt here. In the same way, 'mind the step' means - 'walk carefully' and not 'watch your step'.

It is clear that while translating tourism literature, the translator should keep in mind the sense instead of the words. During this process of translation, the translator may also poeticize the original into the target language. For example, see the following English originals and their Hindi poetic translations :

An English sentence 'We are beautiful but tender, need your care, don't harsh on us.' may be translated in Hindi in such a poetic way which convey the sense of feeling of 'We are beautiful but soft - respect us, don't trample us.' Similarly, 'This paradise or fairyland on earth does not consume smoke or fire.' sentence can be viewed. The sense in this sentence is that 'You don't smoke here'. And, the clear meaning of the sentence 'Please don't touch me. You are fearful of polluted water, while I am fearful of pollution!' is - 'I avoid pollution, you don't spread pollution.'

In the translation of tourism literature, it is expected to translate keeping in mind the context, situation and place. Smoking in public places/utilities is not only prohibited in India, it is also a crime. But this is not the case in all countries. Therefore, it would be appropriate for foreign tourists to have 'No smoking Zone/Smoking Zone' (in airports, railway stations or business premises etc.) instead of 'Smoking prohibited Zone' or 'Smoking permitted Zone'. Similarly, a picture of a child hanging a bag on the road passing outside a school or hospital etc. or a picture containing a health science symbol would be expected to be translated as 'Go Slow/Drive'.

Translation of tourism literature can be textual or semi-textual or free, anything. Sometimes the situation is such that there is no scope for translation by making someone a base. Therefore, while translating tourism literature, it is very important for the translator to be thematic and multi-disciplinary in the source and target. Since tourism-related translation is primarily based on information literature, the consumer's interests and preferences, his education level, country and other cultural and religious beliefs etc. are also taken care of while creating tourism literature. It means that apart from the usefulness and relevance of the information, it should also be simple and comprehensible.

Tourism is basically a commercial-economic activity, so it will naturally have references to meaning, market and consumer. Weather, environment, pollution, biology, ecology, geology, traffic, transport, bank and other financial references will also keep coming again and again. Therefore, finding suitable synonyms for all these is a laborious task which the translator has to do with utmost devotion.

Another major area in tourism literature is the area of advertisements and press releases. Many types of information literature are prepared to promote tourism. The special point is that this information literature is basically prepared in one language and translated for the local languages of different provinces and countries. This information literature includes advertisements for newspapers and audio-visual advertisements for electronic media. In such these, the translation of the text is relatively simple, but where there is a plurality of pictures, diagrams and figures with it, its vocabulary and the outline of the message itself changes. The translator will need to use terminology that reflects the significance of the data.

Language of Tourism Literature and Context of Translation

The type of literature that is generally present in tourism literature includes information, entertainment, historical-cultural information, advertisement, geographical information, environment and nature-related literature, interesting literature, service literature, banking activities-related literature, religious literature, Contractual literature (mutual agreements and agreements made for the provision of services etc.) and rules and regulations (which are done

between the services and the customer). The very definition of tourism implies that it is basically an activity related to recreation and entertainment, used only as a means of providing expression. The idea is that the language is simple and comprehensible without being more literary or scriptural. This is the reason why specific terminology is often used in tourism literature.

In the field of tourism, where such simple expressions find a place, the service rates and facilities provided are also elaborated. Apart from this, many tempting and economical offers are also given to attract tourists. Instead of translating this type of literature word-for-word, the translator has to present its content in the target language. Therefore, it is expected from the translator to maintain the quality of ease-simplicity of tourism literature in the translation.

Light-hearted and hilarious-thrilling language is used in tourism-related delectation and entertainment literature. They include picnics, scenic views of mountain peaks, boating in the lake, cool road trip, walking in deep and quiet valleys, enjoying snow sliding, wading in river water, water sports. Many expressions can be found (such as river rafting, sailing, kayaking etc.). Such graceful expressions require the use of straight and simple language. In this type of literature, there is infinite imagination of nature and full explanation of its colors and vocabulary is also used according to them. There is also a description of the snowy mountains and the views of the high mountain peaks and trees and plants. Naturally, there is an expectation of a vocabulary which is in harmony with them. It is important for the translator to keep this aspect in mind.

Similarly, a tourist who plans a trip has an immediate need for information literature related to the destination/s. Along with the geographical information of the destination, he is expected to know about the historical, religious, natural and local facilities there. This type of information includes information about hotels/other places to stay, routes, weather and famous places to visit and enjoy in that particular place. In this, not only literary words will be used but technical and economy related technical words will also be used. The translator must have the understanding to recognize the words and translate them into the target language.

Agreements or contracts etc. are also executed on the basis of mutual consent in tourism because tourism services are basically related to economic activity or transaction and definitely result in economic exchange. Therefore, along with common words, legal and statutory words are also used in it. Since banks are associated with every financial activity, the use of words related to bank transactions and transfer and doing banking procedures like securities, withdrawals are likely to part of the source text. Many terms are used in relation to services, payment through cash or cheque, loan and credit and debit and 'accounts', 'balance amount' 'loan', 'payment' 'money transfer', 'money exchange', 'service tax', 'entertainment tax' so on. Apart from this, words related to transport related activities are also included in the field of tourism. For example, many words like 'reservations', 'advance booking', 'seat allotment', 'confirmation', 'journey time', 'reaching or arrival time', 'picking and dropping', 'customer', 'hotel dropping', 'hotel booking', 'tour operator', 'tourist agency,' 'air travel', 'road travel', 'cab', 'low cost carrier', 'economy class', 'business class', 'lounge', 'ferry', 'cruise', 'deluxe and air conditioned class', 'emergency', 'medical help', 'eateries' are also used.

Beyond adventure and fun, religious tourism also has an important place in India and in many countries of the world. Therefore, along with the information related to religious places, the historical and cultural information of those places is also given to the tourists. This is the reason that along with mystery-exciting words, historical, cultural and religious (e.g. faith,

belief, belief and related activities; and traditional words like Gangadham, Kashi Vishwanath, Puri Rath Yatra, Amarnath Yatra, Haridhar and Kedarnath, Shivling Darshan etc.) are also found abundantly. The translator will be required to be aware of such words. In these, the knowledge of the terminology used in different religions and scriptures and the alertness of the translator towards the meaning referred to at its particular time is also important. For example, if a tourist comes to India on the festival of Holi or Dussehra, then information about Holi and Dussehra in English language should be given to him in such a way that he gets to know about the colours of Holi and the gaiety and joy of Dussehra festival in the milieu of Hindu society not merely colors and show.

Being a service sector, where hospitality is the core of tourism, it is also related to commitment as a financial factor on the basis of mutual consent. Therefore, legal terminology is used and words of expression of service-hospitality and empathy are also used. Registers/Usages like '*Ghar se pare bhi ghar*' (A Home beyond home), '*Athithi Devo Bhava*' (We worship the guest), '*Himalaya ki god mein paanch din*' (Five days in the lap of the Himalayas) etc. are common.

The tourism industry is also an important commercial activity, so a planned promotion policy is made for its marketing. This mainly includes advertising, publicity, events, etc. All this requires the production of literature, which is often produced either in English or in Hindi. The translator has the challenge of maintaining the original approach and idiom of the same language while translating it. For example, in advertisements expressions like this are used.

- Win an exotic holiday
- The festival of friendship
- The festival that never ends
- Say hello to a good buy (at an antique or handicraft shop)
- The circuits that will enchant you

While translating, such expressions will not be translated at the level of word or meaning but only on the principles of tourism.

Media plays an important role in tourism. For this reason, radio-television and cable mediums and internet portals etc. are extensively used in tourism. It is necessary to maintain spontaneity while translating the dissemination material for these mediums. Therefore, translation should be according to the language, syntax and acceptability of the listener-viewer etc. of these mediums. '*Atulya Bharat*' for 'Incredible India' in Hindi is very close to the very simple and original expression. On the same lines, some states are now also using the word 'Unforgettable'.

