3ʳᵈ INTERNATIONAL CONFERENCE, 2012
TRANSLATION, TECHNOLOGY AND GLOBALIZATION IN MULTILINGUAL CONTEXT
June 23-26, 2012, New Delhi, India

Convenor

Ravi Kumar

Founder President - Indian Translators Association

Jointly organized by
Indian Translators Association
LinguaIndia

Supported by

Punjab Technical University
Instituto Cervantes
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Coordinator
Indian Translators Association

3rd International Conference
Translation, Technology and Globalization in Multilingual Context,
June 23-26,2012, New Delhi

Nowadays the demand for translation and language related services has increased exponentially. Translation is not only needed for the promotion of literature and cross cultural activities, it has become an essential tool for keeping pace with the globalization phenomenon which is inseparable from technology and localization processes.

The role of Translation becomes more critical when companies with global reach need to contact in real time their customers in local languages. Therefore, it is quite evident that over the past decades, localization has progressed from being an added effort by some software publishers to a multi-billion dollar professional industry. Localization, web site globalization, language engineering, and software internationalization have become important issues for companies that want to market and sell their products in international markets. In many cases, localization has proven to be the key factor for international product acceptance and success.

Translation, localization, IT and Technology have added unprecedented dynamism in economic, social and cultural activities across the globe. India, being one of the major players, has undergone revolutionary changes within its economic, social and cultural systems giving way to Informational Technology and Business Process Outsourcing. The steady economic growth and reforms have helped Indian economy attract record inflow of Foreign Direct Investment and joint ventures creating a high demand for language consumption in local languages as well as foreign languages. It is important to note that Languages being essential tools of communication have also undergone fundamental changes in order to be part of essential determinants of economic changes. Therefore, language learning is not merely a natural acquiring process; rather, it has become a specialized field that needs professional training and technological integration.

Therefore, translators can no longer rest on their laurels but, like any other service provider, must continuously upgrade themselves by coming to terms with an ever developing technology (including IT resources such as CAT tools and project management tools) and adapt to increasingly stringent professional demands involving good commercial practices, project management processes, terminology management, development of quality standards and effective client services.

It follows that there is an urgent need to identify the gaps and take effective measures by providing required training to language professionals, translators, interpreters and other stake holders including service providers and service takers and make best use of the immense opportunities being offered in this area.

The previous international conference on "Role of Translation in Nation Building, Nationalism and Supranationalism" held in Delhi on December 16-19, 2010 at Instituto Cervantes has shown how translators play a key role in social and cultural change in society and help in dissemination of the ever expanding knowledge and information available, and how their role becomes more important in the Indian context as they help in spread of knowledge to all corners of Indian society that consists of a mosaic of sub-cultures and sub identities within multilingual and multicultural contexts.

The Third International Conference on "Translation, Technology and Globalization in Multilingual Context" extends these discussions to interrelationship between translation, technology and globalization followed by pedagogic challenges and professional development of translators.

Patron in Chief and Chief Guest Dr. Rajneesh Arora Vice Chancellor Punjab Technical University; Jalandhar	**Patron & Host** Dr. Oscar Pujol Director Instituto Cervantes, New Delhi
Guest of Honour Juan Alfredo Pinto Saavedra Ambassador of Colombia in India New Delhi Atul Kothari National Secretary Shiksha Sanskriti Utthan Nyas Dr. Braj Kishore Kuthiala Vice Chancellor, Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal Dr. Jancy James Vice Chancellor Central University of Kerala Dr. Maneerat Sawasdiwat Na Ayutthaya Founding Member Association of Asian Translation Industry Thailand	**Keynote Speakers** Dr. Moses Nyongwa Associate Professor Université de Saint-Boniface, Winnipeg,Canada Dr. Michael Carl Copenhagen Business School, Denmark Purnendra Kishore HR Expert & Serial Entrepreneur, New Delhi Prof. Hem Chandra Pande Ex-Dean, Jawaharlal Nehru University, New Delhi Om Gupta Journalist and Media Expert, New Delhi Jan Roukens Board Member Dutch-Flemish and European Terminology and Language Associations, Belgium

Guest Speakers & Panelist

Ana Isabel Reguillo Education Head Instituto Cervantes, New Delhi Moritz Schaeffer Lecturer Middlesex University, London, UK Pilar Cinca Faculty, Instituto Cervantes, New Delhi Tamil Selvan Translator and Interpreter Founder Member Indian Translators Association	Dr. G. Chaudhuri Director, School of Foreign Languages IGNOU, New Delhi Luis Miguel Romero Doctor in Medicine Spain Subhransu Banerjee Poet, Writer, Spanish Faculty Instituto Cervantes, New Delhi Dr. Tulika Chandra Associate Professor Shiv Nadar University, Greater Noida, UP

Dr. Rajneesh Arora
Vice Chancellor
Punjab Technical University
Jallandhar, Punjab

Patron in Chief and Chief Guest

Born at Amritsar, Dr. Rajneesh Arora attained B. Tech. in Electrical Engineering in 1979 and PhD. in 1989, both from prestigious IIT Delhi. Dr. Arora is currently Vice Chancellor, Punjab Technical University, Jallandhar. He is member of Board of Governors, IIT Delhi, Punjab State Council of Science & Technology, Board of Governors National Institute of Technical Teacher Training, Chandigarh, Punjab School Education Board, Mohali, Punjab State Board of Technical Education and Industrial Training, Chandigarh and Member Governing Body, Pushpa Gujral Science City, Chandigarh.

In 1982, Dr. Arora launched a voluntary organization, Vikas Bharti, Bishunupur (Distt. Gumla) in the tribal area of Bihar (now Jharkhand) for application of Science and Technology for the development of tribal people. Here, he successfully implemented many projects of Department of Science & Technology (DST), Ministry of Non-Conventional Energy Sources (MNES), Indian Council of Agricultural Research (ICAR), Council for Advanced People's Action and Rural Technology (CAPART) and Ministry of Human Resource Development (MHRD) as Coordinator.

Dr. Rajneesh Arora began teaching in Department of Electronics at GNDU, Amritsar in 1997. He was instrumental in establishing the Department of Placement in 1998 and was appointed its first Placement Officer. Owing to his tireless efforts, he has been successful in bringing many National and International Companies to the G.N.D.U. Campus for placement of students.

Under his dynamic working, the Placement Department played a key role in getting five star status for the G.N.D.U., Amritsar by NAAC. Later, he worked as Director - Placement and took care of placements for the students of all the three G.N.D.U campuses at Amritsar, Jalandhar and Gurdaspur. He was appointed as First Dean, Alumni at GND University in March 2007. He played a lead role in organizing the old students association of the University working in different parts of the country and the world.

Dr. Arora was nominated as member of National Standard Committee of Rural Technology and Chairman of Regional Committee, North Zone of CAPART (Council for People's Action and Rural Technology) by Ministry of Rural Development, Govt. of India, New Delhi.

He worked as Principal - Amritsar College of Engineering & Technology from March 2008 to December 2008.

He was appointed as Vice chancellor, Punjab Technical University, Jalandhar on 24 December 2008. He continues to apply his vision of inclusive growth through series of initiatives at Punjab Technical University as well as at regional, national and international levels.

Dr. Oscar Pujol
Director
Instituto Cervantes
New Delhi

Patron & Host
Inaugural Speech

Oscar Pujol is a Catalan Indologist. He spent 17 years at BHU, Varanasi, taught Spanish there and obtained a Ph.D. in Sanskrit. He has written numerous papers on many aspects of Sanskrit language and philosophy. Amongst his many contributions to India and Sanskrit is a Sanskrit-Catalan dictionary containing around 60,000 entries, which took him around 12 years to complete. After having worked as Director of Education Programs at Casa Asia, Barcelona, he is has set up Instituto Cervantes at New Delhi in 2009 ushering a new era of Spanish learning in India. Instituto Cervantes is a worldwide network of centers, constituted under act of parliament of Spain to promote Spanish language, culture and education across the globe.

Juan Alfredo Pinto Saavedra
Ambassador of Colombia in India
New Delhi

Guest of Honour

Juan Alfredo Pinto Saavedra has specialized in Colombian Economy at Central University and in Private Finances at the University of Sydney-Australia as well as he has advanced other studies in the economic area. Has partnered many projects with the German Foundation Konrad Adenauer, the UNDP and ICE in Italy and the Center of Training of Turin of the ILO. He has been Deputy Minister of Industry, Trade and Tourism, Minister of Economic Development, Member of Congress of the Republic of Colombia where he chaired the Committee on Social Affairs and Labor, National President of Association of Colombian Micro, Small and Medium Enterprise ACOPI, President of the Latin American Confederation of SME-CLAMPI and Chief of Aqueduct and Sewerage Company of Bogota. He has been Professor at many Universities like Jorge Tadeo Lozano, Gran Colombia, Universidad de la Salle, Universidad Externado de Colombia, Universidad de los Andes, at the School of Business Administration, and the Foundation for Agricultural Development. He has also been Visiting Professor to Post-degree School of Universidad Central del Este in the Dominican Republic and Technological Institute of Monterrey in Mexico. He has conducted studies and research in the areas of economy and development, promotion of SMEs, environmental and social responsibility, which have led him to be a consultant for companies and institutions such as UNIDO, IDB, CAN, CAF, GTZ, ILO, unions and chambers of Latin America and Africa and dozens of companies from different countries.

Throughout his career, Juan Alfredo Pinto Saavedra has been part of several conferences and delegations from international organizations like Presidency of Latin American Conference for Small and Medium Industry; Vice Presidency in the Afro-Asian Conference and the World SMEs (Santiago, Nairobi and Belgrade); Delegate of Colombia at International Conferences: UNCTAD, ILO, ONUDI, CLAMPI, WASME, IBERPYME. Representative of Colombia in negotiations CAN, G-3, FTAA.

Juan Alfredo has written and published 24 works that have served as basis for active policy formulation in Colombia. Likewise, he is the author of a large number of manuals, textbooks and guides for entrepreneurs, consultants and students. He has been a Columnist in newspapers like El Tiempo, La República and Portfolio. He has received 27 awards and distinctions including The Industrial Order of Merit of Republic of Colombia; Order of Merit City of Bogota, Signum Fidei Medal of De La Salle University and Order of Merit of Training.

Atul Kothari
National Secretary
Shiksha Sanskriti Utthan Nyas
National Co. Convenor
Shiksha Bachao Andolan Samiti
New Delhi-110028

Guest of Honour

Shri Atul Kothari is Secretary, Siksha Sanskriti Utthan nyas, New Delhi, National Co-convenor - Siksha Bachao Aandholan Samiti and Editor of Siksha Utthan Magazine.

Throughout he has been a social worker and played leadership role in uniting students of India through Akhil Bhartiya Vidyarthi Parisad. In 2002 he organized a nationwide rally of students that consisted of 75000 students coming from all corners of India. In the year 2006 he was the co-convener of the Siksha Aandholan Samiti and played a pivotal role in converting the temporary movement into a permanent movement. In the year 2007, Siksha Sanskriti Utthan Nyas was established to favor the new alternatives for education where he was its Co-Founder. Since 2009,he is performing the duties of the Secretary of the Siksha Sanskriti Utthan nyas.His contribution in the national education is exemplary. He has dedicated himself to bring about the paradigm shift by finding new alternatives to education. To achieve this goal he is continuously working to bring about all the institutions and the intellectuals at a common platform. In order to achieve this goal, he has traveled around the nation and participated and organized several conferences and workshops. He has been devising strategies to provide the necessary impetus to the work done in this direction.

Dr. Braj Kishore Kuthiala
Vice Chancellor
Makhanlal Chaturvedi National University of Journalism & Communication,
Bhopal

Guest of Honour

Dr. Braj Kishore Kuthiala is Vice Chancellor, Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal. He has worked as Director & Professor at Institute of Mass Communication and Media Technology, Kurukshetra University. Professor and Dean of Faculty of Media Studies, Proctor, Head of Department of Advertising and Public Relations. Also performed as Dean - Academic Affairs, Dean - Faculty of Information Technology & Computer Sciences, Chairman of Department of Communication Management and Technology, Department of Printing Technology and Department of Computer Science and Engineering. Director (Hon), Panchnad Research Institute. National Vice President and President (Haryana Chapter) of Indian Media Centre. Chief-Coordinator, UGC Special Assistance Program (SAP) on human resource development in Internet Journalism. Held additional charge of Director - Public Relations at Guru Jambheshwar University, Hisar for four years and of Proctor for three years. Secretary - Council for International Affairs and Human Rights and General Secretary - Centre for Policy Initiative. Has been Faculty at the Indian Institute of Mass Communication, New Delhi for 21 years and Kurukshetra University for about two years. A known scholar in Mass Communication and Media Research. More than 100 research reports, 80 research papers, 200 newspaper articles and 100 radio and TV programs. Has introduced many innovative and job oriented courses and initiated many new teaching practices and research methodologies. Edited many journals and two books.Produces, anchors and participates in regional and national Radio and Television programs. Consultant to newspapers, television channels, advertising agencies and many academic organizations of higher and professional education. Actively associated with UGC, IGNOU, NCERT and 16 universities .and 22 institutes of higher learning. Specialists areas include: Organizational Communication, Feedback Systems, Publicity Campaign Planning, Convergence of Technologies, Media Research and Academic Management. Currently engaged in experimenting with On-line Education, Internet Journalism and Web Radio.

Dr. Jancy James
Vice Chancellor
Central University of Kerala
Kerala

Guest of Honour

Dr. Jancy James is the first Vice Chancellor of Central University of Kerala at Kasaragod. She was professor in the Institute of English, University of Kerala when she was appointed VC of MG University, Kerala, to become the first woman Vice-Chancellor of a university in Kerala.

Dr. James started her teaching career at the BCM College, Kottayam, in 1976, and joined the Institute of English, University of Kerala, in 1981. Since 1992, she has been the Director of the Centre of Comparative Literature at the Institute.

A former member of the Kendra Sahitya Akademi and the serving vice-president of the Comparative Literature Association of India, Dr. Jancy has also been a post-doctoral Commonwealth fellow at the University of Warwick and a Faculty Research Fellow of the Canadian Government at the University of Toronto.

She has five books to her credit in both English and Malayalam. She was also the Malayalam editor of Women Writing in India- 600 BC to the present published by the New York State University in 1992-93. She has served as the Vice Chancellor of Mahatma Gandhi University also.

Dr. Maneerat Sawasdiwat Na Ayutthaya
Professor, Faculty of Liberal Arts
Rajamangala University of Technology Thanyaburi
Ministry of Education, Thailand

Guest of honour
Objectives of Association of Asian Translation Industry (AATI)

The Association of Asian Translation Industry has been formed in 2012 in order to enhance world balance and render more effective translation activities. It is intended to be a professional association to promote collaboration among translators and interpreters in Asian countries for the well-being and advancement of Asia. Presently there are 11 key members from 10 countries who have joined us namely, China, Cambodia, Hong Kong (China), India, Indonesia, Laos, Malaysia, Myanmar, Nepal, Philippines, Thailand and Vietnam.

Brief Profile:
Committee Chief for Translation, Localization, Interpretation
Sign language of the National Language Policy, Thailand
Academic Member, The Royal Institute of Thailand
Founding Member, The Association of Asian Translation Industry

Ravi Kumar
President
Indian Translators Association
New Delhi

Convenor

With More than 15 years of industry experience as Translator, Reviewer and Quality Control Expert Mr. Ravi Kumar is Serial Entrepreneur and Founder of Modlingua Group a leading translation company with 500 clients spread across the globe. He is Founder President of Indian Translators Association, LINGUAINDIA, HISPANICINDIA, HRLINGUA and BEN. With his M.A and M.Phil in Spanish and Latin American Studies, for last 12 years, Mr. Kumar has been Visiting Professor for Spanish and Latin American Studies at Indian Institute of Foreign Trade (IIFT), New Delhi, ranked amongst Top 10 Business Schools in India.

