

Block4 Translation and Global Culture

Unit 10

Globalization and Consumer Culture

Unit 11

Global Market and Linguistic Relations

Unit 12

Global Economy, Tourism and Translation

Introduction to Block 4

The title of the block is **Translation and Global Culture**. The present block is the last block of course MTT 018. The total number of units in the block is three which are being discussed below wise.

Unit 10 deals with **Globalization and Consumer Culture**. All three of this Block are deeply related to each other. In the present unit considering the concept of globalization and consumer culture, it has been explained in detail how consumer culture is a product of globalization. Globalization is a new economy of which a subculture has been created. That is, a new market system which is completely based on consumers i.e consumer culture. In the present unit, the role of globalization, consumer culture and translation has been discussed in detail.

The title of Unit 11 is **Global Market and Linguistic Relations**. In the present unit, explaining the concept of global market in detail, an attempt has been made to consider all the important points related to it. The concept and form of global market, the role of different groups in the formation of global market, importance of language in global market, nature of translator and language in global market, etc. have been deeply discussed.

Unit 12 is titled **Global Economy, Tourism and Translation**. In the present unit, various points like cosmopolitanism, Global Identity, Economic Dissemination: Areas of Global Economy Tourism, Travel and Facilitation, Translation Identity in the New 'Geological Economy' Translation and the New Political World Order, Economic and Political Dissemination and role of English and translation in International tourism, etc. have been highlighted.

Overall, this block informs the about the whole scenario of translation and global culture.

UNIT 10 : GLOBALIZATION AND CONSUMER CULTURE

Unit Structure

10.0	Objectives
10.1	Introduction
10.2	Concept of Globalization
10.3	Consumer Culture
10.4	Globalization, Consumer Culture and Translation
10.5	Let Us Sum Up
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10.0 Objectives

After reading the present unit, you will:

- understand the concept, history, geography and current discussions of globalization,
- Know the definition, concept of consumer culture and its interrelationship with globalization, and
- understand the role of translation in the era of global consumer culture.

10.1 Introduction

The present block is related to globalization, consumer culture and translation. The globalized world we live in today is dominated by consumer culture. Consumer culture has changed our entire lifestyle. Attitude has changed. Our whole life has become mechanical. We are in the grip of marketism. Globalization has taken this consumerism to its extreme. This consumerism is at the center of everything today. It has given a new impetus to the economy and it also has its own imperialist character. But it has given a new height to translation as a study and also as a profession. In this section we will discuss this topic.

10.2 Concept of Globalization

What is Globalization? It is still a matter of debate among sociologists, economists, politicians. Is this a sign of a new phenomenon in the history of the entire world (as has been said time and again) or a gig product of technological development that came riding on the back of information and communication technology or the most intense form of the symptoms of modern development that has been around for more than a hundred years which is being recognized as the religious form of capitalism or neo-imperialism. Some say it is demilitarized neo-colonialism, while for the revivalists their dream of '*VasudhaivaKutumbakam*' has a new incarnation in the form of 'Vishwagram' or 'global village'. Surely such thoughts have created a state of relaxation. Globalization discourse seems to be divided into two clear lines of support and opposition. Therefore, before knowing these aspects, it is appropriate to understand the definitional form of globalization which is defined by the scholars. Attempts have been made to define it from different points of view. The literal meaning of 'Globalization' is the process of

transformation of local or regional objects or events on a global scale. It can also be used to describe a process by which people from all over the world come together to form a society and work together. This process is a combination of economic, technological, social and political forces. Globalization is often used in the context of economic globalization, meaning the integration or incorporation of national economies into the international economy through trade, foreign direct investment, migration, and the spread of advanced communications technology.

Globalization is the introduction or elimination of state restrictions on exchange across borders and the resulting rapid, integrated, and complex global system of production and exchange. As a result of which all the powers of the world have turned into global village. The world has become smaller. The diameter of geographical boundaries has become minimum. Human mobility has accelerated and cultures have become homogenous. Thomas L. Friedman calls the world flat - Globalized business outsourcing, supply chains and political forces have permanently changed the world, for both better and worse.

Some scholars take the direct meaning of globalization as privatization while some consider it as westernization. G. Thomson writes defining it as a result, in the early nineties everybody started following western countries in putting government enterprises in the private sector, adopting their numbers and philosophy and decontrolling reduction of government expenditure. After 1984, all governments in the world, regardless of principle, have consolidated their economic activities, while the private sector has expanded its scope to replace governments as the main economic actors on a world scale. Globalization is the operation of a barrier-free free trade system and turning the world into an open market.

Herman E. Delly argues that sometimes the terms internationalization and globalization are used interchangeably but there is a slight difference in conceptual form. The term internationalization is used to show the importance of international trade relations and treaties etc. International means 'among nations; Globalization means the disappearance of national boundaries for economic purposes, whereby international trade becomes interregional trade.

The term globalization has been used by economists since the 1980s. However, in the 1960s it was used in the social sciences. But it conceptually became popular in the late 1980s. It is another matter that if we look at the history of globalization, it appears to be a part of a centuries-old long process. The earliest forms of globalization were found during the time of the Roman Empire, the Parthian Empire and the Han dynasty. The Islamic Golden Age is also kept as an example when Muslim kings, merchants, and traders established the early world economy in the Old World, resulting in the globalization of crops, trade, knowledge, and technology.

Portugal's global expansion in the 16th century was particularly linked to continental economies and cultures on a large scale. Portugal's expansion along much of the coast of Africa and the Indian territories was the first major form of trade in globalization. A city of world trade, colonialism and cultural assimilation reached all corners of the globe. Global expansion continued through the spread of European trade in the 16th and 17th centuries as the Portuguese and Spanish empires spread to the America and eventually to France and Britain. Globalization has had a tremendous impact on cultures around the world, especially indigenous cultures. Globalization also became a business when the first multinational corporation, the Dutch East

India Company, was established. Due to the high risk involved in international trade, the company became the first company in the world to share risk and joint ownership of companies through issued shares of stock. It has been an important driver for globalization which made the British Empire extremely powerful and capable of ruling the world.

Such globalization of army, law, administration, industry and power was surprising. British imperialism influenced the culture of the whole world. The two world wars of the 20th century led to a turn to colonization, plundered of natural resources by American and European imperialism, capital investment, and the search for new markets. These were forms of globalization only. Globalization since World War II is largely the result of the planning of economists, business interests, and politicians who recognized the value of protectionism and declining international economic integration. Their work led to the Bretton Woods Conference and many international organizations established during this period, which aimed to oversee, amplify, and manage the adverse effects of the renewed process of globalization. These institutions include the International Bank for Reconstruction and Development (the World Bank) and the International Monetary Fund. The rapidity of technological development made it possible to reduce the cost of trade and commerce. Many such rules were made under which restrictions on free trade were removed. 'GATE' reduced the deadlock in international trade. Due to this the strength of the World Trade Organization (WTO) increased considerably. Construction of free trade zones with zero tariffs began. Capital controls were reduced or cut. Subsidies for local business were cut or say it was done under US pressure. Transportation charges were reduced in ocean freight. The Uruguay talks decided that the WTO would mediate trade disputes and provide a unified forum for trade. The symptoms of Liberalization, Privatization, Globalization can be counted as: Unimpeded movement of service sector and trade of goods, faster movement between different countries and - (for this easing visa, passport rules), exchange of money and increase in means of payment, free and fast flow of capital, flow of financial resources, emergence of multinational regulations, conduct of business by latest technology, outsourcing, unprecedented spread of media, international partnership between different industries and formation of a platform for this. But it can be said that globalization is the name of the process of free movement of goods, services, people and information across the boundaries of different countries.

This process of globalization has affected the whole world. It is not only an economic phenomenon but also a social, political and cultural phenomenon. Weak Asian and African states have had to open their doors to the market. In front of them, it chooses to compete with the American and European markets with economies many times stronger than its own, which is not easy. Therefore, a section of thinkers and analysts believe that this is the beginning of the neo-colonial era which has been going on for almost the last 20 years. Welfare states have become weaker than before or should be said and multinational corporations have become stronger. America's power has got universal legitimacy at the economic and political level.

It is another matter that proponents of free trade claim that it enhances economic prosperity and opportunity, especially in developing nations, and enhances civil liberties. This helps in more efficient allocation of resources. Most countries are involved in trade together. In general, it promotes lower prices, more employment, higher production, and a higher standard of living for residents of developing countries. They see liberalism and capitalism as beneficial expansions.

Talking about the human face of capitalism, while also saying that it should be seen in a positive way and not in a negative way. It instills higher human values with facilities. Globalization has created the concept of world citizen. The world has turned into a global village. There has been improvement in the statistics of education, poverty, infant mortality rate, employment etc. The condition of the world is improving. Economic security is being provided to the people. There has been an increase in the consumption of consumer goods like car, radio, mobile TV, laptop etc. The pace of cultural exchange has increased. Local goods, services, products are getting recognition at the global level. Bollywood Hindi movies are a strong example of this. Citing the example of cultural globalization, it is said that awareness is being spread in the areas of gender exploitation, discrimination, inequality etc. International organizations are being formed, informations are reaching fast. The networking of information has connected people to each other. A new culture is being created and universal values are being created at global level.

The other face of the truth is that this is why the economic inequality gap has increased in countries like India, Africa etc., and unemployment has increased tremendously. The balance of import-export has deteriorated. About 78 crore people of India live on Rs.20 or less whereas these days the number of billionaires has increased and the difference between the richest and the poorest person of India has gone up to twenty lakh times. Multinational corporations are being patronized, their grants are being hiked, while the welfare schemes being run for farmers, children, women, labor class etc. have decreased. Pressure is being created to end food subsidy. Small and cottage industries are being neglected. They are going through the crunch of financial help. Government enterprises are being sold to private hands by saying that it is a loss making deal. Private companies will rejuvenate them. In their hands, there will be a qualitative increase in productivity and efficiency. What is constant is that natural resources and mineral wealth are being sold to multinational corporations, domestic and foreign, and export routes are being opened. This process of globalization has greatly increased the wealth of developed countries. In the last few years, the per capita income of America, Japan, Germany, Britain, France, Italy and Canada has increased by \$ 7,835. As far as culture is concerned, everything has become negotiable. Multinational companies have reduced its importance. Cultures have become Americanized because most multinational companies are American. First, every kind of regional diversity was abolished in America, then efforts were made to end the diversity of the world through media and advertising. When an attempt was made to bring uniformity by ending the diversity of languages, huge malls, multiplexes, designer studios and glittering shopping centers were opened for the sale of low brand goods. Franchises like Walmart and Donald's are being opened all over the world. McDonald's restaurant is serving the same brand to the consumers all over the world. This is an example of the homogenization of the culture of taste. This is the reason why a section of thinkers, intellectuals, economists, social scientists are terming globalization as neo-colonialism and opposing it as well.