Many local words of Indian cuisine (e.g. Indian Curry, Tikka Masala, Rogan Josh, Hyderabad Biryani) and sweets (e.g. Rasmalai, Barfi, Gulabjamun), (Dhokla, Pani Puri, Golgappa etc.) are used for hospitality from the point of view of tourism. Similarly, food items like Parantha, Lassi, Makki Ki Roti and Sarson Ka Saag (Mustard Greens) came in Punjabi food; rice dishes in South Indian food (Dosa, Idli, Sambar, Uttapam), various types of vegetables and Sweets (like Jalebi, Samosa, Ghevar etc.) in Central Indian food are used. It will take a long time to find their translation. That's why they can only be described as the specialty of a particular province by linking it to that place.

The situation becomes critical when tourists want to enjoy Indian cuisine by looking at written material about them. But it has been seen on many occasions that some native writers have tried to anglicize it in such a way that neither Indians understand it nor foreign tourists can enjoy it properly. The general meaning of 'beating the dough' would seem to be '*Atte ko*

peetnaa’ in Hindi, whereas its correct intention in is ‘to knead the dough/wheat flour plaiting’. Since ‘kneading dough’ is an expression specific to northern and central India, it would not be unexpected for non-Hindi speakers to assume it to mean ‘beating’. It is obvious that the food and drink of different country or state will be different, even if we wear the same clothes but the food will be different. Hence, it would be appropriate to translate and explain it by connecting it with the culture of the particular habits of a place. It is more important that communication is maintained, even if it has to be explained in terms of different ingredients of a particular dish.

Another important area related to tourism is website creation of agencies and organizations related to various advertising or tourism services. Since the tourism service sector is not limited to any one region, service providers create internet websites in the whole country/world and give information about all their services in it. In this way, in the creation of website, the basic content is prepared in any one language and it is translated into other language/languages as per the requirement of the potential tourists. The information in the Internet website is prepared taking into account pictures, statistics, symbols, idiomatic language, historical-cultural background and all other aspects so that the potential tourist can get information about his destination from it. In many western countries, there is a system of driving vehicles on the right side of the road. This arrangement is called ‘Right hand drive’, whereas in India and most of the countries under former British rule, the ‘Left hand drive’ system is prevalent. This type of information is important for tourists.

www.incredibleindia.com is the official website of Department of Tourism, Government of India. It contains information about the country’s culture, history, products, rail and air services, video pictures of India’s wild and other heritage assets and many other types of information. While creating this type of website (in translated language), the translator is not only expected to be aware and aware of the information, but factuality, decency, easiness and easiness in the language are also essentially expected. For example, see a promotional release from the Tamil Nadu state tourism department:

Tamil Nadu is the land of the Tamils and it has a history that dates back to several thousand years. It is a land where traditions and culture blend and continue to live in harmony. The state abounds in monuments and temples that are ancient and each has its own story of religious, artistic and cultural accomplishment and specialty waiting to be heard.

There are answers to be found on its beaches and hill stations as they welcome the traveler. We are sure you will form your own opinions and have your own perceptions as we welcome you to this enchanting and ancient Dravidian land, in the extreme south of peninsular India.

Tamil Nadu has a long coastline that stretches nearly a 1000 kms. The Coromandel Coast, along the Bay of Bengal] boasts of many ideal locations for sun and surf. Golden sands of the beach are dotted with coconut palm and casuarinas groves. The sea washes ashore pebbles and shells and the gentle breeze sways the yachts and catamarans into the deeper waters of the sea and the waters form small dunes on the shore. Crabs play hide-and-seek by coming out of one burrow, and taking refuge in another. Sea gulls hover in the sky and then rest on the sails of the fishing boats. There are many more breathtaking sights that will please you and hold you spellbound in Tamil Nadu.

While translating the above text into Hindi or any other language, it is necessary to pay attention to the ancient religious, cultural and material wealth of Tamil Nadu along with its

vast sea coast. It would be appropriate to translate such material by connecting it with Tamil history and highlighting its heritage wealth, instead of merely conveying it through textual or literal translation.

Tourism literature is actually a complete sociological subject. In this, knowledge of all the practical aspects of the society and their precise representation is necessary. Tourists do not understand many expressions related to relationships (kinship terms) in Indian society. For example, '*Mama*' (maternal uncle), '*Chacha*' (paternal uncle) etc. are all 'Uncle', but it is important to spell/pronounce them correctly. Similarly, '*fufa*', '*mousa*', '*bhabhi*', and '*saali*' are also relatively complex terms of relationships. These types of words can be explained properly by giving details.

Similarly, even short sentences of general behaviour are important for tourists – along with hospitality, small service gestures and mutual exchange of information and dialogue of immediate importance also play an important role in tourism. There are many questions of this type, about which information is required immediately. Bilingual conversational books prove to be very useful for these types of common usage sentences as they also provide transliteration.

In the changing tourism industry, technology and adventure tourism are also emerging in abundance in place of traditional tourism. There are ski-jumping, rafting, canoeing, buggy-jumping, excursion boat rides and recreational and sports facilities including spa swimming facilities and children's park. Nightclubs and events are also included in these forms. As a result these social multi-dimensional activities, while creating information and literature related to tourism, there is an expectation of proper and comfortable technical terminology and style used to inform them. Aviation and maritime service sectors are highly complex working environments and a massive use technical terminology occurs to describe their services and functioning.

The translators are expected to know the kind of terminology is used by the world's leading maritime service companies. If we take India only, we see that Goa, Puri, Marina, Juhu, Kovalam, Western Ghats and many other coastal areas are full of tourism potential. But in view their specific identity, (e.g. golden sandy beach, extinct species of turtles, temples, perspective of historical events, Vayuship Sundarbans (mangroves), backwater, aqua and marine line etc.) it is expected to create dialogue and dialogue literature for foreign tourists or non-local Indians. Therefore, it is necessary for the translator to be aware and cognizant of such special aspects of a particular place in tourism literature.

Tourism related activities at hill stations also have an element of local vocabulary and customs, food and adventure etc. Hence, the terminology used according to the ecology and geography is complex and typical. While translating this type of literature, it is necessary that vocabulary and cultural elements are expressed appropriately.

14.8 Qualities Expected from Translators of Tourism Literature

For qualitative contribution in translation or interpretation work of tourism related literature-guided tourism operations, translators should have some special skills. Consequently, the translators are expected that they have:

- Required level of the source language and target language.
- Knowledge of the terms used in the tourism sector and the prevalent usages of local expressions in the cultural and environmental context.

- As tourism is primarily a sociological matter, therefore, adequate knowledge of all the genres of sociology as well as the language and terminology used by business, transport, banks and other agencies.
- Background knowledge of social and cultural context, clear pronunciation and ability to articulate.
- Ability to listen patiently and express appropriately.
- In case of simultaneous translation, ability to listen patiently and express appropriately and selection of appropriate equivalents, adequate knowledge of history, geography and local names and places and their rituals.
- Promptness, accuracy and attractive personality according to the working style of service sector, also awareness towards hospitality and national pride.

It is also necessary for the translator to understand the specific purpose of different types of literature. Since it is a sociological matter which includes human and professional aspects along with linguistic skills, a translator is expected to balance the prerequisites of dialogue and on the other hand business interest while creating a congenial environment for provincial and national prestige. All these are inter-connected. Sometimes the translator has even been called a traitor because he has to give preference to credibility versus faithfulness or vice-versa.

The basic purpose of tourism literature is to provide information and attract tourists. Therefore, it should be precise, crisp, relevant, informative, well-organized and essentially understandable. From a cultural point of view, it should describe the natural beauty (e.g. rivers, mountains and other features) of any place or country. Apart from this, information about people's style, ethics, heritage, tradition, social structure and historical importance must also be kept.

In the translation of tourism literature, it is also necessary to take into account the cultural gap between the source and target language. It also has to take care of figurative meaning, different ideas and sense of reception, expression and metaphor, religious and belief values and lifestyle. In Indian languages, we easily adopt word-structure, phraseology, grammatical rules and expressions, but when these are translated for foreign tourists, there are differences in the nature of the language, structure order, sub-sentences, sentences, discourse etc. The transfer of meaning is a challenging task. The translator has to maintain formality and dynamism at all the three levels - language, emotion; and style. For example, instead of saying '*Kya app hamaare ghar padharenge?*' (Will you come to our house?) in Hindi, it is expected to say 'Would you be kind enough to visit our place?'. In English translation the words 'kind enough' have been added keeping in view the innate nature of the target language (i.e. English language). Similarly, the word '*ghar*' (house) used in the source language Hindi, 'place' word has been used as English equivalent word so that the ease of English language is maintained in the translation.

