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TRANSLATION PROCESS AND INFORMATION DISSEMINATION IN MULTILINGUAL WORLD

Abstract. Historically people who were close to translation have always been working in a multilingual world. The global culture of translation is more an exciting practice that allows considering the changes and transformations taking place in this field. This paper touches upon the current theories of globalization and its influence on translation. It makes attempts to understand the significance of translation in a global context, defining its analytical place in globalization and its core point in the global culture and information dissemination.

Keywords: translation, global culture, translation transformations, information dissemination, global context.

Introduction. The practice of unknown and unheard notions in translation is still being changed as a result of globalization. We live in a globalized world, where numerous countries and cultures are interconnected on the level of business, political and cultural affairs. There are about 7000 spoken languages, and translation is important because it allows people to communicate and understand each other's ideas and cultures, without having to learn a second language.

Methodology. The present paper enlightens some translation issues through contrastive analyses between Russian and English. All the versions in Kazakh are done through the Russian translations of the English originals. The Metalinguistic approaches in translation make the Kazakh versions be equivalent (fully, partially and no) depending to the translation gaps of the text.

The materials used for analysis are mainly of literary style. And, therefore, the usage of machine translation for rendition of the said style is almost impossible without the translator, who is the only responsible person for the result of the translation.

Two basic specificities of globalization are: overcoming of language barriers and information knowledge. These two developments depend on the increased mobility of people and objects; on contact between different linguistic communities, e.g., migration, tourism, information and media flows.

The massive translation migration of classical texts from antiquity into Latin and the vernaculars during the Middle Ages and the Renaissance, and up to current times has traditionally received much attention from historians of science. [1]

Literature, Scholarship has also shifted attention to contexts involving the confrontation of erudition with local knowledge. [2]

Results and discussion. The typical context in the early period of translation concerned the encounter with local plants and their names. Travelers faced to

unknown names, terms, and concepts. Change is not incidental to translation, so there is constant work of adaptation, going far beyond any sort of literal translation that translators have to do to bring meaning across to audiences and cultures without missing the meaning and with a different set of supposed and possible denotations, versions, and worldviews.

The predominance of English as a global language is obvious; the growth in the significance of translation, which becomes a key mediator of global communication, is also out of question.

Translation studies thus offer the promise of a more connected history of science, as they help us to rethink geographies of knowledge and its mechanics of global exchange between cultures.

The recent study, carried out by the European Commission, concluded that “*only a quarter of the European population was able to understand a news report in English.*” [3.]. Moreover, to fully understand the message in a language, it is not enough that you master it orally and in written form or know its grammatical rules. It is essential to also understand the cultural aspects inherent to that language’s community, like its habits and beliefs. Thereby, the translator’s quest is to adapt all these linguistic and cultural particularities into the target language and culture. Nevertheless, in most cases, there is a language barrier; the countries don’t speak the same language.

Current culture we consume, whether it is literature, cinema, music or television, comes from English speaking countries. And there must be competent and qualified translators to translate all the books, movies and TV shows. Without translation, most people would have to limit themselves to their native culture. Translation is also crucially important when it comes to dissemination of information. Thanks to translation, we discover news and stories that happen every day across the world, which are presented to us through several means, in our language. Thus, translation has done a lot in the field of media. People from different regions know what is happening in the other countries. They are interacting and bringing a new kind of changes in the lives of people.

An excessive/ exceeding translation is a translation that fails foreignism, i.e., use source-language terms in the target-language text.

The link between globalization and translation are:

- Globalization makes an enormous impact on people’s lives and cultures, as well as translators too;
- Translation is becoming a more and more important tool to enhance understanding between cultures;
- Cultures that readers are traditionally not familiar with have become more familiar as a result of globalization.

In a modern global context we can bring more and more foreign elements into a target text, and thus keep more of the source text in the translation, i.e., create a target text that is less foreign to/for the source culture. [4].

The skopos theory, first introduced by Hans Vermeer in the 1970s defends that a translational action is determined by its skopos, which means “purpose”. This theory was further developed by Katharina Reiss and Hans Vermeer, German linguists and translation scholars in their book “Towards a General Theory of Translational Action: Skopos Theory Explained” published in 1984, originally written in German and later

translated as Towards a General Translational Action. [5.]. No other theories were introduced into translation yet. And methods of cognitive-communicative approaches in the texts analysis are still important in translation.

As for the history of translation in Kazakhstan, the most of its development is still very crucial and is being heavily developed yet. The major significant contributions were made during Russia-Kazakhstani closeness. That is the need of acquainting the Kazakh people with Russian literature through translation. Mainly those were the literary translations made by famous Kazakh writers. The theoretical foundations of translation were shared from the Russian scholars. At present when the language policy of the country demands the knowledge of three languages: Russian, Kazakh and English, and due to all political and historical events, the highly important issues to consider were multinational and multiethnic cultures dwelling in Kazakhstan.