10.3 Consumer Culture

In section 10.2 of the unit, we learned how globalization is a new economic policy under which national boundaries are made flexible and liberalized to promote free trade. Today's consumer is a product of that global culture. Consumer culture is a socio-cultural-economic arrangement that gives meaning to the values of our daily life and explains the relationship between material and symbolic sources that reach us through the market.

Thinkers define Consumer Culture in this way too - 'consumer culture is a culture in which the attainment of ownership and possession of goods and services are presented as the primary aim of individual endeavors and the key source of social status and prestige consumer culture-a culture where that we consume and the way in which we consume goods and services provided in economic markets had come to represent occur identities, mediate our interactions with others and even shape our politics'

According to Raymond Williams, a consumer is one who consumes, uses, destroys, or disposes of goods and services. Consumption or indulgence as an integral part of socio-cultural life has been going on along with the development of civilization. But the use or consumer culture we are talking about here is a modern phenomenon. Industrialization and capitalism have given birth to this consumerism. It is an economic concept in the ideological and practical world. After the Great Depression and World War II came to America, the structural changes made in the big industries and economic sector in Western Europe after 1930 and the revolution in service and communication media gave it a different character. Even an active effort was made to make the common citizen a consumer. To get out of recession, advice was given to consume.

Consumerism has remained a topic of discussion in our country for the last twenty five years. Due to such a storm of privatization, liberalization, globalization and information revolution the whole fabric of the society has changed. There has been a massive change in the lifestyle of the people. Ways of living have changed. People are running towards better and higher life style. Our tastes have changed or rather have been brought. We live within the sphere made of consumption. Our private and public lives are surrounded by an environment of global brands. We live in this world, or rather; the market forces and the consumption mindset keep us going. Since capitalist economy is the strongest force of globalization it is influencing the consumer behavior and lifestyle in a whole. Production promotes cultural globalization. All this is possible through communication, language and symbols. In short, we continue to live in the kingdom of market, production, brand, consumption. We are maintained to behave in this way.

Consumer culture is a system that includes all the practices and signs of consumption. It has been in all black and white places. This culture of consumption is passed on as a value from one generation to another. At the same time, it also brings personal choice and privacy into everyday life. Social values, while remaining in place, give importance to individual expression and choice. That is, the supremacy of the consumer has universal significance in the capitalist system. The producer and the entrepreneur also have to follow the orders of the consumer. These orders are expressed through price positions in the market. About two hundred years ago, Adam Smith raised the question why consumption, but in the postmodern period consumption has changed to 'how, not why'. Economist Paul Samuelson had said "The consumer is the king". It proves that the consumers have the power to change the conduct of market, production and the entrepreneur. But in the modern global era, consumers have become servants or slaves of the capital market, produced goods and services. (Consumer is the Servant, not the Master of the Economic System).

Consumption Method

1. Personal Reasons: Income, Occupation, Education, Age, Personal Preference, Family Background, Lifestyle
2. Social Reasons: Population data, family, reference class, social status
3. Cultural Reasons: Social differences - Muslim society, Tribal society, Dalit society, Blacks' society, Hill society etc.
4. Psychological Reasons: Self Determination, Beliefs and Conduct, Attitude, Information, Knowledge and Learning, Motivation
15. Atmosphere
16. Advertisement
7. High Oriented Economic Benefits
8. Free time
9. Trend
10. Icon

Classical economics assume that with the purchase of goods the production is fully consumed and complete satisfaction is achieved. While the neo-Marxists believe that the use of opportunity is a controlled and manipulated consumption. This is made possible by advertising, market, media system, power system and multinational corporations. In this age of extreme forms of global capitalism and the free market, consumption is not a necessity but a strategy. In the pre-capitalist era, consumers were attached to exchange value for complete satisfaction. Goods were limited and so was consumption. But now the information system rests on market, advertisement, film and manipulation. Earlier it was not aggressive but it is in this global era. The dormant desire of the consumer has been awakened. Consumerism is no longer confined to consumption but it is also linked to consumption performance. The process of consumption is related to consumer's income, occupation, education, age, life style etc. High-oriented economic profit runs on the path of consumption. Entrepreneurs and companies associated with production launch the produced goods and services in the market keeping in mind their target group (eg upper class, middle class, and lower class). Consumers are also active in consumption on the basis of their social status. The upper class sets the standard mark of consumption in the society. The lower classes follow it. Girish Mishra quotes Economist Veblen as saying, 'The celestial class is at the top of the social structure in terms of prestige and hence their way of life and its standards become the standard of prestige of the community. Broad adherence to these standards becomes imperative for all classes at the bottom of the social ladder. In modern civilized communities, the lines of division between social classes have become vague and temporary, and wherever this

happens, the norms of prestige imposed by the upper class exert their coercive effect downwards in the social structure to the lowest class, despite perceived resistance. As a result, the members of each rank devote all their energy to adopting and adapting themselves to the prevailing way of life of the rank immediately above them as their ideal of decency. Veblen, unlike other contemporary economists, believed that the price of any commodity is not only an indicator of utility on its economic value, but also an important symbol from the cultural point of view. Thus the demand for goods may increase rather than decrease with the increase in their prices if the purpose of consumption is to demonstrate economic power or social importance. Leibenstein introduced the concepts of 'bandwagon' and 'snob' effects to explain how an individual's consumption is influenced by other consumers. To understand this, let us take a simple example.

Suppose there is a family where a maid goes to clean the dishes and utensils. She looks at the clothes and grooming of her Mem sahib. She tries to look and dress like her so that she can raise her social status. As a result, not only does she have little chance of saving, but she tends to take loans or steal. Well, her attempt to follow Mem Sahib's way of life is called 'Vegan Effect'. On the other hand, when Mem Sahib sees that her maidservant has also started wearing clothes and make-up like her, she considers herself insulted and changes her clothes and make-up to separate herself from her. They give up old-fashioned clothes and make-up items. This is called the 'Snow effect'. The maid again chases Memsahib and Memsahib wakes up and runs away. This cycle continues. Thus, the price of any goods is largely a cultural symbol and by buying it, consumers want to show people how much better their economic condition is than others.

Those who have a high social status, they are the determinants of life styles and fashions. Their own superiority is operated till the lower class or say it is copied. People also chase their ideals. For example, wearing clothes like cine stars Aamir Khan or Amitabh Bachchan, had to get hairstyles made or use shoes or used items advertised by them. However, for this, it is also necessary for the consumer to have free time and the tendency to spend. People become consumers through education, beliefs, coverage, attitudes, environment and self-concept.

There are psychological reasons for being a consumer like this. For example, school children's uniform is a symbol of a particular point of view, so a social reformer or a politician wearing a particular type of clothing. Wearing turban by Sikhs and burqa by Muslim women come under cultural consumerism.

Information technology, Internet, films; advertisements, newspapers, etc. have not only taken consumerism to its peak but have forced us to become global consumers. It also includes capital markets and work. Market and capital try to reach all the places where the consumer is or is likely to be. In America, ideals were made from there to make consumers and their identity was presented as a value in the market. The stereotype image was broken by it. In this way, consumer culture also creates space for cultural or in other words presents it in the form of values and ideals. Consumer culture plays an important role in pulling forward the development of any nation state.

Today, in which bondage of consumption every person is trapped, it can be seen from an example given by Jeffrey :

Value	breakfast	fruit
Means	start day right	vegetables
Product	good diet	feel young
Relax	nutrition	energy
red wine	associated with goodness	Calcium
hot tub	help with allergies	soothe stomach
diet cola	rest	low cholesterol
low sugar	stay trim	good oil
low calorics	exercise	pure
cure headache	milk	no sediment
pain reliever	air conditioner	give healthy image
keep teeth	bed	Feel Clean
cleanliness	skin	vitamins
kill germs	bicycle	juice
feel happy	running shoes	yogurt
toothbrush	gardening	chicken
dishwasher	golf	fish
flowers	tennis recquest	bottle water
good helath	exercise machine	cosmetics
learn about health	cereal	soap
mental health	help digestion	deodorant
television	low fat	
books	fiber	shampoo
Musical instrument	natural	

Baudrillard believes that 'the new era of capitalism has started from the beginning by reaching the consumer society'. In this age the mode of production has become dependent on the expansion of consumption, it has become dependent on the reproduction of consumption. This is the consumer era of capitalism. Symbols are used in the consumerist world. These symbols produce the product. Earlier it was believed that satisfaction comes with the purchase of things but it is beyond the substance because with satisfaction, we do not run towards that object again.

In fact the market creates a frightening mirage. Things have become a code that governs our desires. 'Capitalist prosperity has given rise to a society in which the eternal contradiction between our needs and our production (goods) exists in a negative direction. These contradictions between our needs and goods have been treated by capitalist development in the denial of 'pleasure'. We do get joy, but very soon there is emptiness in place of joy. This is the kingdom of craving.

10.4 Globalization, Consumer Culture and Translation

Demonetization and consumer culture are directly related to the translation. He gave new life to translation. There is a huge market for translation today. When we say that the world has become global, it means that we are communicating globally and this communication is happening through translation. The dominance of English on the linguistic level has been restored. English has established its coin in the world market. Most of the business is being done in this language. Obviously, the work of the people of other states is done through its translation.

Translation is most needed in business sectors. Since the world's markets are globally connected, the need for translation has increased. The relations being established with Kuwait, Bahrain, Qatar etc. are English-Arabic and Arabic-English. Even the states like China, Japan, and Korea are facing problem in English, they are doing correspondence in English with states like USA, UK to keep an edge in business. Circular, literature, leaflets, booklets etc. are being taken and given only through translation. Business reports for the whole year and other activities are sent abroad in foreign languages. All content is in the translated language for the manufacturer, whole seller and retail seller him/herself and the consumer. Outsourcing is the biggest feature of the global market and consumer culture and there is also a need to exchange messages with the mother country of multinational corporations or companies through translation.