Thus, it can be said that the role of translators is very important and full of responsibility. The translator can make it more interesting, relevant and useful with his hard work and dedication. In this way, he can ultimately pave the way for continuous development and remunerative progress for himself.

14.9 Opportunities for Translators in Tourism Sector

Today the tourism sector has taken the form of an industry. Along with many countries of the world, tourism has got the status of industry in India also. It plays an important role in the

economy of any country. It also plays a key role in facilitating the exchange of the country's heritage and culture. Compared to other employment sectors, translators get good opportunities to earn both money and prestige in the field of tourism. There is a wide range of employment opportunities available for translators in tourism related areas in the context of the emerging tourism economy.

In tourism sector, translators have a multifarious role primarily as translators, interpreters and guides. Let us now consider these opportunities.

14.9.1 As Translator

Tourism, to a large extent is an area of translation of written literature related to culture, history and knowledge. This includes translation of written literature about tourist destinations from historical and cultural perspective and translation of written knowledge literature to establish tourism as a higher study and research.

Translators have an important role in the translation and presentation of text for the media in the promotion of tourism activities. This text includes translation of guide books, tourism calendars, tourism facilities and attractions available in different countries, regions in harmony with various climatic and other factors. At the same time, the role of translators is also important in conveying advertisements, letters and other useful information for the use of media, public and tourists.

14.9.2 As Interpreter and Guide

There are also ample employment opportunities in the field of simultaneous translation and interpreter services at important conferences, events and guided tours. Services of interpreters are also required for visiting dignitaries coming during dialogues of foreign diplomats, entrepreneurs and educationists in international cooperation and mutual enterprises, promotion activities. Interpreters do immediate translation work i.e. they listen to what is said in one language (the source language) and translate it orally into another language (the target language).

Translators and interpreters are needed for mutual procedural information and programme adjustments due to the abundance of tourism in the field of multi-national companies and health services. As India is now developing as international health tourism hub in health services, there are ample opportunities for translators in the field of translation of health and hospitality related literature into foreign languages. Good opportunities have been created for employment of translators for translation of technical literature in development projects of mutual cooperation.

The services of translators in hotels, air, water and air-transport services are commercially very useful and indispensable in the quality and competitive environment in the service sector. Translation is the only activity that a translator can perform in a dignified environment. While there is a quality work environment, opportunity to learn, adventure, relatively better earning and to know and test new styles towards geographical, cultural and artistic life are also associated. The translation work of knowledge literature started on the initiative of the 'National Translation Mission' also includes translation of tourism literature under history and anthropology branches, which can provide employment opportunities for quality translators at the national level.

Translation agencies also have an important role to play in the field of tourism. These translation agencies provide translation consultancy, translation facilities in various disciplines, tour guides and interpreters. In these areas too, there is a possibility of employment for translators. If one has a penchant for learning and acquiring knowledge on

language, culture, history and have an interest for travel and exploration, this is the field promising respectable career as a translator, interpreter and tourist-guide. It is a wandering in the vast horizons of nature and learning.

14.10 Translation of Tourism Literature : Limitations

Like other translation fields, tourism is also multi-dimensional and alike other translation disciplines, abounding with challenges of translating its literature. When we consider this multi-dimensional and multi-disciplinary aspect, it becomes necessary to think in terms of human literature and its language. Peter Newmark has mentioned three main functions of language. These are:

- (1) Informative, which is mainly used for mutual exchange of information;
- (2) Expressive, i.e. the language that describes associations; and
- (3) Vocative, i.e. the form of language that inspires other people to act or communicate.

All these three functions of language can be seen in unison in tourism literature for tourism is a collective activity and business element is also attached to it. Therefore, like other genres, complete translation of tourism literature i.e. completely literary or purely technical translation, is also not possible. It must have been observed from the perspective of tourism activities that the translated tourism literature is unique and user friendly. The main reason is the structure of tourism sector(which is not limited to a particular region but transcends geographical boundaries and assumes national, international and global forms). The main goal of translation is not only to speed up information and information, but to do this work promptly, compactly and accurately. Obviously, the task is not without challenges.

While discussing the subtle aspects of interpersonal communication, Noi Francis and others are of the opinion that words play an important role in communication and are used according to the expectations of the tourist. It is not possible to give detailed information and subtle details to all in the printed literature. Therefore, translation can always be woven into a strongly branded presentation, such as Kodak Film, not just printed words. And by making such efforts, the limitation of translation of tourism literature can be overcome.

While considering tourism translation, it would be pertinent to pay attention to fulfilling the needs of the tourist who can become familiar with local and easily manage the activities. Printed brochures, hand books, small information booklets and conversational chats will prove to be more effective and useful. Multi-media can also include a mix of print material, audio-visual and sign dialogue and imaginative tools for live conversation supported by language variety and presentation skills.

14.11 Let Us Sum Up

In this unit we discussed the basic concept of 'tourism' and 'tourist'. It must be clear to you that what is tourism and who is called a tourist. Today, tourism has become an important component of the economy of many nations. In our country itself, tourism has got the status of an industry. The area of tourism is wide and many types of tourism activities are going on regularly in different regions of the country. Along with traditional tourism, now new areas of tourism are also emerging. These also include newly created sectors like health tourism, education, conference and package, incentive and sponsored tourism. Certainly the contribution of information revolution in the wide-ranging field of tourism is significant. We also found that tourism activity is multi-disciplinary. Basically, it is a service sector, where information and knowledge play a fundamental role in creating, operating and promoting tourism activities.

While, tourism related translation expects textual translation, it also expects deep understanding of culture, civilization, history and linguistic (region-specific) abilities in the perspective of sense and context. Tourism translation, along with dynamizing economic, cultural and other developmental activities, also works to connect societies, regions and nations in the true sense. Therefore, the awareness of the translator, the knowledge of the subject and its general and specific usages, and to find their equivalent in the target language, are tested against daunting challenge. In this way, the question of spontaneity, readiness, loyalty and national identity is also associated with the translation of tourism literature. Needless to emphasize that the translator has to be careful about the deliverable information, concepts and aesthetics. The translator has to translate by keeping the source text in such dimensions as invisibility, addition-deletion and rewriting. As a translator of cultural literature, measures like domestication, foreignization and neutralization are a limited help. But these measures can be used depending on the target environment of tourism literature (i.e. for which country/region tourist literature is used). What kind of attitude tourists have towards the tourist destination and whether they are already aware of the culture, customs, history of that place, and how much knowledge is there of local language and traditions prevalent in tourism, all this mapping should be done. Spontaneity, simplicity and emotion-proneness are the hallmark of a good translator in this field. Tourists generally consider oral information to be reliable only after corroborating it with written literature, so it is also expected to ensure the quality of factuality in the translation. It would be wise to provide complete and latest information. National interest can also be hindered by incomplete and misleading information. Credible translation is the key to success in the tourism sector.

14.12 Exercises

1. What do you understand by tourism? Who can be called 'Tourist'?
2. Describe the objectives and types of tourism.
3. Explain the need and importance of translation in tourism industry.
4. In the area of tourism, employment opportunities are possible in the form of which genres? Discuss.
5. Discuss the limitations of translation related to tourism.

14.13 Suggested Readings

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Unit 15 Translation in Education

Structure

- 15.0 Objectives
- 15.1 Introduction
- 15.2 Education and Translation : Relationship and Need
 - 15.2.1 Education : Meaning and Nature
 - 15.2.2 Importance of Education
 - 15.2.3 Relationship and Need of Education and Translation
- 15.3 Role of Translation in Language teaching
 - 15.3.1 Second (Other) Language Teaching : Role of Translation
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 - 15.4.2 Knowledge Base Literature and Translation
- 15.6 Role of Translation in Preparation of Study Material
- 15.7 Evaluation Material and Translation
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15.0 Objectives

After reading this unit you should be able to:

- understand the meaning and importance of education ;
- state the relationship between education and translation;
- understand the use of translation in language and literature teaching; and
- know about the need for translation in the preparation of study materials and evaluation materials.