Mr. Kumar has played leadership role in uniting translators of India and has been actively involved in promoting translation as an Industry. He was elected in Shanghai in 2008 as Council Member of International Federation of Translators connecting more than 110 associations of the world coming from 72 countries. Mr. Kumar is also India representative for International Medical Interpreters Association, USA and he has been given special recognition by BhashaIndia (Indic language division of Microsoft India) for contribution and promotion of localization and translation activities in India.

Mr. Kumar has been regularly organizing national as well as International Conferences, the next one being International Conference on Translation, Technology and Globalization in Multilingual Context being organized in close cooperation with Spanish Cultural Centre and Punjab Technical university June 23-26, 2012, New Delhi.

Mr. Kumar has also authored series of books on Latin America and Translation studies including the book "Peru - Your Business Destination" published in collaboration with Embassy of Peru in India. In addition Mr. Kumar has supervised more than 300 research papers at MBA level on various themes related to Spain and Latin American Countries.

In addition, Mr. Kumar regularly writes for series of National as well as International journals and Magazines including Diplomatists, Academic Press, American Journal of Translators, ICCR, ITI, London, Management Kompass and Inttranews.

Mr. Kumar has recently edited and published four books on Translation studies namely:

- **Role of Translation in Nation Building**
- **Theoretical And Empirical Approaches To Translation"**
- **Joy Of Translating Indian Literature**
- **Machine Tools And Translation Processes**
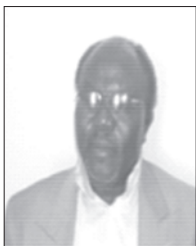
Dr. Moses Nyongwa
Associate Professor
School of Translation
Université de Saint-Boniface
Winnipeg, MB, Canada

Keynote Speaker
Translation, Technology and Globalization in Multilingual Contexts: The Canadian perspective

He will present the Canadian perspective in the field of Translation, technology and globalization. With its multilingual and multicultural setting, and a long experience in translation and technology, Canada appears to be an excellent candidate for a case study of translation, technology in a multicultural context. Before getting into the heart of the matter, I would like to say a few words on the word 'Globalization' that I characterize as "that Forest of the Unknown, a tree of which main branches are Languages and Technology``. What is in fact Globalization? His talk also focuses on different actors in the Canadian Translation Industry and their role in the development of Globalization Trend.

Brief Profile: Professor Moses Nyongwa holds a Doctorate Degree (PhD) in Theoretical Linguistics with Postdoctorate Studies in Computational Linguistics from the University of Quebec in Montreal, and a Master's Degree (M.A.) in Translation from the University of Montreal. He also read Public Administration and Law at the University of Québec, School of Public Admistration (ÉNAP) and Law School (UQAM). Professor Nyongwa teaches Technical Translation, Medical Translation, Terminology, Economic and Commercial Translation, and Localization. He is also a Professional Translator. His Research Interests cover the following fields: E-Learning, Technology and Translation, Terminology, Translation and Globalization.

Professor Hem Chandra Pande
Ex-Dean, School of Languages
Jawaharlal Nehru University
New Delhi

Keynote Speaker
Translation and Expansion of Knowledge

Translations help to break the language barrier in the expansion of knowledge. Therefore, the role of translations in the progress of mankind has been immense. In the course of their history different countries of the world have paid attention to translation work in order to transfer the knowledge available in other languages to their own language. In the course of its history, India has come into contact with various languages of the world. In the medieval period we came into contact with Turkish, Arabic and Persian languages. India has produced great scholars of these languages. This could have led to enrichment of our languages through translations. But that did not happen. In the modern period, we came into contact with European languages. English has taken such deep roots in our systems that it is now considered as an 'Indian' language. But knowledge of English has not inspired our people to undertake large-scale translation from English into our own languages for the sake of expansion of knowledge. That is why language barrier continues to exist in our society.

Brief Profile: Prof. Hem Chandra Pande has been involved in teaching Russian for 40 years. He has done literary translations from Russian to Hindi and has translated comtemporary Russian writers. Some of his translated books include: APNI ZABAN MEIN KUCHH KAHO (Short stories of Viktoriya Tokareva), ANTIM GHARI (Novel "Poslednii srok" by Valentin Rasputin), SAMKALIN RUSI KAHANIYAN, TEEN RUSI UPANYAS (Novels ANTIM GHARI, AAG, MATYORA SE VIDAAII, ADHUNIK RUSI KAHANI. Some of his other translations include articles and books on history and archaeology from Russian into English. He has published several articles on Russian language, contrastive study of Russian and Hindi, Russian Indology, Neuro-linguistics in Hindi and Russian. He is the Editor of JISTA (Journal of Indian Scientific Translators Association). Prof. Pande has been awarded the Soviet Land Nehru Award (1984) for translation and the A.S. Pushkin Medal, 2004 (Russia) for contribution to study of Russian as a foreign language.

Dr. Michael Carl
Copenhagen Business School
Dalgas Have 15
2000 Frederiksberg
Denmark

Keynote Speaker
Empirical Translation Process Research with Translog-II

Translog-II is a Windows-oriented program to record and study reading, writing or translation processes on a computer. Translog-II records user activity data (UAD), i.e. the keystrokes and gaze movements (if an eye-tracker is connected) that a user produces during a Translog-II session. It has been instrumental in translation process research, such as for studying translator behavior and cognitive processes (e.g. translator's awareness, memory constraints, (self)revision etc.), translation expertise, translation styles, translation under time pressure, translation of linguistic phenomena, (e.g. the translation of metaphors, cognates, idioms, etc.), as well as machine translation post-editing. Translog is also used for translator training, teaching and learning purposes.

In this talk, I will present the Translog-II program and briefly outline some of the results obtained in these studies. I will then talk about an ongoing study, in which six short English texts are translated into such different languages as Chinese, Hindi, Spanish, Danish and German. The ambition in this experiment is to have each text translated by 24 different translators into each language, so that the entire corpus will consist of more than 600 translations into the 5 languages. The data has a potential to give us tremendous insight into the similarities and differences of translators' performance, within and between the different languages and texts. We will investigate to what extent previous results, obtained on the subset of the English ? Danish translation corpus can be verified in this larger set.

Brief Profile: Dr. Michael Carl is Associate Professor-Human & Machine Translation at the Copenhagen Business School, Denmark. His current research interest is related to investigation of human translation processes and interactive machine translation. Michael studied computer sciences and computational linguistics in Berlin, Paris and Hong Kong. He obtained his PhD from the University of Saarland, Saarbrücken in 2001. From 1994 until 2008, he was researcher at the Institute for Applied Information (Saarbrücken, Germany) where he has been working on machine translation, terminology tools, and the implementation of natural language processing software. Michael has published more than 80 reviewed articles on international conferences and in journals and is the editor of a reference book on example-based machine translation.

Ana Isabel Reguillo
Education Head
Instituto Cervantes, New Delhi

Conference Organizing Committee and Panelist
Teaching Resources at Instituto Cervantes, New Delhi

Dr. Ana Isabel is Education Head of Instituto Cervantes, New Delhi. She was previously working at Manila Centre of Instituto Cervantes. She holds degree in Spanish Philology from Univesidad Autonoma de Madrid. In addition she has specialization in MEELE from Universidad Antonio de Nebrija and holds Doctorate from Universidad de Alcala de Henares, Spain. She is undertaking several teaching assignments abroad including Moscow, Melbourne, Tallin and Spain. She has special interest and specialization in Teaching Spanish for Specific Purposes.

Moritz Schaeffer
Lecturer in Spanish
Middlesex University
London, UK

Guest Speaker
(Why) is translation possible?

The question of what constitutes an original is closely related to the question of what constitutes a translation and this question has received considerable attention in translation studies and neighboring disciplines. In the context of process research, this question is especially relevant because when observing translators translate, the aim is to differentiate reading and writing from translation.

This talk will attempt to assess how past and current translation process studies and findings from reading studies address this question. This question is necessarily twofold: What is necessary for a translator to produce a translation at relatively high speed? And: Is translation co-extensive with a certain degree of bilingualism?

It is important to differentiate between these questions, because it has implications for the definition of translation as such: is translation a learned or acquired skill or is it part and parcel of acquiring more than one language? That is, is translation a behavioral or a cognitive phenomenon? This paper reports from an experiment which attempts to test the literal translation hypothesis (Ivir 1981) and relates it to the shared representations hypothesis.

Brief Profile:
Moritz has an undergraduate and a postgraduate degree in translation studies and is currently in the second year of his PhD in translation studies. He has worked as translator and interpreter between German, Spanish and English. His interest in process research has its origins in the philosophy of translation and seeks to participate in the development of a cognitive model of translation

Purnendra Kishore
HR Expert & Serial Entrepreneur
Alumni - IIM Calcutta

Keynote Speaker
Making India a Skills Superpower by 2022 - Translation, a key enabler

Purnendra Kishore is a Senior Management and Operating executive who has successfully incubated, scaled-up and turned-around businesses across industries. Purnendra has served as CEO of Adayana Learning Solutions, global COO of Mango Learning and CEO of JKT Consulting Ltd. He has also held leadership positions in SAP, Hewlett Packard and Larsen & Toubro.

He is passionate about creation of excellence in education and training using various learning techniques and modern technologies. He has several first of its kind initiatives in this arena to his credit.Purnendra is a Gold Medalist of IIM Calcutta with a "Roll of Honour". He was felicitated with "IIM Calcutta Gold Medal" and "Mobar Gold Medal" for academic excellence. He has a B. Tech. degree in Mechanical Engineering from IIT-BHU. He was felicitated with Indian Society of Training and Development Award for Excellence in Training and HRD in 2011 in individual capacity.

Purnendra has served on Education, Skill Development and HR Panel of Confederation of Indian Industries (CII) Andhra Pradesh chapter and IT Sub-Committee of Bengal Chamber of Commerce.

Om Gupta
Journalist and Media Expert
New Delhi

Keynote Speaker
"Indian Govt's Policy on Hindi Translation Needs an Urgent Review"

Government of India has declared Hindi as one of the official languages. Since then all government communications are prepared in English and translated in Hindi. Aakashvani and Doordarshan also broadcast their programs in that official Hindi. Unfortunately that Hindi has nothing to do with the Hindi spoken by the man on the street. The official Hindi has a Sanskrit base for its borrowed words while the common Hindi speaker uses a mix of Hindi, Persian and Urdu. Most of government's communications and news on AIR and DD leave them baffled.

Brief Profile:
Om Gupta is a bilingual mass communicator for the last 43 years. He started his media career with India Today and also worked for Times of India, Indian Express and Pioneer group of publications in senior positions till 2004. During this period he worked for English and Hindi publication and shaped as a bilingual translator as well. He also has a certificate of proficiency in Spanish from Government of India's School of Foreign languages and translated 100 years of Solitude by Gabriel Garcia Marques for Dainik Bhaskar Hindi daily. It was serialized for two years. He studied for his Ph.D in Latin American studies at SIS, JNU and published a monthly journal Indo-Latin American File from 1992-02. He has accompanied former Indian President Dr Shanker Dayal Sharma and former Prime Minister P.V. Narsimharao on state visits to Latin America.

Dr. G Chaudhuri
Director
School of Foreign Languages
Indira Gandhi National Open University, New Delhi

Guest Speaker and Panelist
Role of Chinese Language in the Context of Globalization

Dr. G Chaudhuri is Professor and Director at School of Foreign Languages, IGNOU, New Delhi. After attaining Ph. D on China in the New International Economic and Political Order, he went to Beijing University, China for higher studies under UGC Scheme. He was also a visiting faculty in Hong Kong University. He authored a book on China's Foreign Policy, a number of monographs on Buddhism from India to China, India-China Trade and also published a number of articles on various aspects of China in leading Newspaper and Journals. Presently, he is teaching face to face Chinese Mandarin and political system of China in the IGNOU campus assisted by a Chinese national.

He is working on how effectively Chinese mandarin program can be offered in Open and Distance Learning (ODL) mode so that interested learners in any part of the country can benefit. As Director of the School, he has also developed structuring the vision of the school by introducing new courses in French, Spanish, Russian, Japanese and German languages making same available in Open and Distance Learning (ODL), On-line and face to face modes. This is a unique feature of IGNOU which is not ventured by any other university in India. Another objective of imparting various languages and culture is to increase employability of students by connecting them with industries dealing with specific countries of interest.

Luis Miguel Romero
Doctor in Medicine
Spain

Guest Speaker and Panelist
"Giving due serious consideration to Open Educational Resources and Distance Education"

The huge development and the current ubiquitousness of the Internet, and its collaborative dimension (web 2.0), is changing the world in many aspects. The two main educative consequences of this phenomenon are an exponential growth of the distance education and the impact of the open education resources, both coming with enormous social repercussions to achieve a more inclusive and equalitarian world. However in one hand the distance education mediated by technology, has not yet been accepted in the academic and political world in the measure of its enormous possibilities;
and on the other hand, the open education resources have even stronger resistances from the obsolete business models in the editorial world and from very traditional mentalities in the political and university environments, in spite of the global knowledge management trends in the net mediated by technology and by the "copyleft" (Creative Commons, etc.) type licenses that mention the rights "and duties" of the author and its impact on reducing the socio-economic and digital gap that keeps increasing by the day.

Brief Profile: Luis Miguel Romero Fernández. Biologist, philosopher and doctor in Medicine, has worked as a professor and research scholar in various universities across the globe, occupying various administrative positions from 1977. He is the ex Rector of the 'Universidad Técnica Particular de Loja (UTPL)', Ecuador, and the ex President of the 'Organización Universitaria Interamericana (OUI)', and the ex President of the 'Instituto Latinoamericano de Aseguramiento de la Calidad en la Educación Superior a Distancia (CALED)'.

Pilar Cinca
Spanish Faculty
Instituto Cervantes
New Delhi

Guest Speaker and Panelist
Teaching Translation

María del Pilar Cinca will talk about her experience in teaching translation. The presentation will be aimed at giving an insight on how to design an introductory course to written translation from Spanish into English and vice versa. We will talk about ideas on how to work in the class so that students develop translation competence that will enable them to work as professional translators in future. This will be illustrated through examples of real activities that can be brought to practice in a translation course. Translation students of Instituto Cervantes will also participate in the conference, giving us the opportunity of getting to know the other side of the story. They will share their experiences with translation and translation learning and how they hope to put into practice what they have learnt.

Brief Profile: María del Pilar Cinca studied Translation and Interpreting in the University of Salamanca. She worked as an in-house translator for a translation company in Madrid until 2008. On that same year she came to India, where she has worked as a Spanish and Translation teacher as well as a freelance translator. She has been teaching Spanish and Translation in Instituto Cervantes of New Delhi for more than a year and she is also involved in the content-writing of a PG Diploma in Spanish-English/Hindi & vice-versa in Translation & Interpreting with Indira Gandhi National Open University.