Internet, information channels, newspapers, advertisements etc. have an important role in accelerating globalization and consumerism. The world's equivalent of information is being put on the Internet. All the research papers, books, newspapers, inventions, interviews, works etc. are being made accessible to the consumers through internet and TV channels and this material is being translated and made available in all the languages of the world. Wikipedia is the best example of this. The new concept of book bank and digital library has also given birth to a global consumer class. They can be read simultaneously in many languages of the world. Cultural activities such as books, films, advertisements, soap operas, Cartoon Network, Geographic Channel sports, etc. are being delivered globally through translation. Translation is the medium when we understand a culture more easily without stopping, by reaching closer to the part. We have already read that an important concept of globalization is locality or rather local culture. This translated form of culture is being exchanged at a very fast pace. Translation has brought a

qualitative difference in the whole outlook of global thinking. This is the reason why all the countries of the world teach translation in their universities. It is related to the everyday life of the common person. Due to the exchange of culture, literature and science between the nation-states, the relationship becomes intense and translation comes to the fore as its important medium.

10.5 Let Us Sum Up

You learned in this chapter that there is a deep connection between globalization, consumer culture and translation. All these three are working as a complement to each other. Globalization is actually made possible by the combination of knowledge, information, advertising and market. But this amalgamation is not possible or easy until the role of translation is not given importance. Translation has become a global market today. There is a need for skilled translators who can act as a bridge between the interacting states at the international level to play a cooperative role in the exchange of economic, cultural, literary and technical messages, so that the vehicle of development of the state can move forward, as well as new employment opportunities can be created for them. In the next unit, we will discuss in detail about the world market and measurement relations.

10.6 Exercises

1. What do you understand by Globalization?
2. Can globalization also be called privatization?
3. "Is consumer culture a modern phenomenon?" What is meant by this statement?
4. Discuss the relationship between globalization and consumer culture.
5. The role of translation has become very important in the time of globalization. Do you agree with this statement?

10.7 Suggested Readings

- Pachauri, Sudhish : Alochana Se Aage (Beyond Criticism) Delhi, Radhakrishna Prakashan.
- Mishra, Girish : Upbhoktavad : Ek Unmaad (Consumerism a Mania) (article), Delhi, ShilpayanPrakashan.
- Baudrillard, Jean 1998: The Consumer Society: Myths and Structures, Delhi. Sage Publications
- Stiglitz, Joseph B. 2002: Globalization and its Discontents; New Delhi, Penguin Books.
- Oommen, M.A.: 2004: Economic Justice. Globalization and Quest for Alternatives: Delhi, Konark Publications.
- Spybay, Tony, 1995: Globalization and World Society: Cambridge Polity Press.

UNIT 11: GLOBAL MARKET AND LANGUAGE RELATIONS

Unit Structure

- 11.0 Objectives
- 11.1 Introduction
- 11.2 Concept and Nature of Global Market
- 11.3 Development Tradition of the Global Market
 - 11.3.1 Ancient, Medieval and Modern Trade
 - 11.3.2 Role of Trade in Economic Development
 - 11.3.3 Trade Policies
 - 11.3.4 Production & Professional Competition
- 11.4 The Role of Different Groups in The formation of a Global Market
 - 11.4.1 World Trade Organization
 - 11.4.2 Industrial Groups
 - 11.4.3 Business Groups From Different Countries
- 11.5 Importance of Language in Global Market
 - 11.5.1 Local Pressure
 - 11.5.2 Linguistic Survey in Management
 - 11.5.3 Advertisement, Notice, Manual etc.
 - 11.5.4 Linguistic Hegemony
- 11.6 The Role of Translation in the Global Market and the Nature of Language
 - 11.6.1 Nature of Media
 - 11.6.2 Translation Agencies
 - 11.6.3 Translation Related Problems and Solutions
- 11.7 Let Us Sum Up
- 11.8 Exercises
- 11.9 Suggested Readings

11.0 Objectives

After reading this unit you would be able to:

- explain the nature of global market;
- throw light on the development of global market;
- explain the role of different groups in the formation of global market;
- Explain the importance of language in the global market
- outline the need for translation in the global market.

11.1 Introduction

You have read in the previous units that with the expansion of business activities, translation has also increased. All the countries of the world encourage commercial activities for their economic development.

For this, they also make trade agreements with other countries. Now countries of different regions try to encourage trade related activities in each other's borders by forming groups. The organizations like G-20, ASEAN, SAARC have been formed under this effort. Keeping in view

the facilities of business people and industrial houses, special attention is paid to import-export related policies, determination of taxes, interest rates of banks, transport facilities etc. Perhaps you are aware that the economy of most countries of the world rests on the activities of the manufacturing and service sectors.

As you know every production and service sector depends on the market. Therefore, along with the promotion of the industrial and service sectors, governments also emphasized the expansion of the market. The development of the market depends on the interests and needs of the customers. Therefore, to attract consumers, the support of publicity schemes, programs, etc. is taken. Due to the trade agreements between different countries, the market has expanded rapidly. It has become easy to spread the value of one country to another country. In such a situation, to attract customers, meet their needs, and provide them with better services and facilities, promotional materials, plans, proposals, etc. are created. To make them accessible to the people of different language areas, help from translation is required.

In this unit, we will learn how the Global market develops, what is the role of different business and nation groups in it and what is the importance of language and translation in the development of the market.

11.2 Concept and Nature of Global Market

As you know, when business activities move out of a cultural, linguistic region and spread to a wider landscape, their local nature becomes national, international and then global. But when these activities get expanded on the encouragement of different nations, then their form becomes global. That is, business activities are not limited to just a few countries, but they keep expanding all over the world. In the olden times, when there was a lack of means of transport, the roads did not expand; traders were able to expand their business to the neighboring regions only. But as roads and means of transport developed, it became easier to transport goods and make contacts with other businessmen; it was easier for them to spread their activities across the country. Similarly, business activities got expanded at national, international, multinational level.

Ever since all the countries of the world started making trade agreements with each other for the purpose of strengthening trade relations, special attention was paid to import-export related policies, various trade organizations were formed, since then the world market is open to every small and big business. It has been opened for the one who sees the possibility of consuming his/her goods or the country whose goods can be consumed here and earns profit, there the traders can spread their business. For example, the cashew produced in Goa or the apples produced in Kashmir and Himachal are not limited to the market of their country. It is sent and consumed in all the countries of the world, wherever there is scope for consumption. In this way the demand for finished goods at one place increases at another place. Due to the formation of global market, in many cases the customers do not even know that the product they are using has been prepared in collaboration with the markets of many countries. For example, in the vehicle you board, different parts are made by companies from different countries.

One advantage of the global market is that companies have got the facility to run their business with the help of companies from many countries. In the country where a company produces better, in the same country, companies of other countries can take cooperation for their products.

In the absence of this earlier, each company had to do all the work on its own to finally produce a product. In this way the quality of the product was affected. Now, due to the development of the global market, companies take help from various companies in order to produce better quality products. For example, if a company manufactures a vehicle, it tries to ensure that every part used in it is of better quality. They don't necessarily produce everything from tyres, nut bolts, seat covers, springs, rubber to glass, belts that drive motors, and so on. That's why most of the companies mainly focus on the quality of the engine of the vehicle. For the rest, it relies on other specialized companies.

Similarly, in the case of services, the help of other companies is taken. For example, it is not necessary that the company that manufactures the washing machine, in case of fault in it, repairs it with the help of its own employees; The Company gives responsibility to other companies on contract for repairing it. When customers complain about any malfunction, these companies send their employees there to help them. Similarly, with the help of many call centers, many facilities related to the service sector are made available. In this era of media, the situation is that companies of American or Korean origin are dependent on call centers located in India for information and services. That is, by starting a business anywhere, it can be expanded with the help of a company from any country. In this way, with the development of the global market, not only has it become easier for companies to do business in any country of the world, but also good quality goods and services are available to the customers.

11.3 Development Tradition of the Global Market

As you know, the market develops according to the needs of the people. But to keep the market connected with the people or to reach more and more people, many measures are taken like advertising, sales plans, discounts, customer contests. The modern market system not only develops its business activities by understanding the needs of the customer, but also tries to create attraction towards the goods in the mind of the customer and to highlight their hidden needs.

Market i.e. the system of buying and selling of goods and services started with the development of human civilization. As you know, no one can produce goods for all their needs. Farmers can grow all kinds of grains, fruits, vegetables, etc. They have to depend on others for labor. Similarly, they alone cannot consume all the grains, fruits and vegetables grown by them. They have to sell products in excess of their needs. For this they have to take the help of traders. In this way, if you see, every person is dependent on each other for his/her needs.

11.3.1 Ancien, Medieval and Modern Trade

In ancient times, the form of trade commerce was not like today. Indian society has been mainly agriculture based. Then the system of buying and selling was based on exchange instead of the cash system, (transaction of one thing for another thing of equal value.) Most of the businessmen used to go from village to village selling and buying different things. Organized markets were located around the residences of the capital princely states and the wealthy nobility. The spread of cities was not like today, so most of the trade was done by roaming around. Merchants used to roam from one place to another by loading goods on carts, horses, camels etc.

Even in the medieval period, the pattern of trade commerce remained almost the same as during the Mughal rule. The spread of organized markets and the construction of roads etc. did speed up the activities of traders, but the exchange system was still in practice. The trend of buying and selling in cash increased due to the increase in currency. But the merchants themselves used to do publicity related to trade and production. The customers used to trust them regarding the quality of the goods etc. They used to study the needs of the people of different areas and then transport goods from other places to those areas.

After the establishment of modern period i.e. British rule, the activities of private trade increased. Due to the construction of roads, development of railway lines along with ports, etc., there was a lot of convenience in moving people from one place to another. As you know, British rule was established in India through the East India Company, which was primarily a trading company. It came here in connection with the trade of Indian spices. In this way it promoted the trade activities between India and Britain. After the Second World War, factories started opening rapidly. Mines and tea gardens were expanded. Production increased. In this way, due to the need of the market, the opening of big factories led to the birth of new cities and the expansion of the old ones, the spread of commercial activities in the cities. In this way, the gateways to trade were opened in other countries as well.

In such a situation, you can imagine that when businessmen and their employees arrived from one language area to another, they had to take the help of translation. For this purpose, the education of Arabic and Persian was promoted during the Mughal period. During the British rule, English education system was established for the purpose of preparing the local people as teachers.

11.3.2 Role of Trade in Economic Development

As you know, the economy of any country is trade dependent. The countries in which the performance of production, manufacturing, minerals and service sectors is better, their economy is stronger from other countries. Therefore every country promotes production as well as trade activities with other countries. The development of trade-commerce gives financial help in many forms. New employment opportunities develop and raw material production, transportation system, import-export market expands. By getting employment opportunities, the standard of living of the people improves, their purchasing power increases and they start looking for better resources. In this way, industrial development is realized according to the needs of the customer. Fluid economy gears development in all possible aspects like road construction, expansion of service-facilities, new experiments in education system etc.