15.1 Introduction

Translation is practiced in various fields. In today's era, the presence of translation can also be seen in parliamentary literature, literature of science, literature of humanities subjects, legal literature, commercial literature, banking literature, tourism etc. Translation plays a significant role in the study of various subjects. By going through the various units on these topics in this course of translation studies, you are well acquainted with the role of translation in them.

In this unit you will read about education and translation. Every living language communicates with other languages, societies, cultures and literature through translation. We acquire the knowledge available in the languages of the world through translation and transmit the knowledge of our literature to other native people through translation. We get the knowledge of literature of different languages of India through translation. Indian literature, American literature, Russian literature, English literature, Western poetry, Western criticism, etc. are studied and taught in various universities. There are 'South-East Asian Studies' departments in many universities of the world, in which the literature of these countries is taught. Translation has special significance in this entire activity.

In the context of the education system, first of all it is necessary to consider language teaching. The present unit throws light on the role of translation in language teaching. After this, the significance of translation in the teaching of literature will be considered. Language teaching refers specifically to second language teaching and to the teaching of classical languages. The 'second language' can be native as well as foreign. Therefore, the context of language teaching is also related to the teaching of a foreign language. As far as literature teaching is concerned, it is related to creative and cognitive literature teaching. Due to the study of creative literature, a subject like Comparative Literature has developed. The teaching context of all these is also being considered in the unit.

In addition to learning about translation in these different forms of education, you will also learn about the need for translation in the preparation of 'Study Material' and 'Evaluation Material' and in 'Non-formal Education'. The study material and evaluation material preparation also has a wider meaning. Apart from in printed form, study material made available through various electronic means also e.g. audio-visual cassettes, C.D. etc. Similarly, question papers mainly come under the evaluation material. These papers may also be related to term-end examination and may be related to entrance or eligibility test or selection test. Apart from this, assignments are also included under 'Evaluation Material'. Although the original writing of the course material related to non-formal education is done, translation plays an important role in preparing the training material. All these aspects-context of education are being discussed in this unit. In fact, the context of translation in education is mainly related to the role of translation in education, while it is also related to the educational importance of translation.

15.2 Education and Translation : Relationship and Need

Translation has its own educational importance. Therefore, it is necessary to consider the relationship and necessity between education and translation. But before considering this aspect one has to understand the meaning and importance of education. First of all, let us know what is education?

15.2.1 Education : Meaning and Nature

Education is that, which is taught. The means by which a living being acquires knowledge is called 'Education'. Education is a system and through this a person acquires knowledge and art skills. Through education, a person acquires the competence to earning a living. It is through education that a person develops his character traits. It is only through education that the natural fundamental talent existing within a person can be revealed.

To make the elephant rich in art skills according to Elephant is an education. Similarly, it is the education of man to make man full of humanity. This is also the purpose of education. The seeds of humanity like kindness, affection, compassion, benevolence, cooperation, harmony, truth, non-violence, patience, purity, mind-control, intelligence are present within the human being. The aim of human education should be to reach man to complete humanity or to clarify the nature of complete humanity. It is believed that the human body is made up of five physical elements. All the effort of a man is contained in the progress of the material world and the satisfaction of the body. The aim of education is to upgrade the means of physical pleasure. In fact, it is to enable man to earn a living.

In the Indian education tradition, importance has been given to spiritual upliftment, along with it, equal importance has also been given to worldly progress. Temporal progress is as desirable as spiritual progress. It is meant that education is related to the physical, mental, material and moral development of person. Thus, it can be said that 'Education is a system

through which all round (physical, mental and moral) development of human takes place'. Through education, a man is freed from bondage, the bondage of his ignorance is removed and he acquires knowledge. Through education he becomes a 'man' in a true sense. Here 'man' refers to that contemplative person who learns to differentiate between truth-falsehood, sin-virtue, duty-non-duty, good-badness. Through education man upgrades his professional qualities and performs his tasks efficiently.

The meaning of education is to get knowledge. It expresses the feeling of learning and teaching. One who has acquired knowledge is educated and the process of making educated is 'Education'. But the point to be noted is that it is not limited to the process but is related to the overall development of the individual in the specified directions. In this sense, education is that process of development by which man balances himself with his physical, social-spiritual environment and keeps on learning something or the other from childhood to adulthood. This type of learning is spontaneous as it is not based on any fixed sequence or method and is not formalised. All this expresses the comprehensive nature of education. In this sense, education is holistic and comprehensive like life. From this point of view, Gautam Buddha, Shankaracharya, Jesus Christ, Prophet Mohammad, Guru Nanak, Kabir etc. were all teachers. These great personalities did not receive any formal education in any school. But, the education given by him was propagated in the country and abroad and it influenced every area of life. This is the broad meaning of education.

The second meaning of 'Education' is narrow. In this sense 'Education' is given by a pre-determined plan and is limited to school-college etc. In this context, education is a purposive process which involves the determination of the learner (student), the teacher, the time, curriculum and method of study, as well as the desired goal (i.e. providing the student with certain knowledge, skills and abilities etc.). Under this type of education, the child is taught in a well-planned manner by certain teachers within a certain time, according to a certain curriculum, and formal certification is also done after passing the various stages of education, i.e. passing the classes. This formal certification is given in the form of a certificate, which can lead to certificate, diploma, post-graduate diploma, degree, post-graduate degree, Ph.D, D.Lit/D.Sc, post-doctoral degree etc. It is of different levels. It means that this type of education is bookish in nature, which is also called 'teaching' or 'guidance'. Thus, in its narrow sense, 'education' is an activity carried out in a certain place, school, college or university. Today, this type of education is often considered as 'Education'.

15.2.2 Importance of Education

In section 15.2.1 of this unit, while considering the 'meaning and nature of education', it has been clarified that education is a system of learning and through education man makes himself competent and professionally efficient and capable of earning a living. This is also the importance of education. Education is the ultimate means of the worldly interest of man. Education also makes a man self-realised. Education makes him aware of historical, political, religious, spiritual, philosophical, cultural, social subjects.

Categories of Education : Education is generally divided into three categories. These are:

- (a) Education of medical, engineering, technical, computer etc.
- (b) Education of general science, arts, commerce etc.
- (c) Sanskrit education of Veda-Vedangadi subjects/education of other languages of the world.

Today, the education of medicine and computers etc. in India is of such a high standard that it has a reputation among the advanced countries of the world. Science has now gone beyond

physics, chemistry, mathematics, biology, botany and has made its reach in the field of applied subjects micro-biology, environmental science, ecology etc. Similarly, under arts and social science subjects like language, history, geography, sociology, psychology, civics etc. are taught. New courses have been started in the field of commerce. Many study programmes are also being run in the field of management. Education has its own special importance in these subjects. By acquiring proficiency and skill in the subject of his interest, the student does useful work for the society, nation and the world along with earning a living.

Education is useful to man in many ways, like :

1. It would have been knowledge of the importance and ideal of human life.
2. With this, characteristic qualities develop; his latent talent develops.
3. The power to acquire knowledge increases. Body, mind, intelligence, soul - all develop.
4. There is an increase in the skill and knowledge of earning a living.
5. Interest awakens towards the prestige of the traditions, beliefs and values of the society.
6. Training is received for the development of psychological, social, physical and mental powers.
7. He gets vocational-oriented education.
8. Education gives direction in eradicating economic disparity and social change.
9. Education is the permanent wealth of man. There is a definite contract of building life with education.
10. All round and integral personality of the student is developed.

Now, we will consider 'Education and Translation'.

15.2.3 Relationship and Need of Education and Translation

Seeing the word 'education' with translation or 'translator' with education, a question may easily arise in your mind that what is the significance of keeping these two together? Education and translation are not really that different. They have a deep connection with each other. The purpose of this discussion here is to tell you about the importance of translation in education and the need for translation in education.

Education is related to the development of the personality of an individual. This development is useful for himself, for his family-society and for the nation. Rather it can be said that development is useful for the whole humanity. Language is the medium of getting education. That is why a person is first taught the alphabet and taught to count. Alphabet knowledge is the first step in the study of language. This develops the ability of language behaviour in a person. When this ability is developed, a person acquires knowledge of various subjects through the same language.