Subhransu Banerjee
Poet, Writer
Spanish Faculty
Instituto Cervantes
New Delhi

Guest Speaker and Panelist
Interference of other languages and role of direct method while teaching Spanish

In India and in many other places foreign language teachers face a common problem while teaching: interference of other foreign languages. In India we have English that impedes the learning process most of the times as most of our students try to relate Spanish with English translating each and every word they learn. In my speech I will discuss the stated problem with commonly faced examples. I will also focus on direct method of learning Spanish as a foreign language and also discuss further on translation as a different subject and how to relate translation with a learnt language with examples. At the end I will discuss the different ways of practicing a foreign language without the help of another language.

Brief Profile: Subhransu Banerjee (Penname SubhroBandopadhyay) studied Biological Sciences at undergraduate level then shifted to Spanish language for his keen interest in literature. He has authored 5 poetry books and a novel in Bengali and his fourth collection of poems which is written at a residency program with I Beca Internacional Antonio Machado for poetic creation (awarded jointly by Ministry of Culture, Govt. of Spain and Fundación Antionio Machado in 2008) in Spain is published there (la ciudad leopardo, Ediciones Olifante, 2010). He has received prestigious Ruy de Clavijo scholarship from Casa Asia Govt. of Spain in 2007. He has translated several contemporary Spanish authors into Bengali and made the maiden collection of contemporary Bengali poetry in Spanish which is published in Spain in 2011. He teaches Spanish at Instituto Cervantes New Delhi.

Tamil Selvan
Translator and Interpreter
Founder Member
Indian Translators Association

Conference Organizing Committee and Panelist
Challenges in Translating Web pages using CAT tools

As part of the technological growth, many companies are shifting to web based e-commerce. When these companies want to sell their goods to the Latin Americans & Europeans directly, they have to get their web pages localized in order for the target audience to be attracted. Most of them will need web pages containing between 20,000 to 200,000 words localized into the target language. Many of these words will be repeated in different pages, thereby necessitating the use of CAT tools. In this presentation we would like to focus on two major challenges faced by translators. The first being, differences in syntax of the English language and the target language. And the second being differences between the number and date structure of the English language and that of the target language. Even though there are more number of challenges that come up, while localizing java based web pages, apart from these two, these two are the main challenges that every translator will most likely face. For the benefit of those who are not using a CAT tool, we will start with a brief introduction to TRADOS, following which we will translate one web page, containing a sentence with a possessive case, and a date. We can focus on the methods to identify the errors in the localized web page, and then rectify them.

Brief Profile: Tamil Selvan is M.A. (Spanish) and M. Phil (Portuguese) from JNU and has been working with the IT industry for close to a decade. He has localized software developed for Supply Chain Management, Consumer Goods, Banking and Insurance sectors. His language pairs are:
Tamil <> English; Spanish <> English; Portuguese <> English; Italian - English & French - English

Jan Roukens
Member of NL-Term and the EAFT
Board Member - Dutch-Flemish and European Terminology and Language
Associations, Belgium

Keynote Speaker
Note on the Development of Terminology in a Multilingual Context

Terms encapsulate knowledge that is an essential and specific characteristic of a scientific or professional domain. The network of domain-specific terms is called the terminology infrastructure of the domain, and mirrors the knowledge infrastructure of a domain. The domain networks overlap and in this way they are connected; therefore there is a degree of cohesion among the scientific and professional domains. Terms and the term networks must be maintained. If not, the knowledge infrastructure falls apart and communication among the professionals collapses. That might be the end of a discipline and a profession; alternatively, the knowledge exchange and knowledge acquisition degrade to lower levels. Knowledge may be transferred between people using different languages. Therefore, it is necessary to develop multilingual term dictionaries, preferably stored and accessed electronically. Obviously, language-dependent domain networks of terms overlap almost completely and form a multi-layered term (infra)structure. Generally speaking, for a term in one language, corresponding terms in the other languages are available allowing communication between specialists speaking different languages. Such communication might also take place in the minds of intermediaries, such as translators or even machines. There will always be a discrepancy between the ideal and the real worlds, and much of our efforts are oriented towards closing the gap. In his talk, the researcher explains about the recommendations made for actions by an inter-governmental body such as the European Union, to close the gaps.

Dr. (Mrs.) DinatuIwala
Department of Languages and Linguistics, French unit
Nasarawa State University Keffi. Nigeria.

Transfer of Technology to the grassroots through Translation: Commentaries

The importance of translation in the transfer of technology cannot be over-emphasized. It has become one of the most effective ways of integration of knowledge into various areas of technology. The developed countries are known to be scientifically and technologically strong. In view of this fact, there is a transfer of technology from the advanced countries into the developing ones and it is unfortunate that the language of this technology is not accessible to the majority of the people in the Sub-Saharan Africa, who are the recipients of this technology. Thus, in order to incorporate this knowledge into effective usage and have access to these technologies, one must go through translation; translation into the lingua-franca of the nation, then into the various mother tongues. The thrust of this paper is to compare the translation of a document on the development of Agriculture in Sub-Saharan Africa . It is a project initiated and financed by the French Government. The Seat of this project is in NAERLS, Ahmadu Bello University Zaria, Nigeria. The document is written in French (source language SL) and translated into English (target language TL), by the Ministry of External Affairs. We are interested in the translation of this document because the government is putting everything in place to encourage the transfer of technology to agriculture to compliment the absolute reliance on petroleum. Its transfer is to make agriculture the main stay of our economy. Her talk includes the studies the translation of some extracts from this document, comments some of the techniques used in the translation, indentifies some errors, proffers solutions to misinterpretations and suggests ways to a more efficient translation.

Hope Sabanpan-Yu
Director - Cebuano Studies Center & University of San Carlos
Manila, Philippines

Foreignizing the Text: Translating Where a Fire Tree Grows

Translation plays a vital role in fostering appreciation of literatures, languages and cultures among nations. Without translations, we will not learn about other cultures. Consciously or unconsciously, a translator engages in advancing cultural, aesthetic and ideological values. The translator is not only a reader but also a textual interpreter. Translators are responsible and continue to be responsible for the manipulation and exchange of different areas of thought. Readers, whether or not they are scholars, will admire even examine their translated works as much as they will with entertainers or celebrities. The translator should therefore always be attentive to possible ideological transformations when choosing both works and translation approaches. In her talk she elaborates the challenges in translating Austregelina Espina-Moore's serialized Cebuano novel, Diin May Punoansa Arbol, into English. Since Cebuano is culturally and linguistically different from English, there are several considerations so the translation can both be creative and acceptable to English readers. Elements of the Cebuano language text such as syntax, phonology and diction, are brought into English to traverse the ground between foreignness and domestication while maintaining the original Cebuano cultural configurations.

Dr. Bengü AKSU ATAÇ
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Atilim University
Incek-Golbasi, Ankara
Turkey

A Qualitative Study on the Role and Importance of Internship in Training Translators

The fact that translators play an important role in enabling global communication may possibly be one of the reasons of the day by day increasing number of "translation and interpretation departments" which are newly called "translation studies departments" in Turkey. These programs are facing a great challenge that they are expected both to satisfy the scholarly requirements of the institutions they belong to and to make sure that they are offering their graduates adequate preparation to find a proper job after school. Their curriculum should not only prepare students to deal with a wide variety of situations, from project management to software localization, but also prove themselves in keeping up with the latest developments in professional life. At that point, the role and importance of internship appears to be a subject worth researching. This study, firstly, aims at trying to find out the possible answers to the questions such as "is it important to get an internship in translation industry before applying for a larger position?", "what are the requirements and responsibilities of a translation intern?", and "what are the benefits of translation internship?" Accordingly, before moving to the qualitative methodological part of the study some theoretical information about the internship courses and procedures in translation and interpretation departments in Turkey is presented. Qualitative research method is used in this study and inputs and data are reached by applying semi-structured interview technique. Interviews are carried out with the 3rd and 4th grade students, who have just completed their internships, on the topics of their internship process, procedures, and suggestions. The analysis of data is based on the content analysis that is one of the qualitative research techniques. At the end of the study, some determinations for the existing situation of translation internships in Turkey and recommendations for further study are presented by the researcher.

Dr. Khalifa Abubaker Al-Asswad
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Tripoli University, Libya

Parallels and Differences between Intralingual and Interlingual Translations at Word Level, with Reference to English and Arabic

The terms intralingual translation and interligual translation are coined by Jakobson (1959) and adopted by following translation scholars where the former means the interpretation of verbal signs by means of other signs of the same language and the latter means the interpretation of example verbal signs by means of some signs of another language. Another common term in translation literature is 'Intertemporal translation" which is used to refer to the translation of a text by an author writing in (or about) an earlier time (cf. Vladova 1993:15-16, cited in Shuttleworth and Cowie 1999). According to Steiner (1975:351), all translations, except simultaneous interpreting, involve an intertemporal element of translation regardless of the length of time involved. For, when the text is the holy Qura'an, it is bound to confront differences in language, culture and thus, changes in the mentality of the target text readers. In this paper intralingual translation is represented by an original version of Charles Dickens's novel "Great Expectation" and a simplified version of the same novel abridged and simplified by Latif Doss, while interlingual translation is represented by a copy of Stephen Hawking's (2001) "The Universe in a nutshell" and the Arabic translation of this book by Ibrahim Mustafa, published by the national council of arts, culture and literature, Kuwait. Hawking's book is written in simplified scientific English and so its translation is written in simplified Arabic register which is intended for non-specialist readers. This paper intends, by way of comparing the techniques utilized in both processes, to find out parallels and differences between a simplified version of a book and a translated popularized version of another regardless of the content because it is assumed that the techniques and strategies involved in simplification and translation are to a large extent similar. The investigation, contrary to the hypothesis has revealed that there are more differences than parallels between the techniques used in intralingual translation and interlingual translation at word level in English and Arabic.

Mehrangiz Anvarhaghighi
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Transitivity Shifts in Translated version of 'Dubliners'

In her talks she has made an attempt to investigate the Transitivity System of both English and Persian languages to study if these two languages reflect facts, opinions and events in an equally similar way - to investigate if they show similar Transitivity behavior. This goal will be achieved through the comparison of a ST and TT pair, here in this study the 'Dubliners' and its translated version into Persian. This translation - oriented comparative text analysis has two goals: one is to explain how the ST and TT are organized ideationally through analyzing both the texts, which is an undertaking of a linguist- translator engaging from a point of view of a linguistics theory. The other goal is to contribute to translation theories, in particular that of the shift approaches. It will ultimately contribute to improving course books for translator training programs in Iran. The questions raised are: 1) if 'Ideational 'meaning has to be the constant, does it really remain constant in terms of the structural, functional and semantic components? 2) What kind of shifts can occur within the Ideational metafunction itself? 3) Are the shifts local or systemic? Is the metafunctional effect preserved when significant systemic differences involve between languages in question. 4) Does the translated version of the text represent the facts, events, opinions, and experiences in an equally similar way to those construed linguistically in original text? 5) And ultimately what the role of translation is in the reconstrual of the different experiences?

Setareh Sadeqi Mohammadi
Translator & Research Scholar English-Farsi
Isfahan, Iran

The Localization Process Model of Dow Jones Financial News Service for Farsi Speaking Subscribers

In today's world where globalization puts the world's markets on the right track and requires business owners to develop their 'local' products and services into global ones, translation is considered big business. Major companies and business providers of the world have successfully expanded their services to the other side of the planet. Translation is just one of the phases in the localization process models used by commercial companies. The localization process may contain up to fourteen phases. MT (Machine Translation) may assist the phases by the use of Memory Tools.

Dow Jones Newswire is one of the major organizations which delivers real-time financial news and covers the service in many languages including Farsi (Persian). Since the translators employed by this organization need to translate news items in real time and the information delivered is very subtle for the traders, it is important for the translators to go through the requisite phases of localization for each news item as fast as possible. The localization process model of the English service for the Farsi speaking subscribers is thus the subject matter of the current paper. By studying various examples of the translated news items and comparing and contrasting them with the original texts, an analysis of different phases of the localization model is presented. Taking a glance at how the service has managed to attract Farsi speaking subscribers since it was first launched, proposed phases which might be of assistance as how to improve the quality of the Farsi Service of Dow Jones will be provided.

Tomasz Rozmyslowicz
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Translation in the Background: A Theoretical Approach to Translation and Technology in a Globalized World

At present, we can observe an unprecedented technological permeation of translation: Not only has the work of professional translators in today's world become unthinkable without the use of computers and electronic aids, but also have automatic translation systems become part of everyday life, a constantly available, omnipresent tool for solving practical problems (Cronin 2003).

The presenter attempts a theoretical approach to the current translational reality in terms of the anthropological categories of 'background fulfillment' (Hintergrundserf**ü**llung) and 'unburdening' (Entlastung) developed by German philosopher and sociologist Arnold Gehlen (Gehlen 1986). The concept of background fulfillment refers to a state in which human needs are chronically satisfied. This approach allows us to view the phenomenon of modern translation technologies as intrinsically linked to problems of globalization processes. From there, the central question of this paper is: Which problems are solved and which phenomena are enabled through modern translation technologies? It will be argued that the relevance of linguistic and cultural borders in today's world results from the removal of spatial and temporal borders brought about by communication technologies. In this sense, the function of modern translation technologies can, on the one hand, be determined as satisfying the globalized world's chronic need for translation, moving it into the state of background fulfillment and thus unburdening communication from the problem of linguistic and cultural differences. On the other hand, precisely by operating "in the background" as a constantly available, taken for granted remover of boundaries, translation participates in the disclosure of new scopes of action and communication.

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Slovenian Language Policy, Translation and Interpretation

The paper presents the main characteristics of Slovenian language policy and language planning from the viewpoint of translation and interpretation. The presentation is focused on institutionalized language-policy activity after the World War II. It examines the Slovenian language situation and related language-policy and language-planning activities before Slovenian independence, after it, and in the new circumstances introduced by Slovenia's EU membership. Slovene language as language with limited diffusion is characterized by intense intercultural contacts through translation. Since translation has been part of all the key stages of the process of creating standard Slovenian we assume that it was recognized as an important part of Slovene language policy and language planning activities. One of the characteristics of Slovenian linguistic and cultural space since the very beginning of the standardization of the Slovenian language has been translation. Translated texts have been part of all the key stages of the process of creating standard Slovenian since the mid-sixteenth century. They have contributed above all to broadening the scope of use of Slovenian and to the introduction of new genres. With translation an intercultural dialogue between the programmatic and ideological postulates of the European space and the Slovenian cultural community has been established, in which it actively contextualized the programmatic and ideological premises of the European space into the authorial and linguistic world of Slovenian authors. In this manner, European cultural values became part of the general values and ideas of the Slovenian cultural community, reshaped in line with the cultural values of Slovenian society.

Waqas Khwaja
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Establishing a Globalized Center of Excellence in Translation

Once disparaged and belittled as an activity of secondary interest, an exercise merely for improving one's familiarity with a foreign language and honing one's skill in the precise and efficient use of words, translation has gradually become a matter of crucial importance to worldwide cross-flow of information in the 21st century both in the physical, geographic, domain and in the virtual realm of cyberspace.

Though the central proposition of my paper is focused entirely on literary translation and the ways it can be stimulated and encouraged, it does so with full consciousness that this area of interest is only a part of a much larger, much more diversified landscape of translation activity. It is recognized at the outset, that translation is too important an activity to be exclusive to the whims or prescriptions of one individual or group, one institution or organization, the public or the private sphere. With this in mind, Prof. Waqas has proposed a small initiative at the liberal arts college where he teaches in the United States to establish a center of excellence for translation that will be built on available language skills among its faculty and students. Over a period of five years or so, the center is likely to produce a sizeable resource of trained translators. It is envisaged that during this time the translation center will develop links with other national and global organizations, institutions, groups, and individuals with similar interests or with needs in translation so that, within five years, a digital infrastructure for the cross-flow of information, needs, and services would have been developed and become fully functional. He, then, explores this idea of establishing a translation center, its viability, its foundational needs and possibilities of growth, the difficulties and problems that may be encountered in the process, and it will solicit responses, criticism, and suggestions from the delegates present at the session. In the end, it hopes to build a coalition of interests that will be vital to the realization of the project and an insurance of its growth.