Business activities are performed by taking many organizations, individuals, groups etc. together. Each person is dependent on many other people for his/her needs and interests. Market activities also operate under a chain transaction. In this, from the producer to the preparation of raw material i.e product transportation, packing, decoration of packets, distribution agents, retailers, communication media, managers who prepare schemes related to dissemination, banks, insurance companies etc. are tied to each other in the form of links. Each of these places communicates with the other; it gets space to expand its activities. The stronger and more

dynamic this power is, the more the possibilities of income flow. From these the country gets its name in the form of revenue. The higher the revenue earnings in a country, the more is the scope for development. The facilities of road, electricity, water, housing, education, transport etc. increase. In this way the level of prosperity increases. The country is considered prosperous, where the level of prosperity of the citizens is high. Therefore the government of every country tries to circulate commercial activities within and outside the country.

11.3.3 Trade Policies

When government tries to encourage and develop commercial activities, it has to make policies related to them. As you know, our country has an independent Ministry of Commerce to look after the commercial activities. It determines the policies both at the domestic and foreign levels, keeping in view the needs of trade-business, facilities related to them etc. Apart from this, other ministries also try to promote professional commercial activities at different levels.

When the President, Prime Minister and Foreign Minister also go on visits to other countries, they try to meet the prominent business persons of that country, invite them for business activities in their country, and enter into business related agreements with the relevant officials of the heads of those countries.

Under these agreements, decisions related to taxes on import-export of various goods, decisions related to facilities like place, road-electricity-water etc. are included in connection with the establishment of industrial units. Marketing of locally manufactured goods is also encouraged in these. Care is taken that in the country where the quality of the goods or technology is better; it should be given to or taken from the other country. As India has more skill and capability in making computer software, so other countries give business opportunity to Indian companies making software here. Similarly, films made in India are sold in other countries. Trade in handicrafts, fruits and vegetables, cereals, etc. also spread in a similar way.

Often you read in newspapers that the government of a particular country has reduced the tax on import or export of wheat, rice or sugar etc. Similarly, policies are prepared in the case of import and export of many items. While doing this, governments keep in mind that no such item should be allowed to come from another country so much that local industrial units associated with its production and business are adversely affected. Similarly, during export as well same measures are followed in order to create balance and ensure availability of goods for the people of our country to avoid inflation. In this way, while determining the business policies, the economy of the country and the burden of taxes on its citizens are kept in mind. In order to review the economy, the performance of industrial units and the status of import-export is also assessed every three months, then steps like changes in trade related policies, incentives package subsidy etc. are taken accordingly.

11.3.4 Production & Professional Competition

The incentives and various facilities provided to the industrial units by the governments have resulted in the continuous expansion of industrial units in the last few decades. In this way the

rate of production has increased. And you know that when the production increases, the competition of its faster consumption in the market is also increased. In this way every company or industrial unit tries to present better quality and woo the consumer through various schemes, competitive programs. In this sequence, the estimation of knowledge of different markets of the world is also included. For example, there are thousands of companies engaged in the production of ready-made garments. Modern machines are being used for cutting and sewing clothes. In this way lakhs of clothes are prepared every day. In such a situation, the textile industry of any country cannot depend only on the purchasing power of its citizens. It turns to the markets of other countries. To present its product in a better way, companies try to win the trust of the customers through various schemes.

In this way, due to the commercial tree, the global market expands continuously.

11.4 The Role of Different Groups in the formation of a Global Market

As we have discussed above, every country encourages industrial units and business activities with the aim of strengthening its economy. For this, they make trade agreements with other countries, provide incentive packages and subsidies etc. to traders. In this way, for the purpose of promoting business activities, some countries together have formed business groups. In these, apart from the World Trade Organization, Group Eight i.e G-8, Group Twenty i.e G-20, Association of Asian countries ASEAN, Association of South Asian countries SAARC (SAARC) etc. are prominent.

The purpose behind the formation of business organizations of various countries has been to strengthen relations with neighboring and friend countries and to promote business related activities. As you know, the administration of the United Nations and the determination of policies are dominated by five countries. These are America, France, Canada, Germany and Japan. Apart from these, Russia and China are two big economies. That's why in the matter of business activities, these countries are dominant all over the world. In the last few years, it is believed that the world's economy has been concentrated towards one pole i.e. America. The conduct of trade and commercial policies in the world is decided at the behest of America. That's why countries with emerging economies resolved to develop an independent economy with mutual cooperation apart from this one pole system. As a result of this, organizations like G-20, ASEAN and SAARC came into existence.

Apart from the group organization of these countries, industrial groups have also formed their own organizations in every country, which react to the policies decided by their government, pressurizing the changes in the policies in the interests of the business people. They suggest changes in the rules for import-export incentive package, subsidy etc. FICCI, ASSOCHAM, Indian Chamber of Commerce are some such trade organizations in India. Such organizations are also formed in other countries.

Let us know briefly about these organizations.

11.4.1 World Trade Organization

It is basically constituted for the purpose of determining trade related policies for the member countries of the United Nations, encouraging business commercial activities. Mainly keeping in mind the interests of the import-export businessmen and keeping in view the trend of the global market, it determines the rules and regulations. In times of economic recession, it not only focuses on the policies related to purchase and sale of commodities, but also tries to control the business activities of banks, including stimulus package subsidies, tax exemptions, increasing the liquidity of currency in the market, etc. But since America's dominance in it is more, most of its policies are clearly visible for its own interests. That's why some countries don't like its rules and regulations. Still, the World Trade Organization plays an important role in expanding the global market and keeping it balanced.

11.4.2 Industrial Groups

Many professional organizations have been formed in every country with the cooperation of industry groups, businessmen, banks, voluntary organizations, scholars from educational institutions, etc. The purpose of these organizations is to review policies related to trade and commerce, give suggestions to the government and prepare strategies according to global market trends and future plans. In India, organizations ranging from local business interests to national and international level business industry groups are working. Their purpose is to encourage trade and business activities within and outside the country. If we understand about the role of FICCI and Indian Chamber of Commerce in such organizations, we can get an idea about the functioning, importance and role of many other organizations.

FICCI

It is the oldest non-governmental and not-for-profit organization of the country, to which about four hundred experts from industrial units, banks, universities etc. are associated. It was formed in 1972. The objective of FICCI is to do logical analysis in the policy matters of social, economic, political etc. areas of the country. But its main emphasis is on economic matters, policy analysis on issues related to business activities. Therefore, FICCI is in a way known as the voice of the trade-commercial world of India. It is associated with about forty sectors of the world and apart from the public sector, the private sector and more than eighty-three thousand industrial units of the multinational world are its members.

FICCI is closely associated with the policy matters of the Government. It interacts directly with the government on the expansion of business activities and various issues related to them. It is connected not only within the country but also with the commercial organizations, industrial units of other countries. In this way, FICCI is constantly striving to establish Indian business in the world market and protect its interests.

Indian Chamber of Commerce

It is the national organization of business and industrial units of India. Its formation was due to the efforts made by Ghanshyam Das Birla. All major corporate companies of the country are associated with it. Mainly, the manufacturing companies of the country and outside the country

are engaged in this. Indian Chamber of Commerce i.e. the secretariat of ICC also runs many national industrial plants of the country. Like Indian Foundry Association, Foundry Cluster Development Association, Indian Sugar Mills Association, The West Bengal Cold Chain and Cold Storage Owner Welfare Association, The Indian Chemical Merchant and Manufacturers Association, Ganni Traders Association etc.

Since the ICC has been formed under the constitutional values and consists of the country's leading industrialists and owners of corporate companies, it plays an important role in determining policies related to industrial organizations or in the interests of Indian industry. It formulates policies and recommendations for Indian industrial world, future challenges and the changing global environment. According to the need, it also gives suggestions to the government in industrial and economic matters. It discusses various problems with national and international companies and also works to create pressure on the government.

Thus, industrial group organizations play an important role in the formation of a global market.

11.4.3 Business Groups from Different Countries

Like industrial groups, different countries also have trade-commerce organizations. The purpose of these organizations is to cooperate in the expansion of the Indian market and to make a presence in it in a healthy way. It is necessary to promote business activities in the development of the economy, so the trade-commerce organizations of different countries discuss the plans related to the construction of import-export roads, transportation of goods, determination of taxes, incentives and development of industrial units. In the last two decades, due to such endeavors, not only has the global market expanded, but globalization and liberalization in economic policies have taken place. Availability of raw and processed goods, market consumption of finished goods, expansion of Special Economic Zones (SEZs) and efforts for cooperation with each other in times of economic crisis have accelerated.

Let us know briefly about some major organizations of different countries, which will make it easier to apply and what is the role of these organizations in the expansion of the global market.

G-8 and G-20

This group was formed in 1926 through the efforts of France. In view of the depression in the oil market in 1978 and then the global depression in 1974, it was decided that if the neighboring countries work together, it would be easier to deal with such situations. Therefore, on the initiative of France, six countries of Europe together formed an organization named G - 6. Later, when there were seven members in this, then it became G-7 and later on, G-8. Currently, France, America, United Kingdom, Russia, Germany, Japan, Italy and Canada are member of this group.

The member countries have the right that they can also propose to make any other country its member. Therefore, France and the United Kingdom recommended the inclusion of five developing countries as external members of the European Union. On this basis, India, Brazil, South Africa, China and Mexico were included as external members.

Groups of subsequent heads of state would meet and discuss trade-related aspects. The finance ministers of those countries get the least in a year. Apart from these, the ministers of foreign and environment departments of these countries also meet regularly. The heads of state of the countries included as external members are given a chance to present their views and suggestions a day before the conference. In view of the interests and activism of various countries in state-related activities, the 2008 Washington Conference decided that circumference of G-8 may be extended. By limiting it only to European countries, it will not be possible to protect the broader interests. Therefore, it was announced that in the 2009 Pittsburgh conference, G-8 would be included in G-20.

The foreign ministers of 20 countries and the Governors of the central banks together formed G-20 in 1999. Their task was to jointly decide on the central issues from the global scenario and design the strategy. It is an international forum for open-minded discussion on central issues related to the economy between economically and industrially developing countries and strong countries from the global market point of view.

It provides an opportunity to listen to international financial issues in a balanced manner among the member countries. It helps countries communicate on national policies, coordinate with international financial organizations, and strategize on development issues in the global landscape.