Knowledge of various subjects should be given to the student in the language he knows. That's why more than one language is also taught to the student. The study material is made available to the student in the same language in which he is taught. Translation is required for both these tasks. Educational material of different subjects should be made available in the language which is to be used as the medium of instruction. Translation is needed to provide educational material.

Translation is very important from the point of view of medium of education. This importance becomes even greater in the context of a country and time where education is imparted through more than one language. India is a direct evidence of this where different regional languages are used as medium of instruction. Hindi and English are particularly notable as the medium of education in the country, Tamil, Telugu, Malayalam, Kannada, Bengali, Assamese, Oriya, Punjabi, Marathi, Gujarati etc. languages are also used as the medium of education. Children also get their school education to higher education through these languages. The reality is that translation is needed in the system of education in a multi-lingual society because through it, the level of the content can be kept parallel and the teaching material can be prepared quickly.

The relation of translation with education is not a matter of any particular period. Translation in education is a parallel process. In order to get an introduction to the knowledge, science and technology available in the country and abroad, translation was needed, is needed and continue to be needed. Apart from this, the task of accessing the ancient knowledge-repository available in the now obsolete languages of different countries-societies, can be completed only when translation is made a medium. We get to understand the subject matter of works written in ancient Sanskrit, Greek, Latin etc. languages only through translation; we are able to read them only through translation.

To understand where translation is needed in education, translation needs to be looked at both as a process and as a medium. It is used as a process in language learning. At the same time, its product is used for the study of various subjects. Here 'product' refers to the translated text. Translation is used both as a process and as a translation material in the preparation of text-books and other learning materials for students. Translation is also used in non-formal education, adult education, literacy, *Sarva Shiksha Abhiyan* ('Education for All' campaign) etc. run for social awakening. Translation from one language to another is also required in the field of knowledge and science.

In this way, it can be said that education has a direct relation with translation and there is need and importance of translation.

15.3 Role of Translation in Language Teaching

After studying in Section 15.2 about the need and relation between 'Education and Translation', it must be clear to you that translation is required in various contexts and areas of education. To know about these, first of all it is necessary to consider the role of translation in language teaching because education starts with 'language teaching'.

Man is a social animal. You and I all speak one language or the other. Man acquires the knowledge of language in his development. To acquire it, the human brain has the capability of Language Acquisition Device (LAD). It is through this that the child acquires language and its knowledge.

Language teaching is the most important aspect of the education system of any society. 'Language teaching' means 'teaching of language'. Teaching of four types of skills is included under language teaching. These are - (a) comprehension (listening), (b) reading, (c) writing; and (d) reading skills. When a person listens to a particular language and understands what feelings are expressed through it, can read the material written in that language, can write in that language and can express his thoughts orally, then it means that the person is educated in that particular language.

Our education begins with the knowledge of language and mathematics. That is, first the alphabet and counting are taught. After this, language behaviour is done using them and calculations (mathematics) are taught. Language and mathematics are useful in the daily use of student life. Literacy campaign is a part of language teaching. A literate person is endowed with two skills - 'reading' and 'writing' in his mother tongue. He has acquired these skills naturally from his parents, guardians and environment before going to school. Therefore, language-knowledge comes naturally to the child in the form of 'perception' (listening) and 'reading' skills of the mother tongue. That's why there is no need to acquire these two skills. Same, teaching of languages other than mother tongue requires teaching of all four skills (comprehension, reading, writing and speaking). On this basis, it can be said that language learning is not limited to the mother tongue only. This also includes the teaching of other languages. The only difference between the teaching of both the languages is that the child already has the skill of 'comprehension' (listening) and 'reading' of the particular language, he is only equipped with the skill of 'reading' and 'writing'. But, in second language teaching, the process related to the teaching of all the four skills goes on.

It is clear that in order to learn or be educated in any language other than the mother tongue, a person has to be equipped with all the four skills. Only then he can understand that language in its true sense. Only after understanding the language, a person becomes capable of acquiring knowledge. He acquires knowledge of various subjects through language. When knowledge available in other languages is to be acquired, either one learns the language in which that knowledge is available or gets acquainted with the knowledge composed in a different language through material translated into his own language.

On going to school, the child is given language related instruction in a systematic way regularly. Under this language teaching, he is given knowledge of script, spelling, grammar, standard form of language and is taught to put it into practice. In this way, the student gradually acquires proficiency in language-knowledge and practice. Broadly speaking, this is language teaching. But, we have to keep in mind that language teaching is not only related to mother tongue teaching. In addition to the education of the mother tongue, the teaching of other languages is also included. Along with mother tongue education, he is also taught a second language. It is natural that this teaching of the second language is done in a more formal environment like classroom etc. In this way we can say that two directions are discussed in the field of present day language teaching – 'mother tongue teaching' (i.e. first language teaching), and 'second language teaching'.

In a multilingual country like India, there is a mandatory requirement of teaching other languages. Therefore, there is a system of teaching more than one language in the education system of multilingual society. There is such a system in India also for which 'Trilingual formula' has been adopted. According to this formula, foreign languages are also taught along with Indian languages. Translation is used in learning languages. As a result of deep contemplation on various dimensions related to language teaching, many language pedagogists etc. from India and abroad have discussed different types of methods of language teaching. One of these methods is the 'Grammar-Translation Method'. But, without going into the detail of these different methods of language teaching, here we only want to underline the role of 'translation in language teaching'.

Translation plays a special and effective role in language teaching. In order to teach the language to be learned, mutual translation is done between the two languages keeping the student in comparison with his own mother tongue. In this way, the student learns the grammatical rules etc. of the other language very well. By learning the rules of the language,

he gradually starts using that language independently. Continuous practice and effort in this process prove to be especially helpful for him. After much effort, the situation comes that the student starts treating the other language as the mother tongue and starts speaking and writing in the same learned language. Thus, it can be said that translation at the cognitive level helps in mastering teaching related to reading and writing skills. This makes it easier to accept the spoken and written forms of the language.

Language teaching can be seen mainly at three levels. These are (a) second language teaching, (b) classical language teaching; and (c) foreign language teaching. Translation is needed at these different levels of language teaching. Let us now consider language teaching in the context of all these three levels.

15.3.1 Second Language Teaching : Role of Translation

When we use the words ‘Second Language’, the first thought that comes to mind is whether there is a ‘First Language’? Let us consider this question first.

The language knowledge that a child acquires before going to school is acquired naturally and indirectly from his parents, guardians and his environment. He learns the language informally (i.e. without studying it in the classroom). He acquires this linguistic knowledge by practice. This language-knowledge is a part of his natural growth. The first language of the child is called ‘mother tongue’. In this way, the child gets to know the mother tongue easily. This is his first language. After this, whatever language the student learns in his or her lifetime, it is known as ‘second language’. And even if he learns more than two languages, they are all still called ‘second languages’. This means that all languages learned other than the mother tongue are second languages. Since these languages are different from the mother tongue, they are also called ‘other languages’. From this point of view, the terms ‘Second Language’ and ‘Other Language’ are used interchangeably.

‘Second Language Teaching’ has a wide range of meanings. The ‘second language’ can be any language of the language-society. It can be any one of the many languages of a multilingual country like India and can also be a foreign language. For example, learning of other Indian languages like Tamil, Telugu, Malayalam, Kannada, Marathi, Bengali, Punjabi etc. by a ‘Hindi speaking’ person is included under ‘second language’. Similarly, learning of French, German, Chinese, Japanese, Spanish, Korean, Mongolian etc. by any Indian will also come under the ambit of ‘second language learning’. Furthermore, it can be any language currently adopted in practice. The main thing is that language teaching is also associated with the teaching of languages that have been in vogue and are currently known as ‘Classical Languages’.

‘Second language teaching’ is a specific method of language teaching. This is different from the method of teaching the mother tongue. The child already has the skill of ‘perception’ (listening) and ‘reading’ of a particular language, he is only equipped with the skill of ‘reading’ and ‘writing’. But, in second language teaching, the process related to the teaching of all the four skills goes on.