Ilangkumaran Sivanadhan
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Executive Council Member - Malaysian Translators Association.

Translator + Dictionary = Commendable Translation
(Research Based on Tamil Language Translation)

The role of a dictionary in any translation work is vital. However, in some occasion translation that depends too much on a dictionary tends to lose its authenticity. A worthy translation work should not indicate the translation process alone but should be able to please the reader as though the write-up is in it's own language. When using the dictionary translators should be more careful. Inappropriate use of dictionaries and the negligence in the usage of dictionaries can both lead to errors in translation. The correct usage of dictionaries should be emphasized in schools and in translation courses. If this is emphasized accordingly, it would not only benefit students but also contribute to quality translation work.

Mehdi Asadzadeh
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Translation and Trade Globalization: Iran a Case in Point of Developing Countries

The present paper addresses two groups: first is the Translation Service Providers in connection with Trade Sectors as to reassess, rethink and revise their underlying policies in order to come to a deeper relationship in the light of globalization process. With the fast-forward process of trade globalization, if any country misses to make use of each and every tool of success, they are likely to be left much behind as the foreign trade matters. Communication is one of the critical tools in achieving global markets for trade sectors. Knowing that the lingua franca of trade is rarely spoken in most of the developing countries, Iran as an instance, there seems to be crucial need to a communication tool; the translation, on which I put my emphasis. Second group addressed in this paper is the authorities and policy-makers of Iran. They seem not to pay due attentions to translation when designing their global trade strategies. It is felt that they look at translation as an additional cost rather than a delicate tool for success of trade sectors. In present paper I take a critical look at their present perspectives, and I suggest them to see the translation as a science, art and industry which could be integrated to trade sectors to facilitate their access to global markets and customers. It could be inferred from present paper that the mutual relationship between trade sectors and TSPs could lead to more financial benefits for both, so they are stimulated to increase their co-operations.

S.Lalitha, (Asst.Prof of English)
Veltech Dr.RR & Dr.SR.Technical University
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Dr.S.Ganesan (Prof & Head Dept. of English)
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Translation- its theories and Practices

Translators have always been having an inevitable and fruitful place in the world's communication system despite age, culture, tradition, style, way of thought, presentation, and skill set etc. translation is like an experiment and has to be carried out systematically. The process of standardization of a language or language variety is governed by factors such as uniformity, efficiency, comparability etc. a standard language is kept is contrast with another. It comes through process which involves popularization and acceptance by the society. Inspite of all the problems that threaten the authenticity translation and undermine its position, the desire to translate on the part of scholar and translators has shown upward trend. Translation amidst all the problems continues to be rendered is something one should rejoice. Ironically enough, it is the problems that make the art of translation challenging and finality fascinating. It is neither an art nor science. Her talk is an attempt to explore the key issues and the core objectives that have been the backbone in enriching the scope and elevating English and other languages in translation in its theories and practice.

Dr Nishat Haider
Associate Professor
Department of English & Modern European Languages,
Lucknow University

The Critical Cartography of Gender in Translation

Her paper explores how gender/feminist discourses and translation practices engage and enable a variety of positions to become interpretive paradigms to read/write issues of gender and the translation of identities and texts.Though translators and translation researchers have been working on the topic of gender / feminism / sexuality and translation for years, there is very little work on the interconnections of gender, feminism and translation praxis. In this paper it will be my endeavour to explore a range of topics including the recuperation of female voices through translation, the revaluing of the contributions of female translators, feminist re-envisionings of translation metaphorics and the feminist interventions of translators.

Uma Balu
Managing Partner
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Technical Applications in Tourism Industry - The Missing Link

This is an era of tourist activity and much is being done on promoting destinations around the world. India is a tourists' paradise and every village, town and city has something to explore. The influx of foreign tourists keeps steadily increasing, but the choice of itinerary is still restricted to those well-known spots. There are many interesting facts to learn and lesser known places to discover - waiting for years to find a place on the tourist map.
These have to be given a fresh lease of life through guidebooks translated into world languages.Tribal pockets offer a rare glimpse into lifestyles unknown to the rest of the world. Transporting us into a bygone era, their culture, customs, language and festivals present a visual treat to the tourist. The North-east is a treasure-trove with a vast tourist potential yet to be explored. A team of multilingual guides proficient in local and foreign languages needs to be created and professionally trained for this purpose.

Her paper focuses on the above aspects and the use of modern technology like Android, GPS, etc. to develop a user-friendly ambience that promotes a healthy exchange of heritage, culture, lifestyles and language, giving a total facelift to the tourism industry- showcasing India to the global audience.

Leena Tiwari
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Teachings of Translation: In the Context of Sanskrit Language into other Indian Languages and from Indian Languages into Sanskrit

Sanskrit is the oldest living language in the world. Some ill informed tent to dismiss it as a dead language. But Sanskrit is even today rich and dynamic. Many people believe that Sanskrit is a traditional bound one and reforms or innovations are not acceptable to it. Based on this belief they conclude that Sanskrit literature has no relevance to the present society. Over centuries Sanskrit remained unchanged without bothering about the tremendous changes that are taking place in the society and that s why the numbers of writers in Sanskrit is fast dwindling now it is a time to subject these ideas to test to prove their correctness or otherwise. For this an exhaustive survey of the recent Sanskrit literature and an assessment about its relevance to the contemporary society are necessary.

As a mother of all Indian languages, Sanskrit language has a worldwide knowledge which is relevant in this technological era also and in the world's history of letters, translation has a conspicuous place and a lot of literature has grown on the theory and practice of translation from one language into another language. Sanskrit presents a unique challenge as most of the ancient Sanskrit works are in verse, their translation into Sanskrit prose form is all the more difficult, be it, philosophy, astrology, medical science or any subject. So here researchers would like to discuss about the problems and teachings of translations of Sanskrit language into other Indian language and from other Indian language to Sanskrit language.

P.Bamaruckmani
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An Effective Tamil-English Cross-Language Information Retrieval System for Agriculture Realm Using Query Expansion Techniques

Today, the information is plays a vital role, it spread over across the countries. The users may collect the essential information according to their domain of applications. Information Retrieval is the process of finding the required information or knowledge from corpus or knowledge base. Cross-Language Information Retrieval (CLIR) is the process of retrieving the required information from the knowledge base or corpus which is in a language different from the language used to specify the requirement in the form of query. In India, there are 22 official languages and 398 other living languages are used to record the information. Because of this diverse nature of Indian languages it is necessary to build a system to meet out language barrier. In the southern part of the country, Tamil is the regional language in Tamilnadu. Agriculture is one of the most prominent areas to cultivate the different kinds of the plants in India. In order to be aware of the different kinds of cultivation, issues, problems etc., the agriculturalist are in need to collect information from different regions of the country or world. The peoples in different regions are using different languages. It is difficult to understand unknown languages. In order to meet out the scenario, it is proposed to design an effective Tamil-English cross-language information retrieval system for agriculturalist. It helps the farmers to get more ideas on various cultivations, and improving their production.

Navnit Kaur
Guest Faculty - French
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Punjab Technical University, Kapurthala

Teaching and Training in Translation & Interpretation: Revolution Calling

We no longer have to insist on the fact that we are today living in a global village which is blurring even further. As a matter of fact, globalization and internationalization have become the keywords in most of the debates and discussions happening around.It is equally true that there has been an exponential rise in the demand for translation, interpretation and language related services, especially during the last 20 years.

It will not be wrong to assert that the translation services have emerged from a simple part-time activity by a few enthusiastic amateurs of languages to a full blooming industry today, with a potential yetremaining to be exploited. Be it Indian languages or those of foreign origin, this industry is not just confined to the promotion of literature and cross-cultural activities, but has acquired over the years, an all-new dimension in the wake of companies with global reach. In fact, the translation and language-related activities which were initially viewed as a mere outcome of the globalization process, have now become essential tools and means to speed-up the process itself.

In this perspective, the present article aims to draw the attention of all the stake-holders towards an area in which the research conducted is insignificant, the initiatives taken are minimal, and which requires our urgent attention: it is about redefining the scope of teaching and formal training in translation and interpretation i.e. translation and localization as a specialized field of service in view of the dynamicmarket scenario.

Shiny K.P
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JMJ College for Women
Tenali, A.P.

Globalization, Mass Media, and Language Development

The tremendous advances in Science, Technology, Medicine, International Trade and Commerce have drawn all nations together, shrinking distances resulting in Globalization in every sphere of human activity. The impact of globalization can be seen in the cultural, educational and political systems of the countries of the world. This impact has been further intensified by the growth and development in Mass media and media communications, its vast reach and popularity among peoples of the world. Globalization has both positive and negative impact on modern society, especially affecting lives of the people, their culture and their language, chiefly due to changing attitudes with a strong bias in favour of westernization, as opposed to modernization. These shifts in attitude have inevitably focused on the increased use of English as medium of international communication. The growth in the popularity of English in today's market economy has its adverse effect on the languages spoken in most countries of the world where English is only a Second or foreign language. The dominant use of the English language in business, media, information technology, and in fact, every aspect of the globalized world has ushered in an era of linguistic colonialism affecting the mind-set of people. People of the world learn English as a survival skill in the globalized economy. Along with the spread of the dominant language, the language's culture also spreads, resulting mind changing attitudes towards one's own language and culture. This paper envisages a discussion of globalization and the mass media as they affect language development, creating a need for developing a framework for teaching/learning English in the present globalized context.

Dr. Koti Sreekrishna
Senior Sceintist
Global Biotechnology Division
Procter & Gamble

Hari Ravikumar
Mechanical Engineer
Researcher, Writer, Translator

Challenges of Producing Lucid English Translations of Ancient Indian Scriptures

There is much unrest in today's world and perhaps the wisdom of our ancients will guide us in these times. Not everyone can read Sanskrit so one has to rely on English translations. We have seen many translations of Sanskrit texts and having been familiar with the original, we have found that the translations often lack-to various degrees-accuracy and simplicity. Some translators present literal translations of the original text that makes no sense in the translated language. Others give their own interpretations in the place of a translation. Both these tendencies complicate and mis-represent the original text. The translator should comprehend the original and present the text trying to preserve sensitivities across languages. When dealing with two very different languages such as Sanskrit and English, this is a big challenge. We recently attempted to overcome pitfalls in existing translations of the Gita in our book entitled The New Bhagavad-Gita: Timeless wisdom in the language of our times (Mason: W.I.S.E. Words Inc., 2011)1. Being familiar with the original, we translated the text using a re-creation approach with our sole objective being to share the wisdom of the text in simple English. We stayed away from "interpretation" because that is not the job of the translator. We added additional notes, put the translated text through readability tests (Flesch-Kincaid, SMOG, etc.) and got it reviewed by people from different cultures, age-groups and backgrounds. An unrelated but important aspect to the translation was our overall presentation of the book with an aesthetic design, illustrations to go with the text and a readable typeface.

Megha Sindhwani
Freelance Translator - German
New Delhi

Language, Culture and Translation

A translator or interpreter bridges the gap between countries by overcoming the language barrier. Translators and interpreters should not only have command over both the languages but also understanding of own culture as well as of the target language's country. This helps the translator to accomplish his job with effectiveness. It not only helps to translate, but also to know, how successful his translation will be. For eg.: Tarifautonomie, Hartz IV, 400-Euro Job. Every German knows what is the meaning and complexities of this sentence. As a Foreign language student it is difficult to understand and translate as well. Since here the terms are not only translated but brought in different culture and with this a translator should have cultural competency to give same effect. In translation one has sufficient time to think but in interpretation this work has to be done spontaneously. A Translator should also keep in mind that translated text should not contain anything that can offend the people in the target country. In order to be effective, texts have to be changed and translated according to the target audience.

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Innovative Techniques and Technologies in Translation in a Multilingual Context

The relation between technology and translating is part of the wider question of what technology does to language. It is now a key question because new translation technologies such as translation memories, data-based machine translation, and collaborative translation management systems, far from being merely added tools, are altering the very nature of the translator's cognitive activity, social relations, and professional standing. Here we argue that technologies first affect memory capacity in such a way that the paradigmatic is imposed more frequently on the syntagmatic. It follows that the translating activity is enhanced in its generative moment, yet potentially retarded in the moment of selection, where the values of intuition and text flow become difficult to recuperate. The redeeming grace of new technologies may nevertheless lie in new modes of opening translation to the space of volunteer translation, where humanizing dialogue can enter the internal dimension of translation decisions. The regime of the paradigmatic may thus be embedded in new modes of social exchange, where translation becomes one of the five basic language skills.

Within most professions, and within many societies as systems, some social groups gain positions of power with the help of the technologies they master. What happens when technology moves to the next level, in this case allowing for remote video-interpreting, for the greater financial well-being not just of carbon footprints but also of the stay-at-home interpreter, multitasking with the raising of children. The empirical evidence for or against, the professional group that gained its mystique with an old technology will resist the advance of the new technology, at least until it can turn the new to suit its own strategic purposes. Resistance to technological change is usually a defense of old accrued power, dressed in the guise of quality.

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Translation and Interpretation as a Career Choice in India Today- A Study with Special Reference to the Translation/Interpretation Scene in New Delhi

Can we make a career out of translation? Ask any student today whether they want to opt for further studies in translation, and immediately, we see a hesitation, a small pause where the thought which passes in the student's mind reflects his/her doubts whether he/she can make a living out of translation. The questions which spring out are: what are the career options with translation? How far can we go with translation? Can we make a career out of it? These queries still do not have a clear-cut answer in India today. Whereas in other professions, we can predict easily what heights one can touch by embarking on a field of study, the future for any student in translation seems bleak. His hesitation and reluctance to embark on a career in translation seem prima facie justified, given the amorphous state of the translation industry in India, and the social non-recognition up to now of the career translator- interpreter. Most translators become translators by default, earning their living through foreign language teaching, and doing translation either on a freelance or part-time basis. Her talk explores translation and interpretation as a profession and the career prospects for the translator and interpreter in India today. Once there is clarity as to the role of the translator/interpreter and his/her social acceptance and status as well as numerous and varied career opportunities available in this sector, only then this field will become attractive to talented candidates, who will actually break new barriers and venture into new fields with translation and interpretation. Eventually, Translation and interpretation will attract better and better quality candidates, who in turn can contribute immensely to making this line a recognized profession as it is in many developed countries, and a career choice in itself, giving job satisfaction as well as good remuneration.

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Machine and Translation Memory Tools

Let's try to define what Translation is? In simple words we can say that translation is a process of converting a text from one language into another. A translator can be a person who performs this task, he understands the source language and who is a native speaker of the target language. In this globalization era, Translation is playing a big role in connecting the world. Translation process is also changing due to the innovations of techniques in this field. Today we see number of technologies and tools are used in the translation. All these are helping to improve the translation of quality.

The study shows that mainly there are two types of translation tools. The first is Machine Translation and the other is Memory Translation tools. Lets' see how these two are distinct from each other.