After studying the conditions of the economic recession that arose around the world after 1990, the G-20 concluded that the world would have faced a recession-like situation if the developing countries had tried to overcome the challenges by coordinating with each other. The Group of Twenty therefore began to function as a forum of countries with developed markets. Its results were also seen at many levels. In this way the countries of this group continued to grow and many other countries have joined it.

ASEAN

G-8 was basically an organization of European countries. Although some countries outside the European Union have also been included in this as a whole member, but the purpose of this group is basically to operate and control trade related activities within its original member countries. Therefore, their attention is often less on the interests of countries outside the European Union. Therefore, against the selfish policies of America, France, Germany, etc., Asian countries together tried to form a trade-commerce organization. India initiated in this direction. ASEAN believes that the expansion of the market in Asian countries is accelerating, so if its countries coordinate among themselves and conduct business activities in a balanced manner, they can present a serious challenge to the European Union. Preventing the European Union from capturing the markets of these countries was also a major objective of this organization. The initiative of this organization also saw positive results in the economy of Asian countries. India is being recognized as an emerging economic power in the world.

SAARC

SAARC means the Association of South Asian Countries, it is also known as SAARC. SAARC was formed long before ASEAN. It was formed for the purpose of social, cultural, economic

cooperation between India, Pakistan, Sri Lanka, Bangladesh, Nepal, Bhutan and Maldives. Although it is also committed to mutual cooperation on various fields like terrorism, education etc, but its more emphasis on cooperation on business matters. It is a different matter that India is the strongest country in this and its relationship with Pakistan has been strained for a long time, but its socio-cultural relations with other members like Bangladesh, Sri Lanka, Nepal, Bhutan etc. are very strong. Rather, India's policy is more effective in the economy of countries like Nepal and Bhutan. In this way the business commercial relationship between these countries is very strong. Despite India's tension with Pakistan, trade relations are largely fine.

In this way, for the purpose of economic development, all the countries of the world not only wish to work together with each other, but also make every possible effort.

11.5 Importance of Language in the Global Market

As we have talked above, the efforts of every country, industrial unit, business organization have played an important role in the formation of global market. In this way industrial units have expanded, the rate of production is large. In such a situation, consumption of finished goods has become a big challenge. For this, many companies have started taking help from advertising agencies, marketing experts, trade organizations etc. Compared to the cost of production, a large amount has been spent on research and development for the purpose of selling goods, advertising them, finding a place in the global market and making changes according to the interests and needs of the consumer.

In such a situation, apart from knowing and understanding about their interests and needs, it has become necessary to study their language in order to reach the maximum number of consumers. Because whenever a business or trade moves out of one linguistic culture and makes its place in other linguistic cultures, i.e. assumes a multinational form, then it becomes necessary in many cases to study the linguistic culture of the consumer of different language regions. It becomes necessary to study the linguistic cultures of different regions for the preparation of material related to packing of finished material manuals, advertisements, commercial contracting agents, contests run for customers, etc.

In view of these needs of the companies, many international level language survey and translation agencies have come to the market to help in an organized manner. These agencies study the language structure of different regions and the local words used in them, vernaculars, proverbs, translation complications, etc. according to the needs of the commercial companies, they make efforts to make the content available in different languages by preparing advertisements, other public and official material as per the need.

Let us know what the factors are affecting the nature of language in the global market and business and what difficulties do translators have to face in different languages while translating commercial material.

11.5.1 Local pressure

Every consumer tries that the material related to the product she/he is buying, her/his behavior, maintenance etc. is available in her/his own language, like if a person from Odisha buys a washing machine, then it is expected that he/she should get the related instructions and other information are available in that language, irrespective of the fact that machine was made by a company in Korea or Japan. Similarly, if a person from Germany buys an Ayurvedic medicine, she/he expects to get all the information about it in the German language, even if this medicine is made in India.

Similarly, when a product reaches different measured areas, there is pressure of provincialism in terms of information, advertisements, funding information on the product, etc. China dominates the worldwide children's toys market. But toys made in China provided the information written on them, the method of behavior, warnings etc. in the language of those regions. If this does not happen, however attractive the toys may be, their sale will be affected. Similarly, after the development of satellite, there is a rapid expansion of television programs across the world. Many children's animation films and programs are made in the language of countries like Japan, China etc. But at the time of their spread around the world, they are translated into different languages. Similar is done in case of telecast and sale of films made in languages like Hindi, French, German, Korean, Hungary etc. You must have also seen the adapted forms of films and programs made in Hindi in languages like Kannada, Tamil, Malayalam, Telugu, Odia, Bhojpuri etc.

11.5.2 Linguistic Survey in Management

The role of management has been important since the beginning in the expansion of the trade-commercial activities of the companies. But since the form of global market has been developed and expanded, the competition has increased. Accordingly, the role of management has become important. In order to increase sales of goods and services, companies are under increasing pressure to attract agents, distributors, retailers and customers. In such case, apart from knowing and understanding the mind of the customers, the departments related to sales and promotion of the companies have also started conducting language surveys. In the language area where the consumption of goods is high, in that language, promotional material, sales promotion material, competitive programs for consumers, slogans, posters-banners-advertisements etc. have been involved in linguistic survey and necessary activities for management.

You must have seen and read advertisements on television and newspapers, posters, banners and big boards. Have you felt how a company based in a far away country starts speaking a language of yours after launching its product among you? You do not feel that this company does not belong to you. Every company tries to make a place among you through your language. Because language is the first place through which the consumer can be directly connected and communicated with. In such a situation, companies closely study the language of the consumers, the prevalent idioms, the tone of speech, the colloquial words, phrases, etc. Consumers feel that the company that talks in their accent is only among them. All this service is possible only through translation.

Examples of the products of Nestlé company and especially the market of food products like Maggi in India can be seen here. Nestle is originally a Swiss company but it is difficult to guess from its promotion in the Indian market.

From the above example, you can guess that what the role of translation is in getting the product of a foreign company to you. These big companies appoint translators for this work. You will read further about this in detail.

During the language survey, special care is taken that for which section of the society the concerned product has been prepared and among the people of which age group its consumption can be high. Then the language of advertisement, slogans, information etc. is kept accordingly. For example, soft drink companies know that their product is most commonly consumed by teenagers and young adults, so their advertising; slogans use the language spoken by this group. Let's have a look at the language of the Coca-Cola advertisement.

Example: *Thanda matlab Coca-Cola*

Similarly, the language of Pepsi's advertisement

Example : *Yeh dil maange more*

There is a flow in the language used in both the advertisements. Small and incomplete sentences or phrases are used. The Coca-Cola advertisement alludes to the relaxed and almost fluent language of the youth while the use of the English words in the Pepsi advertisement alludes to the slang of the Indian youth.

Many international companies have also come in the market to help in the measurement survey in the management.

11.5.3 Advertisements, Notices, Manuals etc.

As we have discussed above, language plays an important role in selling goods and services. In order to attract the consumer of every language, advertisements, slogans, poster-banners etc. are prepared in their own language. The information, manuals etc. provided to the customers along with the product are published in their own language. When you buy a mobile phone, a manual booklet is also available with it, in which the methods of using that phone, its maintenance, technical fault, information about the methods of improvement etc. are given. You must have noticed that apart from Hindi, English, information is written in all languages of India in that booklet, so that the consumer can comfortably receive information in her/his own language. Similarly, companies manufacturing other products also use different languages for manuals, information, advertisements, etc. Manuals from Loreal, Garnier, Samsung, LG etc. can be seen as examples.

Business competition has also increased due to the spread of communication media. There has been a rapid expansion of regional language channels and newspapers. In such a situation, the importance of advertisements has increased a lot. It has become easier for companies to advertise in regional languages. In this order, advertisements are prepared in any one language and then they are broadcasted by dubbing in other languages through translation or by changing the

language of the text, they are published in newspapers and magazines of many languages. While preparing these advertisements, as recalled above, the help of language survey is taken. Since advertisements try to capitalize on maximum consumer interests, everyday activities and habits, in such a situation, if special attention is not given to the language, then its effect goes feeble.

11.5.4 Linguistic Hegemony

In the global market, the languages of those countries are used, which influence the World Trade Organization, the European Union and other trade-commerce activities around the world. That's why English, German, Korean, Japanese, Chinese and Russian languages are more prevalent. In this too, China and Japan are aware of the production point of view, but the acceptance of their language and script is very less in the market. That's why they have to take the help of English, French and German. Since there is a tense relationship between these three languages regarding their supremacy, English may not work for companies in Germany and France if they need to expand their business. The British had spread their businesses in many countries of the world and through that they also captured the governance system, so through their education policies, they were helped to establish the English language in many countries. In this way, there are people who understand and speak English in many countries. That's why English accounts for a large part of the work in the global market. Since the measure of major economic powers such as the United States and the United Kingdom is English, and a large part of the global market is dependent on it, English dominates the world market as well. Since English serves as the lingua franca in most multilingual societies, it is not too difficult if companies try to operate only in English without taking the help of local languages. For example, the business of pharmaceutical companies in India can be seen. Pharmaceutical companies are not pressured to use local languages like other products. Similarly, though the help of Arabic and Persian has to be taken in the Gulf countries, but there is no such negation towards English, as it is in France and Germany.

11.6 The Role of Translation in the Global Market and the Nature of Language

Till now, while talking about the expansion of the global market, the importance of language and the inclination of business companies towards local languages, etc., this thing must have arisen in your mind again and again that when companies expand their business among many linguistic cultures, the language also gets affected. What would they have to do to overcome the problems arising at this level? Obviously, translation helps them to survive in different linguistic cultures. Since it is not possible for any company to prepare different content for its products in all the languages of the world, there remains scope for many kinds of errors. That's why source material is prepared in any one language, whether it is promotional material or information related to goods in the form of manual etc., then that material is translated according to the linguistic areas of the concerned business.

If you look at the advertisements aired on television, the actors, actresses, scenes and ideas are the same in the advertisement of any item, their language changes according to the audience and consumers of different regions. Apart from Hindi, if you watch channels of other languages like Bangla, Odia, Marathi, Kannada etc. at different times, then the same advertisement may appear in the changed language. Due to this, companies have different advertisements for the same item.

One gets freedom from the effort and expense of preparation. Only the cost of translation has to be spent, which is comparatively less than the preparation of original advertisement.

To understand the importance of translation in trade-commerce activities, let us understand the nature of different media and the difficulties faced by translation.

11.6.1 Nature of Media

Due to these media, many facilities have come in India, you are familiar with them. First magazines and Radio used to be the main communication medium. Then television came into existence. Then computer and internet came into picture. Along with this, the mobile phone developed as a powerful medium of communication.