As you have already been told in Section 15.3 of this unit, that in the field of present-day language teaching, two directions are discussed - mother tongue teaching (i.e. first language teaching) and second language teaching. Of these, translation is related to second language teaching because ‘second language teaching’ involves two languages. The actual process of translation also takes place between two languages. This effort is called ‘Inter-lingual Translation’, while the adaptation done in only one language of learning, such as the mother tongue, is called ‘Intra-lingual Translation’. (You have read about these two types of

translation in detail in Unit 7 of MTT- 011 course on ‘Theories of Translation’.) Translation is actually the transaction that takes place between two languages. Under which the text of one language is presented in another language. Therefore, it is called ‘translation proper’. In short, it can be said that the teaching of a second language becomes possible through translation.

In teaching a second language, its vocabulary and rules are first taught. In this teaching, translation is made the medium. Since the student already knows the mother tongue, he learns another language through translation by taking its basis. Through translation, he easily learns another language. In the process of learning a second language, he thinks first in his own language, then tries to transfer it to the other language. Similarly, he transfers what is said in the second language to his first language. In terms of sound, synonyms and grammatical rules etc., a person learns a second language by comparing various aspects of vocabulary and syntax etc. of both the languages. Initially this process seems very difficult, but gradually maturity comes in the person and the framework of interpretation is formed in the brain. He starts behaving easily in other languages as well. It does not require translation in writing, the natural process of oral translation starts. Sometimes it also happens that the need for a second language is only at the speaking level. A person learns it only with the help of oral translation. But it is certain that translation is helpful in learning another language.

Having learned about the role of translation in ‘Second Language Teaching’, let us now consider its role in the teaching of Classical Languages.

15.3.2 Teaching of Classical Languages : Role of Translation

Those ancient languages are called ‘Classical Languages’ in which world’s best literature and store of knowledge is available. Today languages like Sanskrit, Greek, Latin etc. are called classical languages. These languages were used in ancient times and through them human civilization reached the zenith of development. But, today these languages are not a part of our daily life. Literature available in these languages and books of knowledge are absolutely necessary for the study of literature, culture, myths etc. This is the reason that realizing their need, most of the texts written in these languages have been translated into modern languages. But, despite this, the origin has its own special significance. Today’s computer science also accepts the importance of classical language-literature. Computer experts believe that the classical language ‘Sanskrit’ is the most scientific and suitable language for computers.

Teaching of classical languages is also done through translation. This teaching is done in the same way as teaching a second language. We would like to remind you that during schooling of Indian studentship, one might have studied Sanskrit language at the secondary level. Then they must have been reminded of the different features (like forms, divisions, *lakars* etc.) of Sanskrit. They were translated from your language to Sanskrit and from Sanskrit to your language. In fact, translation has special importance in Sanskrit teaching. Similarly, the importance of translation can be seen in the teaching of other classical languages as well.

15.3.3 Foreign Language Teaching : Role of Translation

As it has been explained to you in Section 15.3.2 that the term ‘Second Language Teaching’ has a broad meaning. It is not just about learning the modern languages of one’s own country or the classical languages. In fact, ‘Language Teaching’ cannot be bound within the boundaries of regions or countries. The ‘Second Language’ can be the language of any other language society in the country or abroad. Learning of other Indian languages like Assamese, Gujarati, Tamil, Bangla etc. by a ‘Hindi speaking’ person or learning of Portuguese, Indonesian, French, Chinese, Japanese, Spanish etc. by any Indian would also come under the

ambit of ‘second language-learning’. It means, the second language can be any other language of our country as well as the language of another country. It is natural that the language of another country is called ‘foreign language’.

Here a question must be arising in your mind that any native or foreign language teaching comes under the purview of ‘second language teaching’, then why it is necessary to consider ‘foreign language teaching’ separately. This question of yours is completely justified because apart from the first language, learning any other language is included in the ‘second language learning’. But we want to tell you that in this unit ‘second language teaching’ and ‘foreign language teaching’ are being considered separately because language teaching of different languages of the same country-society is relatively simple. Although being different languages, there can be diversity in the level of script and pronunciation, but still many similarities can be seen. These similarities can occur at many structural levels, such as script, sound, vocabulary, syntax, etc. The aspect of thought and feeling also forms the basis of comprehensive unity in them. They are also close to each other at the socio-cultural level. Their shared cultural traditions-heritage and geographical-historical context are similar to each other. This is the reason that despite the difference of scripts in modern Indian languages, due to the similarity of phonetics and vocabulary, there is a lot of similarity. The pleasant result of this is that the speaker of one language, coming in contact with the speakers of another language, starts learning the language on his own. This comprehensive unity actually becomes the proof of identity. Indian identity is the proof of this unity.

The different levels of similarity among the different languages of a country are not visible in the context of a foreign language. That’s why such naturalness does not come in foreign language teaching. One has to take proper teaching-training for it, that foreign language has to be learned formally and practically. English language, in the context of India, is proof of this. Although English is being widely used in the country, yet it needs to be learned systematically as a ‘second language’. Its sounds, script, vocabulary and sentence structure are different from Indian languages. Translation is needed to learn English. You may remember that you also learned English through translation-grammar. We have to make similar special efforts to learn languages like French, Spanish, Chinese, Russian, Japanese etc.

Similarly, if foreigners also want to learn native languages, they have to learn them methodically. For example, if one learns any Indian language like Chinese, Japanese, Brazilian etc., he will take the help of translation in this learning. Indian languages are often taught to foreigners through translation. There is a system of teaching Hindi for foreigners in Indian universities and in many other educational institutions. English is then generally treated as the medium of instruction for language learning. They are given information about Hindi grammar in English. Hindi equivalents and grammatical forms of English words are given, then translation is done. In this way, gradually with practice one can know/learn the language. It is meant to say that foreign language teaching is also possible only when translation is made the medium.

15.4 Role of Translation in Teaching Literature

Section 15.3 on ‘Role of Translation in Language Teaching’, you have studied teaching and translation in the context of language. It has become clear to you from this study that translation has its own special role and importance in the teaching of classical languages, foreign languages and other languages of our own country. Now we will consider the question of translation in the context of literature teaching.

15.4.1 Creative Literature-Teaching and Translation

Section 5.5 of Unit 5 of this course that 'literature' itself is a very broad term. In its broadest sense, the accumulated repository of all the knowledge i.e. the entire literature is 'literature'. From the point of view of convenience, the entire literature is mainly divided into two parts - 'Literature of literary subjects'; and 'Literature of non-literary subjects'. Literary subjects include artistic subjects and there is a predominance of emotion or feeling. In this, literature written in different literary genres like drama, novel, story, poem, essay, autobiography, biography, diary, memoir, reportage, travelogue etc. is included. Usually when the word 'literature' is used (i.e. 'Guru Gobind Singh, the tenth guru of the Sikhs was also a great litterateur.') it basically refers to the meaning of 'creative literature'. This is the reason why in this part of the unit we are using the word 'literature' in its limited sense, which is actually associated with creative literature.

If seen on this basis, 'Literature teaching and Translation' means - 'Creative Literary Teaching and Translation'. This teaching of literature becomes possible through 'intra-lingual translation' and 'inter-lingual translation'. As indicated in Section 15.3 of this Unit about these two types of translation, you will learn more about them in detail in Unit-7 of this M.A. Translation Studies Programme Course-10 'Theories of Translation' (MTT-010).

We are generally familiar with 'inter-lingual translation' as it is basically translation from one language to another. This type of translation is considered to be a 'translation proper'. But 'intra-lingual translation' is also a special type of translation. It is the process of translation that occurs within a single language. For example, when teaching poetry in English language, its meaning is explained in prose form in English itself or when the compositions of ancient and medieval literature of Hindi are explained in modern Hindi, they are explained, then that too. There is only one type of translation. The only difference is that the content of one language is translated into that language.

Apart from this, through 'inter-lingual translation', we are also able to study and relish the literature composed in other languages – native or foreign. The work of 'inter-lingual translation' is usually done by another person i.e. the original author and the translator are two different persons. But there are also examples that show that the original author himself translated his own creation. Thus it can be said that inter-lingual translation can be done by a person other than the original author (i.e. translator) and also by the original author himself. The names of many writers in the history of Indian literature can be mentioned, who have translated their own works as well. The names of Gurudev Rabindranath Tagore of Bangla, Satchchidanand Hiranand 'Agyeya' of Hindi, Mohan Rakesh and Bhishma Sahni are particularly noteworthy.