A Machine translation or Machine Translation Tool works automatically (human translator is not required), translate the text from source language to target language. But, these translations are not 100% correct. Sometimes they are vague and do not make any sense. Indeed, it is advisable that not use MT as it is, that can make a bad impact on the foreign audience due to use of incorrect automated translation. So, no tool can translate a document or content automatically well enough to eliminate the need of human translator.

Translation Memory Tools (hereafter refer as TM tools), unlike Machine Translation Tools, are the software applications used by translators to store the source and target segments. A segment is a sentence that ends with period, exclamation, or question mar, colon, tab character, and end of paragraph followed by space.
So, the translation memories are databases in which source and target segments are stored, as are called as translation units.

Deepali Shukla
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Multilingual Translations of Picture Stories (Especially in Indian context).

The talk will cover the jistory and present scenario of translation including various types of books, magazines available for children. The same will be linked to picture stories- main focus area, main characteristics of picture stories.

The talk will also cover the following points :
- Why Translation in necessary? Or Need of translation.
- What is GOOD TRANSLATION?
- Case studies -
- Comparisons of translations?
- Issues in translation

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Problems in Translating for One-Act Play: A Study of Drama Based on Anton Chekov's Short Story

His paper attempts to study 'Problems' faced while translating the English One-Act Play entitled 'Drama' (translated from Russian language in English language) into Indian regional language called Marathi. For the Marathi translation a DRAMA (Translated into English by Laura Akhmylovski and Andriana Barysh) based on Anton Chekov's very popular Russian short story named 'Drama' is taken into consideration.

He discusses the 'Translation' and its meaning given by Catford and Nida, the translation theorists. It further takes into account the prospective on expected skills of translator's for theatre as viewed by Eric Bentley, an academic scholar, who focuses on four 'Phenomena' of the translation, where the translator works as 'Key' master. Consequently, the final process of reconstitution takes place on stage in as complete a way as possible. Further he focuses that rather giving new form to known meaning, translation requires for stage is with re-constructing meaning for both text and theatre through a process **…** which is no less dramaturgical than it is linguistic. Taking into account this perspective, it tries to deal problems -- words, style, tone... that faced while translating 'Drama' into Marathi Version, the major language of Maharashtra State. It may lead towards variation in translation dramaturgically and linguistically as there is difference between English and Marathi culture and translator's approach in catching the source language into target language.

He ends his presentation by explaining the nature of translated text of so called cultural implication of source language where translator's perspective on words, tone, context, mood of characters, etc., is there.

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Scientific Noun in English, French and Tamil

The noun or substantive is the word that serves to designer, to "noun" to beanimated them and the things; among the latter, one arranges, in grammar, noun only the objects, but again the actions, the feelings, the qualities, the ideas, the abstractions, the phenomena etc. Detailed discussion on compound nouns and compound nouns that resemble themselves in English, in French and also in Tamil that is to say the English structure and the French structure of the compound nouns be the same and what's more there will be not any change in the grammatical category. I will study here the compound nouns that itselfresemblance in English and in French without any change of grammatical category. Every language has naturally tendency to form its compound nouns while drawingin his general vocabulary, but it also can resort to an English, French or Tamil language.

Mamita Kar
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Teaching Translation and Interpretation between Japanese and English

The crosscultural bilingual communication among the people developed because of rising of international trade, increased migration, globalization, the reorganization of linguistic minorities and the expansion of the mass media and technology. For this reason the translators play an important role as a bilingual and multi-lingual cross cultural transmitter of language and culture. They need to acquire higher thinking and skills to survive in a complex and highly technological knowledge based economy. Based on this fact that learning to translate means acquiring the knowledge, skills, techniques, and strategies that allow translators to render a text in another language so that it causes the same effect in the target reader as the source text did in the source-language reader, a translator not only needs to have knowledge about correct decoding of the original text and idiomatic encoding into the target text, that is knowledge about language use and linguistics, comprehension of cultural features, research skills, but also the correct use of the tools for terminology management and computer-assisted translation, are necessary to guarantee quality in the final product.

This article presents the major difficulties in teaching in translation between Japanese languages to English Language and then describes how to implement the communicative language teaching theory to recognize the importance of learning to handle foreign language internal transfer while practicing translation and providing teaching methods and to promote such language transfer skills.

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Teaching and Training in translation and interpreting

Teaching and Training in translation and interpreting have now become necessary for a person seeking the profession of translator or interpretation. Now, the question arises, why this has become necessary? As we all know that we live in the world of globalization, here language has been the link and connector to the countries. Language is both a mean and an obstacle. A mean, if the person knows the language of that particular country and obstacle if one doesn't. At present, translation buyers and employers have definite expectations of new graduates in translation, and they are finding that the universities fall short of meeting their expectations regarding the skills and preparation for being on the workplace. Therefore, it is important for students to learn about the industry, understand and evaluate their working environment, mature a teamwork attitude, and meet the deadlines, while getting accustomed to identify the technical aspects and skills to develop. The main goal of teaching and training in translation is to ensure that the students are introduced to web-based translation environments, controlled languages, content management, and workflow management systems.

Dr. Gita Mohan
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Teaching Translation: A Comparative Study of India and the U.K.

In her talk, she analyses the state of translation teaching in India today, and compares it with courses offered by academic institutions in the U.K., drawing upon her own experiences in the field in both countries. She tries to explore why Translation Studies as an academic discipline is not being introduced to Indian students at a much earlier stage. In the U.K., there exist extensive Translation and language programs at the undergraduate level itself, which serve to educate not just students from the U.K. but also several thousands from mainland Europe every year. She firmly believes that there is tremendous scope for similar translation (and language) courses in India too. Given that we are a multilingual, multicultural nation and there is perfect harmony between the various tongues spoken here, we need to encourage and establish more avenues for the study of translation. More so as there is a great demand for an Indian workforce from both academic and corporate sectors in other parts of the world. A major impetus for the establishment of such courses even in smaller Indian cities and towns should be the prevalence of students who are more comfortable in a regional language than in English, which is becoming more favoured among educationists today. We need to tap into this potential and give the field of Translation Studies a huge boost and make Indian translators and language practitioners more visible in the world.

Her presentation also covers the existing efforts made by organisations like the Sahitya Akademi and the CIIL, Mysore in encouraging the practice of translation.

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Technical Interpretation in a Global World: Challenges and Solutions

Globalization has changed the world in many ways. People are now more aware of things beyond their own backyards. We find the effects everywhere, be it in the field of education, tourism, science, telecommunications, technology, medicine, computers, or even in simpler fields of language. More and more people are learning English which is fast becoming "a global language". Technology has greatly helped in making our world smaller and as it exists everywhere and is used in all the fields mentioned above. Therefore, it is very important to understand not only how it works, but also how it is to be used and applied. In places where English is not well understood, confusion in understanding technology could lead to a set-back in development: for example either in setting up of machinery to develop infrastructure, or even in the field of education as today, technology is greatly used to impart knowledge. This is where the role of the technical and scientific translator becomes crucial. The technical and scientific translator or interpreter helps people understand and implement technology which helps them to improve their lives.
This paper will attempt to discuss the following:

1.What is a technical interpreter; the difference between a general and a technical text; Where technical interpreters work; the differences between different types of interpreters; challenges faced by technical interpreters including the challenges which are common both to conference interpreters and accompanying technical interpreters; suggesting guidelines on how to prepare for an assignment; and making suggestions on what could be included in the training of technical interpreters.

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"Babel" in Benjamin: Translating the Untranslatable

Walter Benjamin's essay "The Task of the Translator" first published in 1923 has been one of the landmarks in Translation Studies. The essay gained popularity with the French and English translations in 1968 and 1971 subsequently. This work when read in continuation with Benjamin's other writings fits into his larger concern with the issues of language and history. Translation scholars have, however, attempted to appropriate this essay exclusively for the field of translation Studies. The obscurity of Benjamin's writings ensures enough space for translation in all senses. In the present paper, I shall look at some texts by Benjamin and relate them to the readings of "Task" that have been put forth to evaluate the revolutionary potential that it has attained. And I shall further try to relate it to the Indian context.

The Babel myth and the confusion of languages thereof would be good entry point for a better understanding of Benjamin's views on translation. The early writings of Benjamin bend more towards the sacred. He uses religious argument to reach conclusions that continue to be his major concern in his later political writings as well. Benjamin goes as back as to the Fall in "On Language as Such and on the Language of Man" (1916) to talk of the corruption of pure language. It is this, according to him, which led to Babel: "The enslavement of language in prattle is joined by the enslavement of things in folly almost as an inevitable consequence. In this turning away from things, which was enslavement, the plan for the 'Tower of Babel' came into being, and linguistic confusion with it." (Benjamin, Reflections 329)

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The Need and Importance of Translation and the Role of English Language

Translation is an act of expression of ideas and feelings from one language to another. Translation of a text is meant to spread the knowledge available in one language to the readers of another language. English, being an international language, plays a vital role in this context. English is a language in which almost all literary and scientific works need to be first translated. In whole of the world, the books translated into English are mostly read and digested. English has given wide scope to the writers, translators and readers of the whole world. It is the magic of translation that the Vedas, Upanishadas, Puranas, Ramayana, Mahabharata, Bible, Kuran are available in all major languages of the world and the people of all religions and races imbibe the knowledge from them. It is translation that day to day causes increase in number of the readers. The readers find the books of their choice of language in market and enhance knowledge of the world literature.

The literary works of Shankaracharya, Kalidas, Tulsidas, Kabirdas, Surdas, Meerabai, Tukaram and Vidyapati are available in English. The famous novels and stories of Premchand and influential poems of Ramdhari Singh Dinkar have been translated into English. All major works of the above writers are unparallel in the world literature. They have been prescribed in the schools, colleges and universities in English translation. They have been the immortal treatises for all generations of past, present and future.

His paper intends to focus on the importance of translation and the role of English language in depth and detail along with illustrating some great classics of India.

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The Role of Discourse Analysis in Translation

The proposed paper focuses on the pedagogic challenges of translation. The grammatical structures of the two languages involved in the translation process are compared and contrasted to check the accuracy of translation. Linguistic perspectives on Translation concentrate on the two different levels of language : syntagmatic arrangement of clauses and paradigmatic choice of lexis. The omissions and approximations that are made during the process of translation are usually analysed here. The accuracy of the word and the syntax is given more importance than to the spirit and meaning of the text. Usually discourse and text are used as synonymous words. But Discourse and Text are are not the same.

In order to capture the spirit of the source text, the discourse (which is a larger linguistic unit than the sentence or a clause) is to be followed. Certain stylistic features employed by the Source Text writer like Code switching and code mixing do not make the translation easier, in this sense, but they complicate it. The problem of translating cultural words, puns and ambiguities come under our purview. The problems that arise when translating left-branching languages into right -branching languages will also be dealt with.

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The Role of Indian Government in Translation and Languages

India is multi-cultural, multi-religious and multi-ethnic nation. India is also the home of several languages. The According to Census of India of 2001, 30 languages are spoken by more than a million native speakers, 122 by more than 10,000. The presence of different languages may be very difficult to administer the nation and also very difficult to maintain unity among diversity. It is unreasonable to impose a single national language in the place of multiplicity of languages. Democracy can become real to the common people only when politics and administration are conducted through the language they can understand. The Government of India realized the importance of translation for bridging the different cultures in different parts of India. After the formation of States in India on linguistic basis in 1956, Government of India initiated many plans to strengthen languages whether majority language or minority language through translation. The most important step in this direction was formation of Kendriya Sahitya Academy. In December 1952, Government of India decided to establish a National Academy of Letters to be called Sahitya Academy, which is the central institution for literary dialogue, publication and promotion in the country. The Academy also encouraged increase in the pace of mutual translations through workshops and individual assignments and has launched centres for translation in Bangalore, Ahmedabad, Kolkatta and Delhi. It has initiated an annual prize for translation from 1989 to be given to outstanding translations in the 24 languages recognized by it. The paper is an attempt to study the role of Government in translation and language for maintaining unity and cultural diversity in India.

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The Effect of Gender in Translation Accuracy of Iranian English Translators

The act of translation destroys language walls, cultivates associate thinking and illuminates the assertions, gestures and utterances of other nations. In recent years, a considerable amount of academic literature have focused on the concept of gender in translation(e.g. Von Flotow 2001, Simon 1996, and Chamberlain 1988). As Chamberlain (1998) states: "the issues relating to gender in the practice of translation are myriad according to the type of text, the language, cultural practices and countless other factors". The present study concentrates on the role of translator's gender in the translation accuracy and tries to investigate whether there is a major difference in the translations done by the male and female translators or not. Regarding the issue, 6 English novels and their equivalent translations were used. The translation unit to analyze was a simple complete sentence. Each translation was compared with the target text sentence by sentence and the inappropriate translations which were influential and effective on the target text understanding and translation accuracy were studied. The total number of the inappropriate translations in each group for male and female translators were counted and surveyed. The observations after data analysis and statistical calculations rejected the hypothesis referring the difference in the translations of male and female's translators in translation accuracy.

Key words: gender, translation, accuracy, secondriness, mutedness, genderstudies

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The Trigonometry of Translating Figurative Language in Sanskrit-English Matrix

'Language is a process of free creation; its laws and principles are fixed but the manner in which the principles of generation are used is free and infinitely varied. Even the interpretation and use of words involve a process of free creation.- Noam Chomsky. It is said that when words fail, symbols work. Authors and poets make words serve more than ordinary purpose. Words not only become an emblem of emotions as well as culminate beauty but also throws open a spectrum of meaning and interpretations. Borrowing words from Martin Heidegger - Man acts as though he was sharper and master of language, while in fact language remains the master of man- this statement stands even more true when one tries to translate a classical language like Sanskrit which reflects the wondrous capacity of the human brain, a language which gives freedom to generate any number of desired words through its root words and the prefix and suffix system as detailed in the 4,000 short verses of Ashtadhyayi of Panini; a language which not only offers such rich and technical subtleties but also a rich tradition carrying our cultural heritage, which till today no other country has been able to produce except India. It is certainly far from casual or random act of translation when one translates such a classical language in the global tongue English.

Her talk tries to investigate why is it important for a translator, who wishes to work in translating Sanskrit texts into English, to be meticulous and sensitive to deal with figurative language; should have diligent study of grammar and prosody; possess a developed and keen faculty; studious exposition of thought; judicious selection of his/her 'choice of words' and certainly a subtle aesthetic sense.

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Theory of Translations: Some Observations

What are the roles that translations play with the colonial and post-colonial contents?
Do they serve only to impose an alien and oppressive presence on a foreign culture or they part of process of exchange which involves an active chain of response, a verifying interaction?

Translations during the colonial period we know, were an expression of the cultural power of the colonizes. Missionaires, anthropologists, learned Orientalists choose to translate the texts, which corresponded to the image of the subjugated world, which they wished to construct, Translated Materialised modes of interpretations whose terms were rarely questioned. The little of the volume in honour of the celebrated British social anthropologist Evans-pritchachd "Translating Culture" (1962), comes to represent a whole range of interpretive activities whose final meaning rested exclusively within colonizers' language

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Importance and Role of Translation in Communicating Messages on HIV/AIDS

The battle against the HIV/AIDS (Human Immunodeficiency Virus) / (Acquired Immune Deficiency Syndrome) is one of the greatest challenges that India is facing in the recent times with severe economic and social consequences. During last few decades, extensive media based awareness campaigns have been launched on HIV/AIDS. As India is a huge country with several languages and dialects, the costs and dangers resulting from language and cultural barriers are very high in communicating HIV/AIDS messages. Linguistic and cultural barriers pose a serious threat to the quality of translated messages. These factors present special challenges when communicating to targeted audience. So, it is essential that HIV/AIDS messages for Indian audience should be adapted linguistically and culturally. Translation can help to overcome language as a barrier in the process of communication as it is the process of social exchange and a communication tool between two languages.