As communication media developed and expanded, it became increasingly important for companies to provide information about their products and services in business commercial activities. In the beginning, there were strict norms in the matter of publishing advertisements in newspapers and magazines. After independence, due to the efforts of the central government, the rules and regulations became simpler. Then, as the circulation of newspapers and magazines in regional languages increased, the competition to advertise in commercial companies increased. In this way, advertisements became a major source of income for the media. Through advertisements, it became easier to convey necessary information to the consumer and the people of the country, instructing awareness programs, while the competition to collect advertisements in the media also began to appear.

You are familiar with the nature of different communication media. Radio is mainly an audio medium, while magazines are the medium of people with the ability to read and write. Similarly, TV is an audio-visual medium. The Internet is a network of all kinds of information. Through this, exchange of information has become easy. It is one of the most talked-about communication media and equipped with many facilities that can reach the world. Every business, commercial unit and organization, government department start a website to maintain contact with customers by providing information about their products and services on the Internet. Letters can be written on these, complaints can be lodged, people can participate in various competitive programs. Consumers can choose their favorite goods or services through these websites. With the internet becoming a trend, there is a huge scope for broadcasting advertisements on it. The broadcast of advertisements on the Internet means that the company and the time period are exposed to the eyes of the whole world. The effect of advertisements given in television, radio, newspapers and magazines is possible only at the regional level, but through the advertisement on the Internet, presence is registered in the global market.

After the Internet, the mobile phone has evolved as a multi-purpose communication medium. It can not only be talked through, but messages can be sent and received through it, the facility of TV, radio, internet etc. can also be had. In this way it also acts as a major medium of advertisement. Most of you are mobile phone users and familiar with its properties. Throughout the day, advertisements keep coming through messages on it. That's why you are familiar with their nature.

Though the basic language of internet and mobile phones in our country is English, but the facility to work on these in other Indian languages has also developed. Many websites have also been prepared in languages like Hindi, Bangla, Odia, Tamil, Telugu, Kannada, Malayalam, Marathi Kashmiri, Urdu etc. The facility to send and receive messages in these languages is also available on mobile phones. In this way, all the big and small companies broadcast information and advertisements about their products and services in different languages on mobile phones as well.

11.6.2 Translation Agencies

Language plays an important role in the development of the global market. Experts believe that the brand which can easily and effectively tell about itself to its consumer, can remain competitive in the global market. In such a situation, while the role of advertising agencies has become important in communicating in effective language about the policies related to the product, its features and benefits to the consumer, the role of advertising agencies has become important in broadcasting those information and advertisements keeping in mind different areas. Keeping in view this demand and need, the business of translation agencies has increased all over the world. It tries to translate better using adjectives and translation machines. Big companies that constantly need to prepare or refine advertisements and information, etc., give work to agencies on contract. In this way, through the coordination of advertising and translation agencies, information, advertisements, etc. are continuously modified; refined and new commercial material is created in view of the changing needs and competition in the market.

11.6.3 Translation Related Problems and Solutions

When trading commercial companies spread their business across different linguistic cultures or try to sell one of their brands, they have to go through many difficulties. Advertising and translation agencies try to provide better material to them after similar studies, but they also make mistakes in many cases. This can be understood by comparing it with India, UK and US in terms of making advertisements. Most of the advertisements produced in India are aimed at housewives, youth and to some extent children. It is believed that India currently has the largest population of youth, so any product can be easily consumed if an attempt is made to appeal to their attitudes and tendencies. That's why most of the advertisements are seen trying to capture the interests and thinking of housewives satisfied with home appliances and services, youth influenced by modernity and growing up children. In these, famous actors-actresses and sportspersons are seen encourage the consumers to buy their products and spread the name of their services.

The point of American advertisements is that they should prove their product better than other companies. That's why they emphasize on the claim of better quality of their product than the products of other companies through all the arguments.

In Britain the situation is the opposite. Their focus is mainly on attracting customers to various items in a humorous manner by keeping in mind the trends of shopping malls. , That's why the advertisements there have more humorous elements.

But the difficulty for companies is that they have to sell the same product in different countries and linguistic cultures. Therefore, they have to provide information and promotional material about their product, understanding the mind of the people of each linguistic area. In such a situation, even minor lapses of advertising agencies and translation agencies prove to be fatal for them. For example, you can understand from some incidents.

Motor car manufacturing company named Ford is known worldwide for its quality. But when it launched a car named 'Pinto', which means 'burden' in Portuguese, so it found it difficult to sell that car in Brazil with the same name because in the local language of Brazil, this word has a derogatory meaning. That's why people did not like to buy this car. Then Ford decided to relaunch that car in Brazil by another name. The name was named- 'Keliant'. ', which means suffering in the Portuguese language. But it was difficult for Ford to sell this car in Mexico with the same name, because in the local language there, the word 'keliant' means 'whore'. So here people did not like to buy this car. Similar problem was faced by Ford company in selling its small truck called 'Fiera' in Spain. 'Fiera' means an ugly old woman in Spanish language so people here avoided buying this car. Many such examples can be seen in the trade-commerce world.

In fact, translators face difficulties in translating any brand, company name, slogan and promotional material prepared keeping in mind the emotional aspects. Because most of the promotional material in the global market is prepared in English and then translated and disseminated keeping in mind the consumers of different language regions. In such a situation, even a perceived mistake in understanding any linguistic culture creates a ridiculous situation. Many such examples exist.

In 1920, when Coca-Cola translated its brand name into Chinese, it translated into Chinese, which meant *Bite the wax tadpole*. Similarly, when its slogan, 'Have a coke and smile' translated into French would mean, *Have coke and mouse*.

When Coca-Cola in Cuba translated the slogan *Tome Coca-Cola* i.e. Drink Coca-Cola, it became *Teme Coca-Cola*, which in the local language means, *go away from Coca-Cola*. There are many examples of such difficulties arising in launching the products by multinational companies in different markets.

Actually, most of the multinational companies launch their products in the market with an idea. But after reaching other languages, the same idea changes its meaning many times through translation. That's why they try to create new ideas according to each linguistic culture. Many errors arise in this way. That's why keeping continuity in thoughts for a brand becomes big for companies. Ace perfume company wants to maintain its reach in the youth segment, so it does business with the same idea and slogan all over the world. That's why continuity remains in its thoughts. But Lux soap Company launches its brand with different slogans and ideas in different societies, so there is often a possibility of errors in the translation of its promotional material.

Seeing these problems many times some companies tried to launch their brand in the market without getting its name translated. But they had to face many difficulties in this too. America's company named General Motors launched a car named Nova in the market. The word has the same meaning in English and Spanish. But if spoken a little louder in Spanish, then no and vo are

separated and the meaning changes to "it won't do." Similarly, a cosmetics company launched its hair product with its original name 'Mist', but no woman in Germany liked to buy it because it means 'cow dung' in German.

In this way, while translating business-related material, it is very important to understand the culture of the target language, the different meanings and euphemisms of the words spoken there. When translation is done by such a translator, whose target language is not his/her native language, but the acquired language, then making error in the translation is quite natural. These days the trend of machine translation is increasing. Machine translation is more prone to misinterpretation. Humans can create new words according to different social needs by understanding the sensitivity of the language. The machine cannot do this, so there are more chances of misinterpretations in its translation.

11.7 Let Us Sum Up

In the present unit, we studied in detail about the global market and linguistic relations. In this unit, we have discussed the following points: Due to the efforts of the governments of different countries, there has been continuous expansion of trade related activities, due to which the nature of the global market has been created. The combined efforts of organizations of countries and business groups liberalized business policies, encouraged companies and encouraged them. Trade policies, commercial seed and organizations like World Trade Organization, G-8, G-20, ASEAN, SAARC have an important role in the formation of global market. In India, trade organizations like Indian Chamber of Commerce, FICCI play a leading role. In the global market, media such as TV, radio, newspapers, magazines, internet, mobile phones etc. make significant contribution in the promotion of goods. Language is a major factor in product promotion and management, so different companies and agencies conduct language surveys for different brands. In the global market, the battle for supremacy can be seen in languages like English, French, German, Chinese, Russian, Japanese etc. In such a situation, the role of translation agencies has increased. Translation agencies help in improving the promotional material by doing research according to the nature of different linguistic cultures and communication media. Companies also have to face problems many times due to mistakes in translation of their bond names, slogans and ideas. A translator of commercial literature is expected to have a good understanding of the culture of the target language, the various meanings of its words, and the rhetorical component.

11.8 Exercises

1. Explain the role of organizations of different nations in the formation of global market.
2. Throw light on the role of language in the global market.
3. The need for translation of commercial literature by clarifying the nature of media
4. What is the importance of translation agencies in the global market? Explain.
5. What kinds of mistakes are there in the translation of promotional material of commercial companies?
6. Explain the role of trade policies in the formation of global market.
7. What is the importance of the global market in the development of the economy?
8. Underline the importance of language survey in the working of industrial units.
9. Explain linguistic growth in global market.

11.9 Suggested Readings

- Cronin, Michael (2003) Translation and Globalization, London, Routledge.
- Cronin, Michael [2006) Translation and Identity: Oxon: Routledge
- Harvey, David (2000) Spices of Hope, Edinburgh: Edinburgh University Press)



UNIT 12: GLOBAL ECONOMY, TOURISM AND TRANSLATION

Unit Structure

- 12.0 Objective
- 12.1 Introduction
- 12.2 Cosmopolitanism and Global Identity
- 12.3 Economic Proliferation: Spaces of the 'Global Economy'
- 12.4 Tourism, Travel and Accessibility
- 12.5 Locating Translation in the new 'global Economy'
- 12.6 Translation and the New Political World Order
- 12.7 Role of English in Economic & Political Dissemination and International Tourism
- 12.8 Translation, Tourism and International Market
- 12.9 Let Us Sum Up
- 12.10 Exercise
- 12.11 Suggested Readings

12.0 Objective

After reading this unit you would be able to:

- Understand what is meant by global economy;
- Understand the complex dimensions of different languages spoken in famous tourist places;
- Understand the possibilities of translation at different levels and the methods of multicultural communication;
- Understand the role of universal brotherhood; and
- Understand the role of translation in the expanding economic influence on a global scale.

12.1 Introduction

In this unit we will discuss global economy, tourism and translation in detail. But before that let's have an example.