The pleasant result of this 'inter-lingual translation' is also visible to us in the form of 'teaching-learning of Comparative Literature'. Let us now consider the role of translation in this context.

15.4.2 Teaching-Learning and Translation of Comparative Literature

We see the extension of teaching creative literature in the form of teaching-learning of Comparative Literature. 'Comparative Literature' is the study of literature composed in more than one language. 'Comparison' is the main part of this study. Comparative Literature is a repository of wide knowledge-field. Since translation acts as a bridge between two languages and literatures and makes their study possible, translation has a major role in Comparative Studies.

The basis of Comparative Literature is 'comparison'. Learning and teaching of literature becomes possible even by making it a base. It is not necessary that this comparison between

the literature composed in two or more languages should be based on native and foreign basis. This teaching-learning can be of the literature of different languages of a single country as well as the literature of languages of different countries. For this comparison, the scholar selects books in two or more languages. But he can do so only if he is conversant with those languages. Since this is not always possible, translation makes comparative study possible. In the process of study of Comparative Literature, language should not become a barrier, therefore, translated works are made the basis for this teaching-learning. The learning and teaching of Comparative Literature on a large scale becomes easier due to translations.

Comparative Literature is basically a study method. By studying the Comparative Literature, the sources of comparative study are searched for the relation between literature and the writer, tradition-interpretation and acceptance of influence, mode and subject matter etc. Or else, points of similarity, dissimilarity or similarity are found in them. We can also call it like this that there is a comparative study of a type of ideas. For example, the literature of Kabir and Basaveshwara, Tulsidas's '*Ramcharitmanas*' and Valmiki's '*Ramayana*', Krishna Bhakti of Surdas and Narsi Mehta, Satsai literature of Bihari and Dayaram, Suryakant Tripathi '*Nirala*' and Kazi Nazrul Islam etc. can be the basis. Similarly, the comparative study of the literature of Indian and foreign writers is also noteworthy, such as Nirala and Ezra Pound, Premchand and Maxim Gorky of Russia, Wordsworth and Sumitranandan Pant, Agyeya and T.S. Eliot et al. Or a comparison of the plays of Shakespeare and Kalidas, an analogous comparative study of the Russian novel '*Avlomov*' with Shakespeare's '*Hamlet*'.

In the study of Comparative Literature, translation appears to work in another form as well. Comparison of translated literature (i.e. translations) can also form the basis of the study of Comparative Literature. Under this, different translations of the same work in the same or different times and countries are compared and while evaluating each translation, it is seen that how close or far the translation is from the original work and the differences between the two translations. The points of convergence or divergence and their reasons or objectives are investigated. Along with this, the achievements of those translations and their translators are also compared. Different translations of '*Abhigyan Shakuntalam*', comparison of translations made in Hindi by different litterateurs on the basis of Fitzgerald's English translation of '*Rubaiyat of Omar Khayyam*', or different translations of Shakespeare's plays can be taken as examples. Apart from this, teaching-learning can also be done in many other ways on the basis of translation of Comparative Literature. Now, let us, consider the knowledge base literature and translation.

15.4.3 Knowledge Base Literature and Translation

It has been clarified in Section 15.4.1 that the broad meaning of the word 'literature' refers to the literature of literary/creative and non-literary subjects. There the literary genres that come under 'creative literature' have been mentioned. In this section of the unit, the role of translation in education is being mentioned in the context of 'Literature of Non-literary subjects'.

Non-literary subjects include 'cognitive' subjects of science and other than science. Under this, **Science** subjects like physics, chemistry, medical science, geology, biology, botany, biotechnology, computer science, engineering, mathematics, environmental science etc.; **Social Science** subjects like Political Science, Economics, Sociology, Anthropology, Agricultural Science, Library Science, Home Science, History, Geography, Tourism etc.; **Humanities** subjects like languages, linguistics, psychology, philosophy, spirituality, religion, logic, criticism etc.; **Information-oriented** subjects like Mass Communication and Journalism, Administrative, Commercial, Banking and Law are included.

As you know, in classical languages, in foreign languages and in other languages of our own country, there are abundance of knowledge and science available in their literature. In the modern era, the need for this type of knowledge-base literature-repository falls at different levels in the study of history, geography, political science, economics, commerce etc. as well as in the study of physics, chemistry, computer science and technology etc. Translation has its own special role in meeting this need. The use of knowledge-repository composed in different languages in education is also possible only through translation. In the fields of medicine, meteorology, commerce-trade etc., it is very important to make translation a medium to connect education with major activities.

Translation is also needed in the study and use of ancient knowledge-repository. Today we use the ancient knowledge of various subjects, through translation, in the learning, teaching and research of various fields of mathematics, philosophy, politics, history, physics, medicine, chemistry and astronomy. In the field of Political science, we are aware of the ideas of Plato, Aristotle, St. Augustine, Aquinas Niccolò Machiavelli, Thomas Hobbes, John Locke, Jean-Jacques Rousseau, Edmund Burke, Immanuel Kant, Jeremy Bentham, J.S. Mill, Georg Wilhelm Friedrich Hegel, Karl Marx etc. through translation only. Similarly, Aristotle's '*Kavyasastra*', Kautilya's '*Arthashastra*', Panini's '*Ashtadhyayi*', '*Charak Samhita*', '*Sushrut Samhita*' etc. are available in Hindi or English or other Indian languages due to translation. Compositions like '*Babarnama*', '*Ain-eAkbari*', '*Jahangirnama*' etc. are witnesses of medieval history, which can be introduced only through translation. In this context, Indian scholars like Maharishi Bhardwaj (6th century BC), pioneer of aeronautics, Kanad (600 BC), the pioneer of atomic theory, alchemist Nagarjuna (100 AD), the rotation of the Sun by the Earth, its velocity and the correctness of the planets. Aryabhata (500 AD), the interpreter, and pioneer of the place system and decimal system of numbers, Lallacharya of the sixth and seventh centuries, who did research on the orbit of the earth, the velocity of the planets, etc. Astronomers Vateshwar and Varahmihir (990 AD), of the twelfth century Mathematician and pioneer of the concept of gravity, Bhaskaracharya-II's contribution in the field of science is no less important. The work done by Madhvacharya in the fourteenth century in trigonometry was done by Leibniz 300 years after him. In this context, the names of Anant series yoga, 15th century Neelkanth and Somayji, 18th century mathematician Bapudev Shastri etc., who did basic work on trigonometry, are also particularly noteworthy. There is a need to take seriously the role of translation in bringing this type of knowledge-repository to light.

This tendency of bringing ancient knowledge-repository in one's own language can be seen in any language. For example, the tradition of translation from Sanskrit to Arabic-Persian can be seen.

In this way, it can be said that the knowledge-repository available in foreign languages can be used in education through translation. As discussed above, we all have political ideas from foreign thinkers like Plato, Aristotle, St. Augustine, Machiavelli, Thomas Hobbes, Rousseau, Immanuel Kant, Jeremy Bentham, J.S. Mill, Hegel, Karl Marx etc. this introduction has been made possible through translation. There is a great need for translation of ancient and new knowledge available in these for use in today's education. Translation proves to be a meaningful medium in providing updated information about scientific and technological developments happening abroad.

If seen from a purely educational point of view, there is a need to keep them updated for meaningful teaching and training of subjects related to various branches of knowledge. This becomes possible only when the intellectual and scientific activities and researches

happening in the country and abroad are continuously linked with our language. This association becomes possible in a meaningful way only by making translation a medium. Due to this, where the latest knowledge of the country and abroad comes in its own language, the original writing work in related subjects is also encouraged.

Thus we can say that practice in the study of ancient knowledge and foreign knowledge is possible only through translation. Apart from this, translation can play an important role in keeping the education material of its language up-to-date by keeping in constant contact with the continuous development in the field of knowledge and science.

15.6 Role of Translation in Preparation of Study Material

In Education, where translation is required in different contexts and forms (like language teaching, literature teaching, translation) is also needed in the preparation of study-materials.