The paper studies the role of translated media messages on HIV/AIDS awareness. The paper analysis the campaign 'What kind of man are you?' produced by Breakthrough. The campaign messages were translated into 8 languages: Bengali, English, Hindi, Kannada, Marathi, Mizo, Tamil, and Telugu. The paper explores how same campaign translated in various languages has a more generalized reach for wider number of audience with greater impact? Key Words: HIV/AIDS, Awareness, Health Messages, Translation

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Transcripting as Translation in Newspapers

In a multi-lingual society like India translation plays an indispensable role in empowering the masses. Every bit and piece of information has to be translated in order to achieve a balance in the flow of cross-cultural insights which are vital for the media especially news media and its advertisers. The 21st century is often referred to by many as the 'Digital Age', and as an outcome of this there has been a considerable flow of information electronically which is now available in different languages in India. The mass media plays an important role in disseminating information from the source to its audiences. In doing so it translates freely.

This paper investigates the underlying reason for the translation of news stories and advertisements. Advertisement is the main source of revenue for newspapers and hence involves translation. Translation involves tremendous cost to the advertiser. How accurate is this translation? How different is the message in the target language from the source language?

The researcher has approached the questions qualitatively although the data has been collected, using the content analysis method, quantitatively. Content analysis of advertisements in six daily newspapers in Mumbai - The Times of India, DNA (Daily News And Analysis), The Hindustan Times, Lokmat, The Maharashtra Times and Saamna - has been done for a period of thirty days. Of the newspapers three are English and three Marathi.

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Translation in Interrelation with Globalization and Technology

Translation has always been an integral element of globalization because translation connects cultures. Translation unquestionably plays a major role in today's world and that role is growing with globalization. Translation and multilingualism leaves no doubt that where language is considered symbolic of culture, translation becomes a symbol of cultural interaction. Translation also allows for knowledge transfer by facilitating the exchange of cultural, technical and scientific knowledge and its dissemination to large numbers of people. The effect of globalization had a tremendous linguistic and social impact on translation or translation studies simply because globalization necessitated translation. With technology as highly developed as it is, globalization is more important than ever before. Globalization together with the economic change has shown some direct impact on translation service. It has also affected how translators do their work and their style. The relationship between globalization and technology is that of cause and effect and as such globalization and technology are very helpful to translators in that translators have more access to online information, such as dictionaries of lesser-known languages. The Internet, new technology, machine translation and the emergence of a worldwide, multi-million dollar translation industry have dramatically altered the complex relationship between translators, language and power. Translation memory system is a key component in our translation technology tool set. Translation technologies are in the public eye as never before in human history. Demand for translation services has increased considerably over the past decade or so, exacerbated by a number of factors, including the growing emphasis in business on globalization, the advent of the World Wide Web as an international marketing tool, the rise of the software localization industry and the increasing opportunities for international trade.

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Bridging the World through Translations

Translation so far was not encouraged in the second language acquisition process. English Language teachers in India have recently started realizing that teaching of Language does entail study of Literature. Learners could be made familiar with the operation of a second Language through Literature available in it depicting real life situations. If the Literature that is available in the second language does not speak or inform about the society of the Learner, they become disoriented in grasping the functional aspect of the language they are trying to learn. This is the problem the teachers of English Language have been facing in India. This speaks for the importance of translation of native Language Literature into the acquisition language the learner is learning.

Good quality translations of the native language Literature into the Language of acquisition help the Learner in motivation to use the Language in the context of the social settings. This makes the Learner grasp the Language fast as it promotes and provokes their sensibility in understanding of the society they inhabit. This makes the second Language acquisition important and objective oriented thus fetching better results.

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Translation as Empowerment: Case Study of Legal Translation in Marathi

In the globalized world, translation has acquired economic, technological and legal overtones. Although it is necessary to understand and analyze these dimensions, it must not be forgotten that primary purpose of translation, specially from an international language to a regional one is to serve as conduit of knowledge between the worlds they represent and hence to empower marginalized people. This paper deals with changing perspective about translation of legal terminologies from English to Marathi with the changes in political economy of India. Its conclusions could be extrapolated to similar attempts of strengthening knowledge base of regional languages in post-colonial, globalized societies.

The Judicial system of India is borrowed from and based on the English law. All legal documents from Acts, to petition to judgment and the case law are, after 64 years of independence, still drafted in English and later translated into Hindi/regional languages. English remains the main language of our legal contemplation. This has kept the whole field of judiciary, away from the reach of common people. That is why translation of legal documents was considered as an initial step in empowerment of citizens and of the democratic process. After independence, Central/State governments set up establishments for this purpose. Initially, they did commendable work by translating the Indian Constitution, selected Central and State Acts and preparing legal terminology in regional languages. However, further efforts to bring justice closer to people were thwarted by a combination of factors including vested interests thriving on mystification of legal process, bureaucratization of legal translation and lack of political will of the ruling class. With globalization, these efforts received yet another setback through decline of welfare state, and Consumer, rather than Citizen occupying the central stage. This paper, based on the author's two decades of field experience, explores these issues and suggests measures to strengthen the dwindling process of legal translation.

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Translation as Response: A Theoretical Approach to Literary Translation

The present paper seeks to build up a theoretical approach to literary translation. Reader response criticism challenges the notion that meaning is located within the text, that the author is the originator of meaning and that the text is self-sufficient (Freund 1987; Radway 1991; Leitch 1995). Instead, the reader is seen as the source of meaning, neither passive nor invisible. In consequence, texts are conceptualized as having no pre-existing, fixed or singular meaning. The act of translation is inescapably influenced by the translator's own language and frames of cultural reference. The process of translation takes place within his historically conditioned frames of meaning and perception. Translations are made in the light of contemporary concerns. A translator chooses a particular text for his own purposes. All translations, therefore, are 'rewritings'; they being changed, almost unrecognizably, in the process. The meaning of the source text is by no means immutably fixed. Every translator invents a context in which it comes to mean something different than what is meant in its original context.

The present research model aims at exploring the source text/s, the source historical context/s, condition/s of source production and readership on the one hand and the target text/s, the target historical context/s, and condition/s of target production and readership on the other. The relationship between the ST and the TT needs to be explored to understand the essence, cultural content, original elements transferred from the former to the latter and the dynamics of the TL system needs to be examined to determine why some STs which had/have less importance or were/are ignored in the SL tradition assumed/assume great importance or won/win popularity in the target literary polysystem.

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Teaching Literary Translation: An ST-TT Pair Oriented Approach

Translation of creative literature is often called a 'fascinating failure' and poetic translation impossibility as they say poetry gets lost in its translation. Still translations of literary texts have been attempted on a large scale by writers, scholars and enthusiasts all over the world. Translations have succeeded in building the bridges of understanding between and amongst different languages, communities, cultures, regions, religions, thoughts and ideologies. Translation as a cultural activity has its share in making the globe better than what it would have been. Translation of a literary text is received by the readers as a literary work with a view as to how far it makes an interesting reading. Naturally, the sole aim of the common readership may be none other than this. The reader needn't know anything about the source text (ST) while reading the target text (TT). But it has posed challenges before the academic world. This paper proposes to accept these challenges as pedagogic challenges and earnestly appeals the academia to face the challenges by means of teaching literary translation by juxtaposing it with its corresponding original literary work. This approach is named 'ST-TT Pair Oriented Approach'. According to this approach, the teaching-learning and research activities can be directed towards comparison of the TT with that of the ST in view of certain parameters of quality assessment. The paper will discuss some English TTs and the corresponding Marathi STs as a demonstration. It will also comment on the limitations of this approach.

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'Translations for Mass Media and The Choice of Appropriate Words'

One of the main objectives of translators is to save and promote mutual understanding and communication of a community in a society. There is, no doubt, tremendous impact of media on our society. Considering the fact that media has the power to influence society, it must know its responsibility towards society. People have the access to all the international channels that provide news, entertainment, facts and figures and here, comes-up the need to get these information or productions translated, which are to be broadcasted / printed. Major challenge, for a translator, is the task of choosing appropriate words for the original text. Translations made for the mass-media has to be accurate because any error may lead to ambiguity, misunderstanding or confusion. Translators working for media face a challenge to produce trustworthy, logical, appropriate and well-designed translation becauseeach word carriesemotion, specific meaning and cultural recognition with itself. Words have different applications based on cultural backgrounds and they may have different social attitudes across cultures. The present paper traces the seven types of 'meaning' as set by Geoffrey Leech in his 'Semantic- A Study of Meaning' (1974) and tries to discuss the various aspects involved in choosing appropriate words for translations, specifically for media-related translation.

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LITERARY BORDERS : TRANSNATIONAL OR TRANSLATIONAL?

The central problem with which we must deal during this seminar is not restricted to a broadening of Eurocentric theories of comparative literature but rather extends to the more fundamental question of how to approach diverse literary phenomena within a general literary framework. To what extent is the concept of national literatures useful, and to what extent does it limit our view along political and linguistics lines? And for that matter, given the fact that the criteria for literariness tend to vary, upon what do we base our evaluation of a certain text as literary? One of the most fruitful areas through which to explore these literary and cultural intersections is that of translation. Through translation we can examine the transfer of values from one culture into another with all the disruptions in the target system and realignments which result.

The focus of this paper will be on literary phenomena taking place in Korea in the early twentieth century with the aim of exploring ways in which the reliability of literary studies can be increased. My own research in this area deals with translation during the formative period of modern Korean literature and employs a systemic, descriptive approach. While not intended primarily as a polemic for the primacy of translation in literary studies, this paper suggests some possibilities for examining cases of sudden foreign influx into a literary system through which we can develop methods adequate for diverse literary phenomena. The first section describes events in the Korean literary world leading up to and during the early modern period. (approximately 1895-1930). The second section suggests some research strategies for broadening our approach to the crossing of literary borders.

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Pedagogic Challenges in Translation

For a meaningful exchange of ideas and an effective system of cross cultural dialoguing, honing translation skills is the most natural device. While it is important for the translator to have adequate language competence to be able to translate effectively it is important to note that the process of translation in itself lends to language learning. The role of translation in learning is immense. Pooling and sharing of knowledge and bridging of linguistic boundaries are possible through translation. While machine translation is readily available it cannot replace the human mediator or interface.

While introducing translation to young learners at the school level it is important to prevent over simplification and normalization. Translation brings us closer to alien cultures and societies only if are able to appreciate the contexts of the texts - literature, media or news that are being studied. Instead of a 'word for word' emphasis the focus should be on 'sense to sense'. The core challenge before teachers is the need to convey the importance of structures, procedures and factual information while encouraging independent thinking and creative application. Here, it is also important for the teacher to be a translator her/himself so that she/he can move away from the behaviorist model. In addition, accuracy, organization and coherence on the part of the translator will require higher order skills in writing and expression which necessarily entail real life examples and communicational contexts. The way ahead therefore is collaborative learning and teaching.

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Towards evolution of localization standards in Indian scenario

Localisation in Indian context with diverse cultural backgrounds and 22 different official languages with various scripts is a big challenge. The three major issues of Localisation in Indian context include Inputting mechanism, Storage and Display. In this paper we will present a case study on pros and cons of Indian Standard Code for Information Interchange (ISCII) and UNICODE standards from developer's perspective. We will also bring to limelight some of the international standards like EN-15038, SAE-J2450, FLIRT model, LISA QA model etc. Some important concepts while converting legacy data to Unicode will also be discussed in details using various converters which are being developed in Centre for Development of Advanced Computing (CDAC). In this paper concept regarding fonts like True Type (TT) and Open Type (OT) will also be discussed. The scope of this paper is limited to translated or transliterated text i.e. text Localisation.

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Linguistics and Cultural Barriers in Translation and Interpretation of a Text

The world has become a global village in the present internet era. Many changes have taken place in socio, economic, technical and cultural fields after the communication revolution. It has become imperative for every individual to keep abreast of the ongoing changes in every field in order to enable him/herself to be part of the progress and survive in the competitive world. In this context, translators and interpreters play a vital role in cross cultural communication and cause for the social and cultural change in society. They help in spread of knowledge to all corners of the globe and help in the progress of the world. Though the translators of a text are well versed in the source language and target language, there is a chance of misinterpretation of a text due to linguistic and cultural barriers in communication process. The linguistic variations of source and target languages in morphology, the cognitive constraints, behavior constraints and emotional constraints of the culture of the source language and target languages often become barriers in the correct translation and interpretation of a text leading to many problems. Their paper discusses the major linguistic and cultural barriers in translation and interpretation of a text and helps the translators to avoid misinterpretations.

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Teaching and Training in Translations from Hindi to Italian: Cross-Cultural Strategies.

Her paper examines the procedures available to the scholar and even to the translator to find the right way to translate not only the language but the culture as well. According to this the student will be able to find the "unmatched elements of the culture".

The explanation has been given for a new cultural perspective in translating rather than linguistic one. We will start from a very brief introduction on Translating cultures. Then she goes through the specific issue of the translation from Hindi to Italian as a direct transition without using English. She analyzes the understanding of how Italian is close to Hindi in terms of language. She then discusses the similarity between the Indian and the Italian culture and how the integration of any cultural element to each other's culture could be easy. She explains it through few examples, few hints and strategies in translating from Hindi to Italian. In addition to that she presents for the first time translations, from Hindi to Italian, done by students and edited by Professor Donatella Dolcini published by the State University of Milan, Faculty of Political Science, course in Linguistic and Cultural Mediation, Hindi language and indian culture. Her talk further shows translation as a teaching method in preparing Hindi Certificate and Hindi Diploma for corrispondences courses, proposed by Hindi Directorate, Ministry of Education, New Delhi.

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Professional Communication and Translation in India

Translation starts with a document in one language and ends with a document with the same meaning in another language. Technical communication entails designing and writing a document from scratch in one language. The answer to the question of precedence of one over the other seems relatively obvious - the document needs to be written before it can be translated. However, when looking at translation and technical communication as professions and examining how the professionals are trained, the answer is not quite as clear. In the United States, translators and technical communicators have different qualifications, different skills - in particular different language skills - and have degrees in different fields. In Europe, and more specifically in France, the profession of technical translator is an emerging trend, as are the corresponding academic programs. Many technical communicators come to the profession from the field of translation. The convergence therefore is perceived as being far greater.

The purpose of this paper is to launch a comparative study of the competences or skills of translators and technical communicators, and the development of a model which could help in the sustained   growth of professional communication and translation as a profession in India. The goal of this study would be to define the core skills for technical communicators, to examine to what extent they overlap with the competences of translators, to survey the condition of these trends in India, to suggest the idea of field convergence and professional migrating trends and ultimately, to establish a referential for training programs in technical translation.

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Pedagogical Challenges in Translation

Translation has been used as a tool in language teaching in education systems in Europe (Lefevere 1992: 6). There are various ways of language translation and various challenges associated with the specific pedagogies. 1) Mobile-Assisted Language Learning (MALL)   2) Classes being conducted in the native language 3) The Grammar Translation Method   4) Functional methods: Directed practice 5) Communicative language teaching 6)Language immersion 7)Natural Approach 8)Total Physical Response 9)Proprietary methods 10) Michel Thomas Method Appropedia is increasingly being used to as a method to enable service learning in language education including training. There is a lot of language learning software using the multimedia capabilities of computers. Learning by teaching (LdL) is one such method.