An Indian traveler who lands up at a ticket counter of a railway station in the Polish interior railway network wishes to buy a ticket for travelling to a destination and asks for the same in English. The lady at the ticket counter cannot understand a word of what exactly the person at the other end is asking except possibly a vague idea of only the *name* of the destination place though she is almost certain of his intent. She murmurs information that the traveler just cannot decode who feels of a strange communication barrier between them. Unsupported by a translator at her side, she notes down, for the traveler, details of the trains going from the existing station to the destination one and their timings—a journey which includes break-journey i.e. one must change trains in between. The traveler does not understand this and thus lands up in a huge mess, unless of course he/she is helped by someone who knows both English as well as Polish. Such complex situations may arise not just in an English-Polish paradigm but also in many similar contexts and probably more so in contexts where speakers of one language may have resistance to the other language in question.

This and many other such cases is something that definitely exists almost everywhere around the human world and probably more so in the most popular international tourist destinations. There are various forces that could be seen at work in such or similar circumstances. For instance, the complex dynamics of the various languages spoken in all the popular tourist destinations both in an international scenario as well as in the Indian context, the possibilities of translation at various levels and the ways in which passages of multi-cultural communication run, the role of cosmopolitanism, of the ever-expanding economic forces—are all constitutive parts of what is under preview in this unit. However, before formulating arguments on tourism and translation, it is important that we take a look at what we understand by cosmopolitanism and how cosmopolitan global identity is formed.

12.2 Cosmopolitanism and Global Identity

The word ‘cosmopolitan’, is derived from the Greek word *kosmopolitês* that is ‘citizen of the world’ and has been used to describe a wide range of important views in moral and socio-political philosophy. The central thesis shared by all cosmopolitan views is the idea that all human beings, regardless of their political affiliations, do/can belong to a single community, and that this community, it is believed, should be cultivated. Different versions of cosmopolitanism perceive this community in different ways, some focusing on political institutions, others on moral norms or relationships, and still others focusing on shared markets or forms of cultural expression. The philosophical interest in cosmopolitanism lies in its challenge to commonly recognized attachments to fellow citizens, the local state, provincially shared cultures, and the like.

There are two major currents of the interpretation and promotion of transnational cosmopolitanism. The first is dominated by transnational capitalists and associated elites that praise a borderless neoliberal world, that is, unrestricted access to domestic markets and natural and social resources, and the empowerment of global actors and agencies such as the World

Bank, the IMF and the World Trade Organization. The second is composed of intellectuals, some of them within academia (working mostly in the fields of anthropology, cultural studies, economics, geography, international relations, political science and sociology), others in non-governmental organizations, who are advancing visions of heterogeneity, heteroglossia, migrancy, cultural diversity, or empowerment of local actors, and claiming a need for global governance and a global civil society to regulate the power of transnational de-territorialized elites. In different ways, both sides feed on universalist ideologies such as development, republicanism, liberalism, socialism, environmentalism and the defense of human rights. It is important here to take a close look at economic cosmopolitanism among various other types of cosmopolitanism—something which shapes the inter-cultural passages of tourism and translation a great deal.

Economic cosmopolitanism is perhaps less often defended among philosophers and more often among economists and certain politicians, especially in the richer countries of the world. It is the view that one ought to cultivate a single global economic market with free trade and minimal political involvement. It tends to be criticized rather than advanced by philosophical cosmopolitans, as many of them regard it as at least a partial cause of the problem of vast international economic inequality. These debates about the desirability of a fully globalized market have intensified in recent years, as a result of the end of the Cold War and the increasing reach of the market economy.

Moreover, there are several concerns that lead thinkers to regard economic cosmopolitanism as undesirable. First among these is the lack of effective democratic control by the vast majority of the world's population, as large multinationals are able to impose demands on states that are in a weak economic position and their populations, demands that they cannot reasonably refuse to meet, although this does not mean that they meet them fully voluntarily. It entails, for example, labor conditions or the use of raw materials in the so-called Third World countries.

However, it is still argued that economic cosmopolitanism has a major role to play in the formation of global identity and in shaping socio-political and cultural dynamics of population communities around the globe. This in turn has been possible through processes of economic proliferation, by widening utilitarian scopes of national economies, and by extending the frontiers of financial institutions—a discussion on which follows below.

12.3 Economic Proliferation: Spaces of the 'global economy'

The global economy has, in the turn of the new century, undergone significant changes. Over a longer time period, as David Harvey notes that in developed economies, 'reductions in the cost and time of movement over space have been a continuing focus of technological innovation' (Harvey 2000: 59). Transport systems such as canals, railways, motorways, air and jet transport have made the movement of goods and people easier thereby also reducing the constraints of distance. Various material obstacles have been removed paving the way for what has been called

‘dematerialization of space’ through a dissipated use of telegraph, radio, telecommunications and the IT mechanisms including the Internet—all functioning by virtue of ‘on the spot information’. This affirmed the belief that financial transactions can now take place on a worldwide scale and that the economic activities can now be coordinated by financial and other institutions almost instantaneously over space.

Around the beginning of the first decade of the 20th century, the developed economies especially the USA constructively invited a huge influx of population from different developing economies such as India—the consolidation of the highest strength of the American IT industry workforce as a typical example. Such a phenomenon can be understood as a strategically maneuvered process of capital formation through establishment of international business frontiers among the weaker economies. These new ‘superior’ economies create work forces for enhancing their capital growth and enriching national economy for partly fulfilling the dream of achieving the status of ‘economic superpower’ or global ‘financial capital’.

As a result, from post 1990s onwards, we could witness narrowing down of gaps existing between the ‘global’ and the ‘local’. International economic proliferation enabled the ‘local’ or ‘regional’ gain access into the ‘global’ domain and vice versa. Political dynamics of import/export were made easy for the realization of interests of those whose capital was at stake. International trade policies were revived. Markers of citizenship received fresh acknowledgements. Domestic market spaces around the Third World became new centers of attraction for the investment agents of the ‘global economy’. Spaces of domestic market received fresh impetus under the rapidly proliferating influence of economic boom—thus acting as agents of something termed as ‘flexible capitalism’. Nationalist events (political or socio-cultural) started playing a crucial role in the determination of currency positions in global market. Yet the hierarchy of economic power continued to exist and assert itself in the functioning of international trade activities.

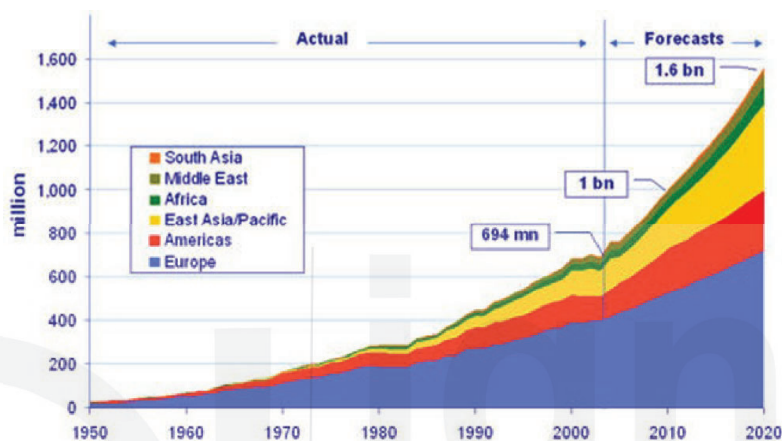
In such a scenario, activities of travel and tour received a significant rise driven by the ever-increasing demands of meeting with the new challenges of global economy, financial expansion, investment, profit and institutional growth. In the next section we shall discuss how and to what extent this impact was realized in the tourism industry and other allied fields of the same such as hospitality.

12.4 Tourism, Travel and Accessibility

Since the expansion of economic frontiers of the world and of market spaces, there has been tremendous growth in the activities of tourism and travel worldwide. Market fluidity and economic forces of globalization enabled this boosting up of tourism and travel industries in the new era. The newly strengthened industry of tourism and travel offered modes and processes of accessibility to citizens of the world who now had a free flow of information about geographical

spaces as travel destinations, and various modes and choices of other necessary paradigms of tour and travel.

Tourism is now probably one of the world's largest income-earner for many countries and was worth \$500 billion in 2007. Tourism has become a popular leisure activity now. In 2008, there were over 922 million international tourist arrivals worldwide, with a growth of 1.9% as compared to 2007. The following chart should make things clear:



The graph above shows the last 60 years of tourist growth—from just tens of millions in 1950 to 694 million in 2004. The other massive trend is the continued dominance of Europe as a destination, but also the massive growth in numbers to East Asia and the Americas.

Mediums of telecommunication or e-communication such the technographic revolution in mobile technology and the internet have offered quick, on-the-spot access to information pertaining to travel and tourism both in an Indian context as well as on international frontier. Enthusiasts of tour and travel have now easily available mechanisms whereby they can browse through different options and offers for touring a place of destination, make travel arrangements (bookings etc) online. There are easily accessible travel-&-tour related websites that offer multiple possibilities at a competitive cost.

Such ever-expanding prospective paradigms of tour and travel have further led to a remarkable growth in the communicative mechanisms and to the evolving processes through which they could constantly be developed, improvised, and possibly make appropriately viable for the new challenges. One such mechanism is that of translation. In the next section, we should locate the activity of translation in the new global communicative scenario.

12.5 Locating Translation in the New 'Global Economy'

The world economy, or global economy, generally refers to the [economy](#), which is based on economies of all of the world's [countries](#), national economies. Also global economy can be seen as the economy of [global society](#) and national economies – as economies of local societies,

collectively making the global one. It can be evaluated in various ways. Global economy is inseparable from the [geography and ecology of](#) the human world, and is therefore somewhat of a misnomer, since, while definitions and representations of the ‘world economy’ vary widely, they must at least exclude any consideration of resources or value based outside of the [earth](#).

It is common to limit questions of the world economy exclusively to [human economic activity](#), and the world economy is typically judged in monetary terms, even in cases in which there is no efficient market to help value certain goods or services, or in cases in which a lack of independent research or government cooperation makes establishing figures difficult. Typical examples are [illegal drugs](#) and other [black market goods](#), which by any standard are a part of the world economy, but for which there is by definition no legal market of any kind.

However, even in cases in which there is a clear and efficient market to establish a monetary value, economists do not typically use the current or official exchange rate to translate the monetary units of this market into a single unit for the world economy, since exchange rates typically do not closely reflect [worldwide](#) value, for example in cases where the volume or price of transactions is closely regulated by the government.

Rather, market valuations in a local currency are typically translated to a single monetary unit using the idea of [purchasing power](#). This is the method used below, which is used for estimating worldwide economic activity in terms of [real US dollars](#) or euros. However, the world economy can be evaluated and expressed in many more ways. It is unclear, for example, how many of the world's [7.01 billion people](#) have most of their economic activity reflected in these valuations.