‘Study Material’ refers to the text books and related material taught to the students. Here we need to understand the concept of ‘study-material’ closely. If seen from the traditional point of view, the study-material is related to the text-books and its related materials. At the same time, its wider context is also that now-a-days, along with teaching in the traditional way, other teaching methods are also seen in practice. These may include education through correspondence or distance education, radio-television and education through computers etc. Lessons prepared for teaching through these methods are also included in the course material. Floppies, CDs, DVD are prepared related to lessons for teaching through computers. Similarly, VCR for teaching through television, or VCP through cassette is required. The lessons that are prepared for these cassettes also come under the study material. The lessons that are prepared and broadcast for education on radio also come under the study material. Apart from this, lessons prepared for non-formal education like adult education, literacy and Sarva Shiksha Abhiyan (Education for All Campaign) are also included under this.

Translation is also used in the preparation of study material. For this, first the text is prepared in one language and then it is translated into other languages as per the requirement. In a multilingual country like India, this type of system is very much needed.

In the languages through which education is imparted, textbooks and study materials for various subjects are prepared. This course material is prepared to meet the educational needs of different levels of education like secondary and higher education. Translation has its own special role in these because apart from original writing work, important books written by experts in the particular field are also translated. This enables the students to benefit from the knowledge available in other languages. Translated best books, text-books and standard study-materials will prove helpful in educational development.

In the context of the Indian education system itself, Hindi and other Indian languages are the medium of education right from school education to graduate level, and at some places post graduate level. Therefore, in order to prepare quality books in the field of higher education, along with original writings in one’s own languages, translation of good books written in other foreign languages including English related to the subject is also necessary. In this way, students can also take advantage of foreign knowledge through translation. This translation work is done at both institutional and personal level. Apart from this, sometimes the author himself prepares or gets his book prepared in more than one language. Rabindranath Tagore himself translated the original ‘Gitanjali’ written in Bengali into English, for which he was awarded the Nobel Prize. Later, ‘Gitanjali’ was translated into many other languages as well.

Translation is also used to prepare text books for bilingual medium. More or less the entire Indian education system is bilingual. This system is from the level of school education to higher education and training etc. Some areas of technical education are exceptions to this. Generally the study material is bilingual. Under this, first the teaching material is prepared in English and then it is translated into Hindi and other Indian languages. In this work, the efforts of the National Council of Educational Research and Training (NCERT) of India are particularly noteworthy. Apart from this, in many universities also the study material is prepared bilingually for all types of education systems.

Even in the Open and Distance Education (ODL) system, study material is made available in the form of printed and audio-visual cassettes etc. You have a clear understanding that you are a student of distance education mode and it is in this mode of education that you want to pursue M.A. in Translation Studies. (MATS) programme. The course material (study material) related to distance education is prepared in English and Indian languages. This course material is prepared from the point of view of self-learning. Being self-instructional, the style of the course material is interactive in nature.

Institutions imparting education through distance education like Indira Gandhi National Open University (IGNOU), various Open Universities, National Institute of Open Schooling, Correspondence Course Institutes etc. prepare their course material in bilingual form only through translation. In fact, when any text material has to be presented in two or more languages, then translation is required. Apart from this, whenever there is a need to make amendments, additions etc. in any study material, even then the support of translation is taken. In this process, the original English texts are first corrected, then the revised portions are translated into Hindi or other languages and included in the pre-published translated material.

Translation is also made a medium in preparing the study material to be made available in the form of audio-visual cassettes, CDs etc. It can be prepared in two languages (bilingual form) so that these are made available according to the need of the programme of study etc.

Having learned about the role of translation in the development of study material and distance education material in particular, let us now discuss the evaluation material and translation.

15.7 Evaluation Material and Translation

‘Evaluation Material’ is a frequently used term in the field of education. This material is basically examination-related material. The material prepared for the examination is called ‘Evaluation Material’. Mainly question papers come under this. These question papers can also be related to the examination taken by the educational institution after the end of the session in the course of study and also to the entrance or eligibility related examination. Also, the papers of the examination related to the selection test are also included in the category of question paper. Apart from these, the assignments sent to the students especially by the educational institutions teaching through open and distance education (ODL) system are also included under ‘Evaluation Material’. Assignments are included in the course of the study programme for the purpose of internal assessment and continuous evaluation of the students. These are sent to the students along with the study material.

Due to the bilingual education system, the medium of examination is also dual. While preparing the evaluation material, care is taken that the material is same in both the languages. From this point of view, translation of question papers and assignments is done.

Therefore, generally the original question paper is set in English and then translated into Hindi or other required languages to conduct the examination etc.

You must have seen bilingual question papers. Translating evaluation materials is an important and responsible job. Even the slightest mistake in the translation of the evaluation material runs the risk of great injustice being done to the student. Therefore, while translating evaluation materials, it should be kept in mind that the meaning of the original remains the same in the translation. A translator's mistake in the evaluation material can lead to confusion. Therefore, there should be objectivity, unanimity, unambiguity, clarity and tightness of syntax in the language of the questions. The wording of the questions should match with the translated text.

15.8 Informal Education and Translation

The main objective of non-formal education is to enable illiterate people to read and write so that they can become literate. Being illiterate, they have been deprived of joining the currently prevalent formal education system. Informal education helps them to become educated.

Adult Education, literacy and 'Sarva Shiksha Abhiyan' (Education for All Campaign) etc. come under non-formal education. Under this, such education is given through which physical, mental and economic development of a person takes place. From this point of view, education of cleanliness, public health, agriculture, horticulture, small-scale industry, cottage industry etc. is given. In this, such education is given that a person can learn simple reading, writing and counting. Books or course materials on adult education and literacy are generally prepared in the languages in which this education is imparted. Therefore, there is no need for translation of this type of material.

However, in this education arrangement, translation is used as a medium for the facilitators to prepare the material. Teachers doing teaching work at informal education centres are called 'facilitators'. Training material for these is prepared in English and then translated into various Indian languages. They are informal teachers and not regular teachers.

To disseminate information related to health or agriculture to different sections of the society, the basic material is prepared in English and then based on that it is translated into different Indian languages. Institutions such as the Central Bureau of Health Education and the Indian Council of Agricultural Research (ICAR) publish such translated material. By reading material available in one's own language, one moves towards becoming literate.

Thus it can be said that there is need and usefulness of translation in informal education also.

15.9 Let Us Sum Up

In this unit you have studied about 'Translation in Education', what is the need and usefulness of translation in education. Now it must be clear to you that translation plays an important role in the process of teaching. After reading this unit, you have come to know about the need and relationship between education and translation. In the context of language and literature teaching, translation continues to be used. The need for translation in this field ranges from language teaching to learning and evaluation of various subjects. In fact, translation is a basic requirement in second language teaching. If we have to take or give education of classical languages or to learn and teach any foreign language, this work becomes possible only through translation. Translation has a special role in the study of

literature - whether it is creative literature or non-literary literature. Apart from this, translation is also used for preparing study materials and evaluation materials in bilingual form. It also has an important role in Open-Distance Education and Non-Formal Education. Translation has no role to play in the preparation of non-formal education related books or study material as these are prepared in the same languages in which this education is imparted. But training materials are translated from English to various Indian languages to train facilitators who provide informal education. Thus it can be said that the need and importance of translation in various fields and contexts of education is undeniable.

15.10 Exercises

1. Explaining the relationship between education and translation, consider the need of translation in education.
2. What is the role of translation in second language teaching?
3. Why is it necessary to put translation into practice in the context of the ancient knowledge-repository of the country?
4. How is translation useful in the study of literature and Comparative Literature in particular?
5. What is the need and usefulness of translation in preparation of study material?
6. What are the things to be kept in mind while translating evaluation materials?
7. What is meant by informal education and where is translation needed in this teaching method?

15.11 Suggested Readings

- Paliwal, Ritarani. *Anuvad Aur Bhashashik Sanskriitit : Hindi Ke Prayojanparak Sandarbh*, Delhi, Arya Prakashan Mandir.
- Goswami, Krishna Kumar. 2008. *Anuvad Vigyan Ki Bhoomika*, New Delhi, Rajkamal Prakashan.
- Rastogi, Kavita, *Samsamayik Anuprayukt Bhashavigyan*, Delhi, Aviram Prakashan.
- *Anuvad Ka Bhashik Aur Samaajik Paksh* (PGDT- 02), Block -5 (*Shiksha Mein Anuvad*), Indira Gandhi National Open University, New Delhi.