Her talk is an attempt to bring forth the various pedagogical challenges dealing with translation.

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Translating Cultures in Multicultural World Context: The Scope and Relevance of Comparative Cultural Studies

Translation is cross- cultural rather than cross-linguistic. Its not a semiotic reproduction of the source text but a play between cross-cultural signification. So, untranslatability becomes cultural incompatibility. Translation often involves a multicultural appreciation of human diversity. A translator needs to be sensitive to cultural differences. Cultural frontiers are more porous than ever before in the present world with the advent of globalization. In the present multicultural world context, translation needs to be a broad affair of cultural appreciation. Translation facilitates the cultural assimilation and bridges the gap between the source culture and target culture. Translation defines a global subjectivity by communication across languages and cultures. It has a definite role to play in the crosscultural hybridization and in producing new and different types of identity. Comparative Cultural Studies, a theoretical paradigm postulated by the North American critic Steven Totosy de Zepetnek, enhances the effectiveness of translatability of cultures. The whole paradigm of Comparative Cultural Studies is based on the notion of pluralizing and parallelizing the study of culture without hierarchization.

In the present world context ,it has become apparent that any kind of division like ,between center and margin,between the other and us makes the survival of the world difficult and problematic. Comparative Cultural studies facilitates the cultural translatability and the multicultural appreciation of human diversity. It enlivens the prospects of humanity in the hope of a better tomorrow and the whole world changed to a a levelplaying and egalitarian field.

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Translation of Verbal Humour: Contexts and Paradigms

Being rooted in a specific cultural and linguistic context, verbal humour can pose significant problems to translation, especially when it crosses geographical and cultural boundaries. Situational comedy is not that difficult to translate into a different language or a different media but puns, wordplay and witticisms certainly do pose problems. The problems could relate among other things to the lack of availability of equivalent comparable words in the target language or the impossibility of conveying the humour in the target language, especially if the humour depends on intertextuality. To create humour, authors of the source language text often presuppose audience knowledge of other texts and of certain generally accepted cultural assumptions. However, the difficulty in translation arises when there is an absence of such knowledge and culture in the target language. This brings up the question of creative translation, its relation to the source language text and the leeway a translator may take to creatively solve linguistically and culturally based translation problems. English writers often use homophones and homographs to create humour. For translating humour strategies used by the translator may be slight modification, total elimination, reformulation or recontextualisation. Her paper critically examines Hindi translations of Shakespeare's plays As You Like It and The Merchant of Venice to analyse the creative leeway taken by the translator and study the effectiveness / ineffectiveness of the strategies used for translating verbal humour.

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Translating and Interpretation as Profession

The world's six billion people speak hundreds of different languages. No one single tongue suffices for all human communications. Now more than ever before, the peace and prosperity of the world requires skilled professional interpreters and translators. Translators work as full-time employees or as freelancers for international organizations such as the United Nations and the Organization of American States; they are employed by government agencies including the Department of State and the National Security Agency and work for nonprofit organizations like the Red Cross and church organizations; private companies, such as software developers, pharmaceutical manufacturers, international corporations and law firms, as well as translation agencies. Although interpretation and translation have much in common, the practice of each profession differs in the same way that written language differs from spoken. Both translation and interpretation involve careful analysis of meaning in context and attention to extra-linguistic aspects of communication. Interpreters must be good public speakers who are adept at grasping meaning and solving complex linguistic problems quickly, whereas translators must be able to conduct thorough and meticulous research and produce accurate, camera-ready documents while adhering to tight deadlines.

Translator and interpreter training has recently received ample attention, manifested in numerous articles, books and conference papers. However, many central issues still appear controversial. Should translationand interpreting be taught within the curricula of language studies or Independently? What is translator competence made up of? Which of itselements can be developed through practice and which require coaching? What kind of translators and interpreters, if any, are "born, not made"?

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Standardization of Local Terms

Regional language translators in India faces major problem with standardization of local terms in respective languages. Mostly the regional languages are simplified offshoot of Mother language Sanskrut. When we talk about localization, it is normally expected that the language must me simple and easy to understand by a common man. The vocabulary must have commonly used words and should not be highly technical Or tough to understand by common people. It is a developing trend by so called translators to use Sanskrut words when there are no exact words in regional language. He will speak about Marathi. Marathi is a simplified version of Sanskrut. Over the period, many Persian, English, Arabic words were adopted and they are being used very commonly by the masses. He always insist his clients to use vocabulary of very commonly used terms so that the purpose is achieved. Second important is the use of CAT tools. As per his experience, CAT tools are mainly designed as per the needs of English. The tools are based on memory translations and works with the flow of English Grammar. The flow of grammar of the Indian languages is exactly opposite. The meaning of the terms varies with the position and placement. It makes blunders while putting through translation tools. Then it takes long time to rectify the flow and restructure the language. Human brain translation is as quick and trustworthy method for quick and accurate translation. It is as simple of traditional calculating on figures in vedic maths and modern calculations on calculators.

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Translating the Human Factor by Going Glocal

Globalization is defined as the act of making something global or worldwide in scope or application. When it comes to translation, globalization is the act of making source texts global or worldwide. Translation has always been an integral element of globalization because translation connects cultures. At the time when the process of globalization continues to move faster and doesn't seem to be slowing down, localization combines with globalization to increase its value manifold. It's not less than a miracle that the Indian mythological heroes like Hanuman and Ganesha are getting popular worldwide as the children watch animated movies (based on these) translated into their own languages, and Japanese anime CrayonShin Chan has been a great success in India and other countries. Whereas globalization has become more important than ever with highly developed technology, glocalisation surpasses it as it seems to satisfy the urge of every human and every culture to be known and recognized worldwide. There is a clear link between glocalization and translation. A few examples to explain this connection are: Increased demand of translators, multicultural diversity, rethinking how we communicate ideas, access to markets that were once isolated and stronger Interconnectivity.

Her paper is an attempt to focus on the human factor associated with Glocalisation and how it would have been impossible without translations for the cultures to get interconnected.
Key Words: Globalisation, Translation, Glocalisation, Animations, Human Factor.

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Contextualing the Theories of Translation

Translation and translation studies have travelled a long-long journey across the world accumulating the wisdom of entire human kind. Starting with transmission of meaning from one language to another, translation has so far taken varied connotations in an age characterised by diversity, plurality, multiculturalism and globalisation. The simplified versions of translation as an intra-lingual, inter-lingual or inter-semiotic process, is today replaced by the issues as crucial as cultural translation, suggesting a paradigmatic shift in the theoretical implications of the act of translation. The complex realities or hyper-realities of globalised world can hardly be articulated as localised in terms of stereotyped theoretical framework; rather, the translation needs to be contextualised in an altogether different environ where the postmodern 'celebration of differences' gets articulated in a better idiom. Now, we can hardly afford to eulogise any text and its context as the absolute reality; rather, every text in SL or TL form gets an altogether different interpretation as soon as it is displaced from the place of its origin. No doubt, geo-spatial boundaries have been blurred and so are the other barriers but translation has been posed with an entirely different set of challenges when people have started debating the orthodox interpretation of the Ramayana and the Gita within the nation and outside also. The present paper is an attempt to locate translation as a potent tool to serve the cause of globalisation and it intends to underline the conviction that the rigid norms of translation need to be ignored while translating a text with the sole objective to serve the agenda of either localising or internationalising the creation. Here, the select theorists including Bentham and Derrida will find due mention to justify the hypothesis.

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Translating Poetry - Issues and Challenges

Translation has played a pivotal role in popularizing the thoughts, ideas, hopes, aspirations of the poets of nature of particular region, nation, generation or some important section of the society to the whole world, thanks to the process of globalization which has led to the greater degree of integration of world economy, cross-cultural relations, socio-political inter-dependence and continuous and uninterrupted flow of goods, people, ideas and information from across international borders.

Its because of the rendering of the finest immortal pieces of verses into different major languages of the world, by some great translators, that the world has come to see and admire the pearl of wisdom hidden in several text of poetic collections, left by legendry poets from across the world. No wonder, any body, from any corner of the world, now can have easily available in the form of translated books or even on the internet the immortal verses of Rumi, Amir Khusru, Al-Mutnabbi, Ahmad Shoqui, Khalil Gibran, Mir, Ghalib, Iqbal and Saahir etc. Similar is the case with prominent poets in other languages of the world. Yet, the translation of literary texts, specially, poems into other languages is exciting but very challenging task, because the verses, once translated into another language, start loosing its appeal, unless they are re-created by the persons of same emotional power in another language. Further, how can we be sure what a poet meant by his creation? How he was understood during his own period? Then how to avoid temptation to start imposing our own meaning on him when we start translating him as we understand him? Yet the fact remains that translation continues to re-create in a new language, a work that would otherwise remain beyond reach of millions of others across the world who do not know the language.

Through this paper he explores these issues and challenges of translating poetry with special reference to Persian, Arabic and Urdu poems.

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"Translation as a Medium of Communication in the age of Non- Communication",

This can easily be divided into three parts for the better comprehension. The first part deals precisely with the meaning of translation and its enriched history in the domain of literature with special emphasis on the Modern Age. The second part highlights the similarities between communication and translation in general and non-verbal communication, a chief weapon of dramatic communication, in particular.

The untranslationability (coined word) of modern angst, anguish and anxiety cannot be defined on verbal ground, using language merely as a source. However, it is an earnest endeavour of a true translator to go beyond the limitations of language and be a meta-linguist to translate the mental stress and distress of the characters of the age of Non-Communication i.e. The Modern Age.

The last part will anneal all the sub themes by quoting some references from the plays of Modern English Playwright Harold Pinter, a Noble Laureate.

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अनुवाद : समस्याएं एवं संभावनाएं

भारत में अनुवाद की परंपरा पुरानी है। किसी एक भाषा' की सामग्री का दूसरी भाषा' में रूपान्तर करने को 'अनुवाद' कहा जाता है। संभवत मानव जन्म के साथ ही अनुवाद का जन्म हुआ। स्पष्ट है कि मनुष्य की भावनाओं की अभिव्यक्ति की अकुलाहट ने ही अनुवाद को जन्म दिया। प्रस्तुत षोध पत्र में अनुवाद कला एवं इस क्षेत्र में आने वाली विभिन्न समस्याओं पर विचार किया जाएगा। अनुवाद एवं भा भाषा'ओं के बारे में सरकार की नीतियों एवं निर्देशों का उल्लेख करते हुए इसकी संभावनाओं पर भी प्रकाश डाला जाएगा तथा एक व्यवसाय के रूप में अनुवाद एवं भाशांतरण सेवा को प्रतिस्थापित करने का प्रयास भी इस षोध–पत्र का मुख्य उद्देश्य रहेगा। आज अनुवाद प्रयोजन की दृश्टि से बहुमुखी और बहुआयामी बन चुका है। अनुवाद अन्य भाषा' और मानव समुदाय में संचित विकसित ज्ञान विज्ञान के आयात का माध्यम बन गया है। यह आज देश विदेश के राजनीतिक जीवन की अनिवार्यता भी बन गया है। अनुवाद का भारत जैसे देश में बहुत ही महत्त्व है और बदलते वैश्विक परिदृष्य में तो अनुवाद के साथ–साथ अनुवादकों की भूमिका भी काफी बढ़ गई है। भाषा' के माध्यम से मनुश्य का समूचा अनुभव विश्व का अपना अनुभव हो सकता है। इसे भावात्मक एकता के संदर्भों से जोड़ने से आज के वैश्वीकरण का उद्देश्य और भी अर्थपूर्ण होगा। अनुवाद की समस्याओं में प्रमुख पहलू हैं– भाषा'वैज्ञानिक समस्याएं और संस्कृति विशयक समस्याए। अनुवाद की समस्याओं पर भी विस्तार से विचार किया जाएगा। अनुवाद को मूल की मूल संवेदना से संवेदित होना अनिवार्य है। यह तभी संभव हो सकता है जब अनुवादक में प्रतिभा, विद्वता, विनय, व्युत्पति, अभ्यास, सहनशीलता, परिश्रम करने की आदत, लोकानुभव, अन्य विविध षास्त्र–संस्कृतियों के ज्ञान का सम्यक समावेश रहता है। क्योंकि सफल अनुवाद ही अनुवादक की उच्वस्तरीयता की कसौटी है।

अनुवाद राश्ट्रीयता ही नहीं मानवता तथा विश्वबंधुत्व की स्थापना के लिए अपनी भूमिका का निर्वाह करता है। भूमण्डलीकरण के चलते जिस प्रकार संसार के देशों का आपसी संपर्क बढ़ा है, आज अनुवादक का करियर भी संभावनाओं से लबरेज हो चुका है। अनुवाद के क्षेत्र में पहले करियर की सीमित संभावनाएं थी, लेकिन अब दुनिया की कई भा भाषा'ओं– अंग्रेजी, फ्रेंच, रूसी, चीनी, जापानी, तथा जर्मन आदि में बड़ी अच्छी संभावनाएं पैदा हुई हैं। आज शिक्षण संस्थानों, पर्यटन, पत्रकारिता, सरकारी कार्यलयों, बैंकों तथा न्यायालयों आदि में अनुवाद की पर्याप्त संभावनाएं हैं। प्रस्तुत षोध पत्र में इन्हीं कुछ बिन्दुओं पर प्रकाश डाला जाएगा।

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प्रकाशन उद्योग एवं अनुवाद

निःसन्देह प्रकाशन उद्योग एवं अनुवाद का गहरा सम्बन्ध है। अनुवाद से तात्पर्य है कि किसी एक भाषा में जो कहा गया है उसे दूसरी भाषा में कहना। यानी अनुवाद एक भाषिक प्रक्रिया का परिणाम है, जिसमें किसी एक भाषा में की गई अभिव्यक्ति को दूसरी भाषा में बदला जाता है। यह अभिव्यक्ति का बदलना वस्तुतः भाषान्तर करना है, अर्थान्तर करना नहीं है। जो एक भाषा में गया है, उसका अर्थ तो वही रहता है, उसकी भाषिक संरचना बदल जाती है। इसलिए अनुवाद को भाषान्तर कहा जाता है। अपने देश में अनुवाद की परम्परा अत्यन्त प्राचीन रही है। पर उसको सन्मानजनक स्थान आधुनिक काल में ही मिल पाया है। बीसवीं सदी को अनुवाद का युग कहा गया है।गीता और बाइबिल का अनुवाद तो विश्व की अनेक भाषाओं में हो चुका है। कुराण का अनेक भाषाओं में अनुवाद हो चुका है। 'अभिज्ञान शाकुन्तलम' का अनुवाद पढ़ कर जर्मन कवि गेटे अत्यन्त प्रभावित हुआ था। संस्कृत से भारतीय भाषाओं में अनुवाद की परम्परा पुरानी रही है। हिन्दी साहित्य के आधुनिक काल के पुरोधा भारतेन्दु ने शेक्सपीअर के मरचेंट ऑफ वेनिस का हिन्दी में 'दुर्लभ बंधू' नाम से अनुवाद किया था।