The mixture of nationalities, cultures and languages makes the translators to know culture and language of another nations coexisting in the country and thus translators have to social-cultural mediators between two nations. The Kazakh linguistics education has to solve the challenges of the Metalinguistic approaches in translation. Metalinguistic approach is clear understanding the skills and abilities of a person to reflect the original language in the target one.

The Kazakh terminology has not yet put into order of some systemic unification and standards. That is absence of systemic manuals in translation theory, though we cannot avoid the publications annually written and edited by scholars and experienced translators. The state standards of the Ministry of education of RK require refreshing the scientific articles in every 3-5 years, but that stay to be a difficult gap when it comes to gathering them into one unique methodological handbook. Terminology allows translators to understand vocabulary, it also helps to comprehend contexts, because two different words can mean the same or just one word has several meanings. And, the translator must know this in order to properly understand the text and transmit its content more effectively. Terminology is extremely useful since it teaches the translators to employ terminological resources - glossaries, vocabularies and dictionaries. Moreover, it allows them to produce more confirmative and coherent translations.

E.g.:

English	Russian	Kazakh
sponsor	спонсор	демеуші
Camera (automobile)	Камера (авто)	желторсық
Bath	ванна	астау
Stewardess	стюардесса	аспансерік
Bike	байк	сайтан арба
терроп	терроп	лаңкестік
candidate	кандидат	үміткер
diplomacy	дипломатия	мәмілегерлік
adequacy	адекватность	барабарлық
ambition	амбиция	мардат
bilingualism	билингвизм	қостілдік
inauguration	инагурация	ұлықтау

In many cases, the Kazakh version of neologisms are given by explanatory synonyms that completely substitute the existing foreign word and leads to its loss of expressiveness and color.

The global changes are introducing new translation software tools. These programs are designed to make the translation process quicker and more efficient. Cloud-based (or web-based) translation tools are programs that are accessed and used online via a web browser. Pros: these platforms are becoming increasingly common in all industries, and key players in the world of translation are following suit. No need to free up any space or install any software on your computer. You can work from any operating system, whether it's Windows, MacOS, or even a variation of Linux. Translations are saved in real time so you won't lose any data. Cons: there is always a risk of data being hacked online.

Paid software translation tools:

Memsources has both a web-based and a desktop translation editor. The online editor is simple and intuitive, however, some translators find it lacks some functionality and is slow when working on large projects. **Wordbee** is a translation management platform with a basic CAT tool. It focuses on collaboration and works well at the project management level but lacks some of the more advanced functionalities with speed reportedly an issue. **XTM Cloud** is an intuitive web-based translation tool with all the necessary functions and a solid support team.

Free cloud-based translation software tools:

Smartcat is one of the fastest-growing cloud-based software translation solutions for LSPs, translation agencies, and independent translators. **MateCat** is a web-based translation tool which is free for freelance translators and businesses. As with Smartcat, there's no limit on the number of users or projects. **Wordfast** is the online version of the offline CAT tools Wordfast Classic and Pro. It is completely free and allows for collaboration with other users. Desktop translation software tools are traditional software programs you have to download and install on your computer.

Pros: You can work without an Internet connection.

Cons: You need to install the software and use up space on your computer.

You can only use it on your computer, unless you have multiple licences and install it on other devices.

Paid desktop translation software tools:

SDL Trados Studio is undoubtedly the most widely-used desktop translation tool, especially among companies, LSPs, and translation agencies. It's comprehensive, feature-rich, and, most notably, everywhere — so whether you are a customer or a vendor you can be reasonably confident that the other party will support it one way or another; memo is probably Trados' biggest competitor as it is similar in functionality and performance. **Déjà Vu** is a complete and reliable translation tool, which is especially strong as a terminology management solution. **OmegaT** is a free, open-source translation tool that you can use on Mac, Linux, and Windows. It is easy to set up and fairly easy to use. The layout of the source and target segments is slightly different from other tools, but users quickly adapt to it. A drawback, as is usual for open-source software, is that it only provides community support, so using it for

enterprise-scale implementations can be risky. **CafeTran Espresso** is particularly attractive to Mac and Linux users as, along with OmegaT, is one of the few free translation CAT tools compatible with these operating systems. [6.].

To a certain extent, voice recognition (RSI) and text (OCR) programs can reduce the time spent at the computer. Examples of professional voice recognition software are ViaVoice from IBM and NaturallySpeaking from Dragon. The most famous OCR program is ABBY Fine Reader. The most common text editors among translators are Microsoft Word and OpenOffice.