In 2011, the largest economies in the world with more than \$2 trillion, €1.25 trillion by nominal GDP are the [United States](#), [China](#), [Japan](#), [Germany](#), [France](#), the [United Kingdom](#), [Brazil](#), and [Italy](#). The largest economies in the world with more than \$2 trillion, €1.25 trillion by GDP (PPP) are the [United States](#), [China](#), [India](#), [Japan](#), [Germany](#), [Russia](#), the [United Kingdom](#), [Brazil](#), and [France](#).

Translation has played a crucial role in defining, shaping and perhaps controlling ‘global economy’ and ‘flexible capitalism’ around the turn of the new century. Information, especially translation information has had circulations at an increasing speed through informatics and telecommunication networks. This, in turn, involved more sustained translation contacts as various companies sought out intermediaries to train staff ‘to demo the product in another language’, to manage ‘complex delivery logistics abroad’ and ‘to learn the market geography’, to cite few of the necessary demands around translation in the new global market spectrums.

The translation and language industries—the old ones getting new rejuvenations along with a booming of new ones—all professed globalization although currents of critiquing what has been called ‘market utopianism’ continued to run alongside in the form of ‘anti-globalization’ movements. Market spaces—both global as well as domestic—could feel the impending necessity to employ and accommodate translators, interpreters, commentators for catering to the increasing demands. Institutions of language and translation had to but bring in reforms in their curricula, offer new courses for standing up to the demands and a call for the reputation. Inter-disciplinary course contents (such as on world economy, international market, globalization and so on) were introduced in language and translation institutions as also in schools of Sociology, International Relations and Contemporary Politics.

12.6 Translation and the New Political World Order

Translation has received new treatments in the wake of the new 21st century world order especially in crisis zones of the West and the cultural upheavals in the East. The political battlegrounds between the Orient and the Occident continuously evolved newer attentions towards generating and promoting translation activities for meeting their own political interests. This was materialized through a number of well-formulated exercises such as constituting and promoting agencies/bodies of translation and language research; and re-framing laws/by-laws at the political-bureaucratic level.

The relationship between translation and nation-state came to be expressed in practice in the form of institutional arrangements put in place by a number of European nations to promote the translation of European literatures and to foster European languages. The *Ministere de la Communaute Francaise* (Belgium), the Danish Ministry of Cultural Affairs, the Finnish Literature Information Centre, the Foundation for the Promotion of Translation of Dutch Literary Works (Netherlands), the *Direzione Generale delle Relazioni Culturali* (Italy), *Inter Nationes* (Germany), *Alliance Francaise* (India) are some examples, all of which, first at the political-bureaucratic level followed by realization at the material level, worked towards meeting the multifaceted demands of the time including most significantly those of the tourism industry.

However, critics of ‘globalization’ often highlight the role of the United States in controlling most of the working factors of globalization particularly in the area of re-shaping industries involving finance/capital in a dominant way. Nationalist currencies started being accounted in terms of their respective values in US dollar. It is said that globalization would not have happened in the way it has, without the United States operating as both a driving force and supervisory agent of the whole process. The tourism industry was heavily crafted by US

bureaucratic mechanisms and majorly shaped by dominant tendencies in modes of operation such as business methods, corporate cultures, consumerism etc.

Terrorist attacks on the United States brought along serious questions of national security, safety and prospects of tour and travel increasingly became dangerous or at least questionable. When the 9/11 tragedy was followed by the Iraq invasion and occupation, translation stories increasingly made news, most of them covering the paucity of accomplished Arabic translators, the ouster of qualified translators from the military as a result of homophobic policy, and defense department initiatives to bolster instruction in “critical” languages. Institutions such as Washington D.C.’s National Foreign Language Center or University Affiliated Research Center (UARC) at the University of Maryland became beneficiaries of government funding for development programs of language instruction and human-machine language interface. The government’s language panic spilled over into various articles and blogs highlighting translation as a symptom of diplomacy failure and the perils of war on the ground. The contributing role played by all such maneuvered processes pioneered by a dominant Euro-centric and particularly American Statehood entails yet another subject for us to look at—that is the role of the English language in this huge upheaval of modern economic/industrial and touristic transformation.

12.7 Role of English in Economic & Political Dissemination and International Tourism

One significant aspect of understanding how translation works in the context of 21st century multiculturalism and global tourism is to have an estimation of the ‘role’ of and ‘being able to speak’ English. The Third World mostly tries to communicate with the rest of the world in English. Of the 4,000 to 5,000 living languages, English is by far probably the most widely used. As a mother tongue, it ranks second only to Chinese.

On the other hand, the 300 million native speakers of English are to be found in every continent, and an equally widely distributed body of second language speakers, who use English for their day-to-day needs, totals over 250 million. Finally, if we add those areas where decisions affecting life and welfare are made and announced in English, we cover one-sixth of the world’s population. Barriers of race, colour and creed are no hindrance to the continuing spread of the use of English. Besides being a major vehicle of debate at the United Nations, and the language of command for NATO, it is the official language of international aviation, and unofficially is the first language of international sport and the pop culture. Russian propaganda to the Far East is broadcast in English, as are Chinese radio programmes designed to win friends among listeners in East Africa. Indeed, more than 60 per cent of the world’s radio programmes are broadcast in English and it is also the language of 70 per cent of the world’s mail.

English as a popular international language of tourism has opened prospective windows for jobs and has added a good deal to the educational economy especially in the countries in which it is a

second language and probably little so in countries in which it is a ‘foreign language’. Other than the countries where it is used as first and second language, English is a foreign language. That is, it is taught in schools, often widely, but it does not play an essential role in national or social life. In Spain, Brazil and Japan, for example, Spanish, Portuguese and Japanese are the normal medium of communication and instruction: the average citizen does not need English or any other foreign language to live his daily life or even for social or professional advancement.

Countries that were erstwhile British colonies obviously carried on with the legacy of the English language, almost as an official language, in their respective post-independence times. English worked as a dominant medium of learning and instruction in all kinds of passages of trade, industry, education and tourism. In India, for instance, learning, understanding and communicating in English became a powerful medium in various avenues of the Tourism industry. Private sector economy including institutions started earning huge revenues through fostering of English in areas of language use and translation. Expanding frontiers of tour and travel in India saw and used English as the primary linguistic medium of ‘reaching out’ to the largest client base.

Thus, the Third World economies, the avenues of tour and travel, concerns of communicative accessibility—all could work well only with the use of English by a systematic institutional implementation of the same by both Private and Public sectors. Finally, we come to examine the state(s) of a contemporary world the legacy of which has been coming along since the beginning of the new century or slightly before where the more languages one can speak more are the prospects of profit and capital. Translation has been, in the last decade, received as an important tool in inter-cultural, inter-national and inter-communitarian communications including in matters of commerce, tourism and material spaces of international market. This will be discussed in the next section.

12.8 Translation, Tourism and International Market

The work of translation and Translation Studies as a discipline has entered a completely new era around the beginning of 21st century. The new ‘globalized’ age has witnessed a new ‘translative consciousness’ in humanities, cultural studies as well as around the multi-cultural spaces of tourism. There has been tremendous rise in the number of international tourists visiting various tourist destinations due to factors we have already discussed before.

Inter-cultural amalgamations of people from various parts of the world are no longer outdated—something which does away with the ‘foreigner’ tag because of the ways in which markers of cultural identity have adjusted liquidities alongside expansion and acceptance of transnational market dynamics.

Significant companies in the translation area such as Berlitz GlobalNet or SDL International are strongly committed to acquisitions as a way of acquiring expertise and market dominance. If translation today is profoundly affected by changes in political economy and cannot be considered apart from these changes, how are we to conceive of translation in a global age, and more particularly, what are those elements in translation which make it visible not at the dusk of an old century but at the dawn of a new one? A paradigm which helps to encapsulate many of the contradictory movements in the development of translation in the era of globalization is that of the network.

Translation has earned new paradigm shifts in the wake of the post-9/11 sensitive world, around the political games the US has played using/misusing the translation tool in its Iraq invasion, the US policies around the Middle East spanning across internal national boundaries. America's monolingualism suddenly became a threat and measures were immediately taken to safeguard America's threatened nationalism. Prospects of multilingualism, recruiting translators who knew Arabic and English became a necessity. The war zone also became a translation zone.

In recent times, we have seen a prolific rise of production and distribution of various travel-advisory content such as dictionaries, blogs, webpages, guidebooks for tourists and so on, many of which contain optional viewing or supportive reading in a language other than English particularly in the national language of the destination country.

In India, we have various kinds of such material easily accessible for willing travelers available in the traveler's own desired language. The prospects of generating profit have increased with the increase of international tourists in India in recent years. Travel companies have been methodically recruiting employees giving preference to those who have the advantage of knowing multiple Indian or foreign languages. Training programmes and workshops are organised frequently by such companies to meet with the growing demands of language and translation skills. Domestic travel companies are increasingly making business ties with their international counterparts to be able to solicit the interests of the visitors and tourists thereby also earning maximum possible revenues for their own companies. State institutions: both domestic as well as abroad, such as national embassies, have been increasingly vigilant on the prospective and powerful role that translation plays in international politics and economy. Thus, we have seen that translation indeed plays a crucial role around activities of the tourism industry and around international market dynamics, working at domestic and global paradigms.

12.9 Let Us Sum Up

In this unit we have seen how translation has become an essential part of global culture and how translation, international tourism and economy are interrelated. Today in this 21st century, tourism is also a part of the consumer culture. And geographical or say global culture has an

important role in converting this tourism into a complete tourism industry. Translation is today an essential tool in this whole global culture which is playing a huge role in attracting different countries and cultures in an industry like tourism. Today translation has also become a part of international politics, which is not only being used to understand the other nation, but at the same time it is also being used to increase business in other countries.

At the same time, it is also being used to improve international relations and attract tourists. Along with this, the work of strengthening the concept like globalization is also being done.

12.10 Exercise

1. What are the two streams of the development of International Universalism? What is the difference between them?
2. What is meant by liberal capitalism?
3. What is meant by global economy? What are its limits?
4. How is translation work being promoted in the 21st century?
5. What is the role of English in the countries which were British colonies?

12.11 Suggested Readings

- Cronin, Michael. (2003) *Translation and Globalization*, London: Routledge.
- Cronin, Michael. (2006) *Translation and Identity*, Oxon: Routledge
- Harvey, David. (2000) *Spaces of Hope*, Edinburgh: Edinburgh University Press.