भारतेन्दु के बाद आचार्य महावीर प्रसाद द्विवेदी ने भी अनुवाद के क्षेत्र में महत्वपूर्ण कार्य किया। उन्होंने'कुमार सम्भव' का भी अनुवाद किया। आजकल अनुदित प्रस्तकें पढ़ने के प्रति पाठकों की रूचि में इजाफा हुआ है। अंग्रेजी की पुस्तकों का हिन्दी में बड़ी मात्रा में अनुवाद हुआ है। सलमान रुश्दी की 'मिडनाइट चिल्ड्रेन' का हिन्दी अनुवाद 'आधी रात की संताने' नाम से हुआ है। उसी तरह से तस्लीमा नसरीन की बांग्ला रचनाओं का हिन्दी में अनुवाद पढ़ने के प्रति पाठकों की ललक बढ़ने लगी है। तस्लीमा का 'लज्जा' का देश की कई भाषाओं में अनुवाद हो चुका है। वास्तव में अनुवाद एक ऐसी कला है जो देश के भीतर एवं बाहर भिन्न संस्कृतियों, भिन्न विचारों एवं भिन्न भाषाओं को जोड़ने का प्रशंसनीय कार्य करती है। अनुवाद शिल्प भी है और कला भी। अंग्रजी से हिन्दी में या हिन्दी से अंग्रेजी में अनुवाद करते समय बड़ी सर्तकता से काम लेना पड़ता है। अनुवादक को विशेष रूप से पाठकों की रूचि का ध्यान रखना पड़ता है। सीधी सरल एवं स्वाभाविक भाषा में किया गया अनुवाद पाठकों को प्रभावित करने में सक्षम होता है। अनुवादक को इस बात का भी ध्यान रखना पड़ता है कि अनुवाद स्वयं के लिए न होकर पाठकों के लिए होता है। अतः अनुवाद के क्षेत्र में यही माना गया है कि 'रीडर इज किंग'। कई बार अनुवादक यही मानता है कि यह अनुवाद मैंने किया है। पर वह यह नही कहता है कि यह अनुवाद मैंने पाठकों के लिए किया है। पाठक को केन्द्र में रखते हुए जब किसी रचना का अनुवाद किया जाता है तब उसमें एक प्रकार की सहजता, एवं स्वाभाविकता आ पाती है। ऐसी रचना 'कालजयी रचना' मानी जाती है।
प्रकाशन उद्योग एवं अनुवाद दोनों एक दूसरे से गहरे रूप से जुड़े है। आज अनुवाद के कारण प्रकाशन उद्योग को एक नई दिशा मिली है। अनुदित पुस्तकें बड़ी मात्रा में बिक रही हैं। पाठकों का रूझान भी अनुदित पुस्तकों की ओर अधिक रहा है। वाणी प्रकाशन, राजकमल प्रकाशन, किताब घर आदि प्रकाशन संस्थाएँ बड़ी मात्रा में अनुदित रचनाओं का प्रकाशन कर रही हैं।

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संस्कृत की अवनति में व्याकरण अनुवाद विधि की भूमिका

भाष् धातु से निष्पन्न शब्द है भाषा । 'यया भाषते सा भाषा' अर्थात जिससे बोला जाये वह भाषा है या सम्प्रेषण जिस माध्यम से हो सके वह भाषा है। प्राच्य भारत में सम्प्रेषण की भाषा संस्कृत थी। किन्तु अंग्रेजो के आगमन तक इस भाषा के प्रयोग में कमी आ गई। तदन्तर मैकाले शिक्षा पद्धति से प्रेरित व्याकरण अनुवाद विधि ने इस अमृत भाषा को मृत भाषा बनाने में कोई कसर बाकी नहीं रखी। आज विद्यालय में पॉच वर्ष तक संस्कृत पढ़ने वाला छात्र पॉच वाक्य का स्वाभाविक सम्प्रेषण करने में असमर्थ होता है। असामर्थ्य के पीछे अनुवाद विधि की बहुत बड़ी भूमिका है। छात्र मूलभाषा के शब्दों तथा वाक्यों को स्मरण करने के स्थान पर मातृभाषा के शब्दों को ही याद करते है। वे संस्कृत सम्भाषण में सहज हो ही नहीं पाते है। व्याकरण अनुवाद विधि के कारण संस्कृत के प्रति निम्न धारणायें समाज में बन गई है – संस्कृत कठिन भाषा है।संस्कृत मृत भाषा है।पाठ्यक्रम में संस्कृत का औचित्य नही है।मूलशास्त्राध्ययन के स्थान पर अनुवाद मात्र पर्याप्त है।संस्कृत नीरस भाषा है।संस्कृत के शब्द सौन्दर्य, अर्थ चमत्कार रसानुभूति आदि से वंचित होना।

इन धारणाओं के कारण आज संस्कृत भाषा के प्रति समाज में श्रद्धा तो है पर इस भाषा में व्यवहार किया जा सकता है, यह विश्वास नहीं है।

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भारतीय साहित्य का वै'श्वीकरणः वेदों और भगवदगीता के अनुवाद के संदर्भ में

भारत की बहुभाषी संस्कृति और उसके तत्वों के प्रचार–प्रसार में सहायक कारक तत्व है अनुवाद। अनुवाद के द्वारा न केवल भारतीय संस्कृति को बाहरी दे'शों में जाना गया अपितु विदे'शों संस्कृतियों से सम्बद्ध साहित्यजीवन'शैलीएविचारधाराए उत्सवए खान–पान के तौर तरीकों का आयात भी भारत में हुआ इस प्रकार अनुवाद के, माध्यम से विभिन्न संस्कृतियों का आदान–प्रदान संभव हो पाया। जिस मात्रा में संस्कृत व हिन्दी साहित्य का अन्य भारतीय भाषाओं व विदे'शी भाषाओं में अनुवाद हुआ है इससे न केवल वैश्विक भाषाओं के क्रम में भारतीय भाषा ने अपना उच्च स्थान बनाया है बल्कि वि'श्व की प्राचीनतम संस्कृतियों में से एक भारतीय संस्कृति का प्रसार हुआ है और बाहरी दे'शो को यह जानने का अवसर मिला कि वे ये जानें कि भारत जैसे वि'शाल राष्ट्र की भौगोलिक सम्पदा क्या है उसका आर्थिक व राजनीतिक प्रबंधन कैसा था और अब क्या है। उसकी सामाजिक संस्थाए कौन सी हैं और वे कैसे कार्य करती हैं। व्यक्तित्व निर्माण व व्यक्तित्व विकास ;च्मतेवदंसपजल क्मअमसवचउमदजद्धउनकी क्या भूमिका है। उनकी सांस्कृतिक संकल्पना क्या है और उसके मूलाधार क्या हैं।

सांस्कृतिक समागम के क्या प्रभाव है और भारत की प्राचीन संस्कृति किन परिवर्तनों से गुजर कर आज नवीन रूप में राष्टीय उन्नति में सहायक बनी उन्होंने यह जाना कि भारत की धार्मिक संरचना कैसी है हैं। धार्मिक ग्रन्थ वेदए पुराणए उपनिषदए जातक कथाए कौन से है। क्या इन ग्रन्थों के माध्यम से समाज में किन्ही मूल्यों व आद'शों की स्थापना हुई है और आधुनिक दौर में राष्टीय विकास में उनकी क्या भूमिका है। आधुनिक दौर में किसी भी व्यावसायिक प्रतिष्ठान की सफलता भी निरन्तर क्रिया'शीलता का ही परिणाम है। निरन्तर क्रिया'शीलताएवं मौलिक उद्भावनाओं के ही कारण सूचना प्रौद्योगिकी एवं तकनीक के क्षेत्र में अग्रणी होकर भारत वि'श्व की बड़ी 'शक्ति बन पाया। किसी भी राष्ट् के विकास की दि'शा, उसके इतिहास से ही तय होती हैं इस दृष्टि से भारत का इतिहास अत्यन्त समृद्ध है जहा किए जाने वाले याझ कि अनुष्ठानों का आयोजन आत्मकल्याण के साथ साथ वि'श्वकल्याण के लिए किया जाता था।

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संवाद के माध्यम और मास मीडिया

संवाद संप्रेषण का पर्याय और संचार का पूरक होता है, क्योंकि यह दो या दो से अधिक अस्तियों के बीच एक पारस्परिक वार्तालाप है, जिसकी उत्पत्ति युनानी (ग्रीक) भाषा से माना गया है। लेकिन वहाँ इसके मूल प्रयोग की उलझन के कारण यह दो पक्षों के बीच आपसी कुशलक्षेम और सामूहिक भागीदारी के रूप में रूढ़ हो गया है। इस तरह श्री मेहता एवं चन्द्रकान्त का कथन उचित हैं कि, ''मुद्रा, ध्वनि, संकेत या भाषा से जो परस्पर संवेग होता है, विचारों एवं भावनाओं का आदान–प्रदान होता है, यह संप्रेषण कहलाता है। संप्रेषण और संचार पर्यायवाची होते हैं। संप्रेषण संचार के वहले की स्थिति है। अगर संप्रेषण को संचार की जननी कहा जाए तो अतिषयोक्ति नहीं।'' अतः संवाद का संप्रेषण से आपसी अतर्संबंध निर्धारित होता है, जिसका सीधा प्रभाव संचार पर पड़ता है।यह षब्द प्राचीन काल से ही व्यवहृत है, क्योंकि प्रकृति के माध्यम से हमें सूचना, संदेश अथवा समाचार का भास होता है। गौरैया (एक प्रकार की चिड़िया) द्वारा पानी में क्रीड़ा करने पर बरसात के आने का संकेत, कौवा को अतिथि आगमन का संकेत, चींटियों द्वारा भूकंप के आने का संकेत तथा विषेषज्ञों द्वारा प्रमाणित चमगादड़ों के षरीर में विद्युत तरंगों की अनुभूति का होना आदि से हमारे उपयुक्त कथन को बल मिलता है।

श्री मेहता एवं चन्द्रकान्त लिखते हैं कि, ''शिक्षा एवं विज्ञान के विकास से मानव ने प्रकृति में व्याप्त विद्युत् तरंगों एवं अन्य स्त्रोतों की अपार षक्ति खोजकर संचार माध्यमों की जादू नगरी का निर्माण कर दिया है। कृषि हो अथवा उद्योग, शिक्षा हो अथवा मनोरंजन, चिकित्सा हो अथवा विज्ञान–हर क्षेत्र में जन संचार माध्यम (मास मीडिया) का प्रबंधन एक बड़ी षक्ति के रूप में उभरा है। उसने हमारी जीवन दिशा ही बदल कर रख दी है।

अतः संचार या संवाद एक ऐसी प्रक्रिया है, जिसमें व्यक्ति या समूह अपनी भावना एवं संवेग को अन्य व्यक्ति या समूह तक ऐसी सक्षमता से पहुँचाते हैं, ताकि वे उसे समझकर या ग्रहण कर अपनी प्रतिक्रिया को बोध दिला सके। इसका एहसास संप्रेषण के माध्यम से होता है, क्योंकि परस्पर संवेग एवं विचारों तथा भावनाओं के आदान–प्रदान का आभास हमें संचार तंत्र की याद दिलाते हैं। जब हम संवाद के उपरोक्त परंपरागत स्रोतों पर विहंगम दृष्टि डालते हैं, तो मास मीडिया के साथ इसका अन्तर्संबंध ही घोतित होता है, जिसे समाचार पत्र, रेडियो, टेलीविजन, सिनेमा, विज्ञापन, कम्प्यूटर और इंटरनेट के साथ आत्मसात् किया जा सकता है।

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भारतीय साहित्य की अवधारणा में अनुवाद की भूमिका

'भारतीय साहित्य' अर्थात भारतीय भाषाओं में निर्मित साहित्य । सामान्यतः इस प्रकार की परिभाषा 'भारतीय साहित्य' इस अवधारणा में दी जाती है । वर्तमान समय में भारतीय साहित्य की अवधारणा की सर्वत्र चर्चा है, परन्तु यह वस्तु – स्थिति है की दुर्भाग्य से आज भी यह अवधारणा सही अर्थ में स्थापित नहीं हो सकी है । डॉ. शिशिर कुमार दास कुछ वर्ष पूर्व कहा था –ज्जीम पकम वि्दिकपंद सपजमत्ंजनतमए जीवनही पितसल वसकए पे लमज जव मउमतहम ँं कपेजपदबज सपजमत्ंतल बवदबमचज॰ ;क्त्ण्नरपज डनीामतरमम ;म्कण्द्धए जीम पकम वि ंद प्दकपंद स्पजमत्ंजनतमए ब्ण्ण्ण्स्एए डलेवतमए 1981ए च 202द्धऱ वस्तुस्थिति लगभग आज भी वैसी ही है । भारतीय साहित्य की अवधारणा को स्थापित करने में अनेक समस्याए है । इस प्रकार की अवधारणा को स्थापित करते समय जो मूलभूत प्रश्न उपस्थित होते है उन सभी के समाधानकारक उत्तर मिलते नहीं है । यह भी वस्तुस्थिति है ।

कहने का तात्पर्य यह है कि भारतीय साहित्य की अवधारणा को जो भी विचार आज तक हुआ है वह किसी न किसी दायरे में, किसी हेतु से अथवा किसी विशिष्ठ दृष्टि से भारीतय साहित्य को स्वतंत्र, स्वयात्य अध्यन क्षेत्र मानकर भारतीय साहित्य की अवधारणा को स्थापित करने का कार्य आज भी होना बाकी है ।

भाषाओं की बहुलता या विविधता भारतीय साहित्य की अवधारणा स्थापित होने में एक अवरोध के रूप में जानी जाती है । वस्तुतः भाषाई विविधता के बावजूद सांस्कृतिक – सामाजिक स्तर पर भारत में निहित एकता को झुठलाया नहीं जा सकता । यदि इन भाषाओं में निर्मित साहित्य का परस्पर अनुवाद किया जाता है तो न सिर्फ हमारा साहित्य ही समृध्द होगा अपितु भारतीय साहित्य की अवधारणा को भी एक नई दिशा मिलकर इसे विश्व पटल पर स्थापित करने में यशस्वी होंगे इसमे कोई संदेह नहीं है ।

Linguaindia
Indian School of Translation and Culture in Making

Linguaindia is a vibrant forum of language professionals and experts promoted its Founder Mr. Ravi Kumar who is Visiting Professor for Spanish Studies at Indian Institute of Foreign Trade (IIFT), Founder President of Indian Translators Association and elected Council Member of International Federation of Translators (FIT), the world apex body of translators connecting more than 110 translators associations coming from 72 countries across the globe.

Linguaindia aims at promoting language, culture and translation activities at regional, national and international level. Linguaindia derives its strength from its forum that has been consistently growing since its inception in 2006, by gaining confidence of more than 15000 translators and language professionals coming from different parts of the world. To promote literature, language, culture and alike activities, it has created a pool of experts who specialize in translation and localization activities in Indian Languages namely Assamese, Bengali, Hindi, Gujarati, Tamil, Kannada, Marathi, Telugu, Malayalam, Punjabi, Konkani, Oriya, Sanskrit, Nepali, Urdu, Kashmiri and Maithili. In due course of time it aims to include a team of language professionals, translators and culture promoters in other Indian languages as well.

In addition, Linguaindia has taken a series of initiatives to create awareness amongst language professionals and translators about project management, quality standards, terminology management, professional practices and professionalization.

To achieve this, it organizes workshops, events, conferences, round table discussions, seminars and symposia wherein the leading translators, interpreters, terminologists, theoreticians, educators and language experts participate and share knowledge and voice their concerns and initiate possible improvements in the promotion of languages and culture within India and outside India. The most remarkable step in this direction is its involvement with Indian Translators Association to jointly organize the forthcoming International Conference on Translation, Technology and Globalization in Multilingual Context, June 23-26,2012, New Delhi