Translation in the Digital Age and Future of Translation

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Abstract

Anna Rusconi says that "Words travel worlds. Translators do the driving". A translator has to translate a text from original language to target language. The reader belongs to different region of the world know the culture, tradition, and social or historical facts and believes from translated work. In digital age the world has improved in all fields such as trade, business, medicine, education and research. Many non-residents know their country practices, beliefs, sufferings, environment through books. Translator plays a major role in translating into target language in order to appeal the worldwide readers. Machine translation reduce the time and available in low cost. Translator has to spend long hours or even month to translate a work of art. The paper explores the new technology advancement in translation at the same time the need for translator in future. Besides it focuses on the problem in machine translation and alternate methods to meets the demands of readers and publishing house.

Introduction

"Translation has helped knit India together as a nation throughout her history.   Ideas and concepts like 'Indian literature', Indian culture, Indian philosophy   and Indian knowledge systems would have been impossible in the absence of   translations with their natural integrationist mission" (K. Satchidanandan).

India is a multi-lingual country in which people of various language, culture, and traditional practices living together. Translation as a work of art represent social, political and economic condition of India to all over the world. The primary duty of the translator is to carry the essence of source language to target language. Today's technological development has replaced the translator as machine translation to meet the demands of the receivers. Immigrated families gather all information about their culture, history, festivals and art forms from the translated works. In the digital world translation not comes in verbal form but as films, documents, and audio records.

Language represents our culture, traditional practices, art forms etc. A work of art translated into another language should expresses the background and experience of the source text author. It is the duty of the translator to carry the nuances of the original text whether it may be a prose, poetry, novel or any historical document. Our earlier works are translations such as *Ramayana* and

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Mahabharatha. There is a vast difference between Kambar's *Kambaramayanam* and Valmikis *Ramayana.* Kambar makes a slight change to fix the context into Tamil culture. It shows the skill of translator retaining the form and themes with slight variations.

History is a record of events takes place in the past. Human beings gets all information from the documents, manuscripts, letters and other recorded sources. Literature consists of prose, poetry, novel. Science consists of facts and experiments. Besides that, logic, medicinal field and business field use language as a medium of communication. English is a link language, so translator gives various works in English language.

Anna Rasconi says that "Words travel worlds, Translator do the driving." Due to globalization, people tend to enrich their knowledge of country mainly through books. The Indian publishing houses such as Penguin, Macmillan, Orient Longman, Oxford University Press, Harper - Collins, Hatchett are encouraging translations of literary and discursive works. In the digital age publishing houses makes use of machine translation than human translator.

Literary translation needs creativity while translating drama, prose, poetry and novel. A translator focusses on rhyme, metre, sound etc while translating a poem or poetry into target language. It is hard to find the same or equivalent word as in source language. Earlier period translator makes use of the dictionary and search for words, it contains many meanings for single word. Translator has to find the appropriate word and use it in his translation. If it is a single word there is no problem, it is hard to search for whole paragraph. Likewise, the translation of prose and novel.

Machine Translation (MT) helps to reduce the time. It takes many days or even months to translate to a fiction. A translator demands his salary for one sheet to many. In such cases machine translation replaces the translator. It also has pros and cons, it gives the gist of the work and lacks the aesthetic appeal. Human translator understands the situation and use vocabulary according to context and situation.

Human translator vs Machine Translation
According to Daniel Hahn, director of the British Centre for Literary Translation, sums up the issue beautifully in a conference:

"There's not a single word in any of the languages I translate that can map   perfectly onto a word in English. So, it's always interpretative, approximate,   creative. Anything that is, itself, a 'linguistic' quality will by definition be   anchored in a particular language- whether and idiom, ambiguity, or assonance. All languages are different." (British Council's literature dept.)

As a appreciation for this challenging craft, the Man Booker Prize honours one outstanding work of literature that has been translated from its original language into English and published in UK.

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The automated translation platform helps to translate the work free of cost. It consists of many languages even the dialects of many geographical landscapes. People in business wants to translate their documents, records and medicinal field has a standard term for medicine likewise in astronomy, agriculture use translation. Today's information source and knowledge is nothing without translation. Its opens a vast job opportunity in all fields.

Translation is also like creative writing. A translator has to be creative in translating the work at the same time conveys the message to the reader clearly. Holy scripts such as Bible and Ramanayana are translated work. Ancient literary works in Tamil are translated into many languages. For example, *Thirukkural, Kurrunthokkai, Puranannur, Patthupattu*. It is rich in culture heritage. It is hard to find equivalent meanings as well as poetic forms for Tamil language works.

Human translation process may be described as decoding the meaning of the source text; and re-encoding this meaning in the target language. To decode the meaning of the source text in its entirely, the translator must interpret and analyse all feature of the text, a process that requires in-depth knowledge of the grammar, semantics, syntax, idioms, etc., of the source language, as well as the culture of its speaker. The translator needs the same in-depth knowledge to re-encode the meaning in the target language.

There lies the challenge in machine translation: how to program a computer that will understand a text as a person does, and that will create a new text in the target language that sounds as if it has been written by a person. There can be two types of approaches. Shallow approaches assume no knowledge of the text. They simply apply statistical method to the words surrounding the ambiguous word. Deep approaches presume a comprehensive knowledge of word. So far, shallow approaches have been more successful.

In the phrase Southern California, the first word should be translated directly, while the second word should be transliterated. First approach to name entity translation has been to transliterate, and not translate those words. Second is to create a *do not translate list*, which has the same end goal transliteration as opposed to translation. A third approach successful naming of entity translation is a class-based model.

A think-tank met in Amsterdam recently to discuss how the translation industry might look in five-year's time. The most crucial talking point was the on-going battle of man vs machine. And it seems the latter could win the war. In 2022, translation companies will probably look very different. Game changing technologies are in the process of creating a paradigm shift.

Conclusion

A translation work may lack its originality and freshness but carries the information of culture, traditional practices, beliefs and myth all over the world. A Non-resident work may be translated into native language or from European language to Tamil, where translation acts as a bridge between them to share their experience. Sometimes it creates controversy and provokes people to fight for

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their rights. Writings serve as a tool to attain freedom. A translation work shows that we are no longer colonised, and we express our views.

Due to technological advancement in the field of translation, many organizations are using artificial intelligence (AI) in the form of machine translation (MI) to reduce the costs of translation. Artificial Intelligence enables automated translation platforms such as Microsoft Translator, Google Translate and the recently released Amazon Translate have in the last 24 months take us to a great leap forward in accuracy.

Miscommunication can lead to loss of reputation, legal exposure, physical harm, or even industrial disasters. For this reason, clear, accurate and effective communication between languages, culture, disciplines and industries is an increasing priority.

As anyone who has used MT knows, its output is quite often nonsensical, and post editing commands a much lower rate than translation. It would be widely recognised that machine translation is still nowhere near the standard of human translation, partly because computers are so very bad at many of the skills that make a great translator, for example handling idioms, jokes, innuendo or nuances. So perhaps super-smart robot translators and multilingual 'Babel Fish' ear implants aren't on the cards for the next few years.

Human translation cannot be replaced by machine translation. Translators portray the colour of life. The growing demand of translator increases however robots and machine translation also exist. The field of translation will flourish in order to meet the demands in all fields such as medicine, business, scientific research, archaeology etc., In the digital age translation also carries the information worldwide either through technology or human source.

Any form of writing is either to instruct values or give aesthetic appeal to readers. Human translator will retain the value and expresses the originality of the text. Human translation will exist in future though advancement in machine translation gains popularity.

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