The advent of Google and Yandex search engines tend the Internet to become an invaluable encyclopedia and a translator's best friend. The most famous of these sites in Russia is the City of Translators, and among the western ones - Proz.com, KudoZ, Translators 'Café and Translators' Base. International associations of translators appear (for example, the American Association of Translators, or AAT for short, founded in 1959 and comprising 10,500 translators from 70 countries of the world). The AAT's role is to provide certification for translators. In "The Age of Spiritual Machines", a writer, futurist, famous the inventor (demo version of the telephone translator), one of the most famous specialists in the field of artificial intelligence, Ray Kurzweil predicted that automatic interpretation will be common by 2019, and by 2029 computers will reach the level of live translation, while not excluding possible difficulties in the transmission of non-equivalent vocabulary. "Of course, it is far from the level of a human translator, but he translates ordinary conversation and a business negotiation tolerably", said Ray Kurzweil. [7.]. In another book, Kurzweil praised the work of Franz Och, who later became the creator of the Google Translate application, where he liked his approach, which was to use the power of individual data to create intelligent systems.

One of the most famous machine translators, Google Translate, is currently based on a neural network, which in the first few months has reduced the number of errors in the translation of small texts by 60%. Each year, the Association for Computational Linguistics (ACL) hosts a machine translation workshop in which developers train their systems on the data provided and demonstrate the results. The most "fruitful" programs are: PROMPT Neural, Google, Yandex, and Deepl. The experts' evaluations of them are:

The translation is read rather smoothly;
The sentences structures are correct; No
words conformity errors;
There are almost little corrections.

The question of whether modern technologies will replace humane translations hardly has any ground at least in the next 10 years. Machine translation is essentially transcoding the text, but it cannot be a real art. Literary translation is still beyond the reach of machines, even of the best ones. As an example I would like to refer to translations of Louise Gluck, the USA poet got the Nobel Prize in Literature 2020. Prize motivation: "for her unmistakable poetic voice that with austere beauty makes individual existence universal."

Circe's Power by Louise Gluck	Власть Цирцеи (Сергей Батанов)
<p>I never turned anyone into a pig. Some people are pigs; I make them Look like pigs. I'm sick of your world That lets the outside disguise the inside. Your men weren't bad men; Undisciplined life Did that to them. As pigs, Under the care of Me and my ladies, they Sweetened right up. Then I reversed the spell, showing you my goodness As well as my power. I saw We could be happy here,...</p>	<p>Никого никогда не превращала в свиней я. Есть люди что свиньи, а я лишь Придаю им облик свинячий. В печенках ваш мир у меня, Оттого, что нутро позволяет скрывать под личиной. Ваши мужчины не были столь плохими, но отсутствие дисциплины сделало их такими. Впрочем, как свиньи, с присмотром фрейлин моих и заботой вполне привлекательны стали они. Обратное заклинанье тогда я прочла, явив вам мою доброту, ну и силу. Сочла, что мы можем быть счастливы здесь,...</p>

Machine translation:

Я никогда никого не превращал в свинью.

Некоторые люди свиньи; Я делаю их

Похоже на свиней.

Я устал от твоего мира

Это позволяет внешнему замаскировать внутреннее.

Ваши люди не были плохими людьми;

Недисциплинированная жизнь

Сделал это с ними. Как свиньи,

Под опекой

Я и мои дамы, они

Подслащенный.

Затем я перевернул заклинание, показывая вам свою доброту

Как и моя сила. Я видел

Мы могли бы быть здесь счастливы, ...

So, we can see that CAT is not a good helper in literary translation. One needs to be a poet to turn to poetry translation. 'Circe's Power' by Louise Gluck is a skillful and compelling expansion on the story of Circe and Odysseys from Homer's Odyssey. Under the care of "Me and my ladies", is an excellent expression on feminist attitude. Women - naturally not weak but environment situation makes them weak mentally; that's why still it is thought that they are weak than men for the natural beauty everyone depends on womanhood.

The other challenge of translating the Nobel Prize winner of 2019, Olga Tokarczuk's works into nine different languages should inspire to my mind the Kazakh language translators to do the same work. It is estimated, that there are 193 translations by 90 translators of Tokarczuk's works into 37 languages. The motivation was: "for a narrative imagination that with encyclopedic passion represents the crossing of

boundaries as a form of life.” I have chosen the translation of Irina Adelgaim into Russian:

«Застывшее дыхание трупа», – думает женщина за рулем; «дыхание трупа», оксюморон – слова противоречат друг другу, но вместе каким-то чудом приобретают смысл. Вот уже скоро большой перекресток, там она свернет направо, к югу, и наверняка отыщет на шоссе какой-нибудь мотель или пансионат». (Перевод с польского Ирины Адельгейм).

“The frozen breath of a corpse, the woman behind the wheel thinks; “Breath of a corpse”, an oxymoron - the words contradict each other, but together by some miracle they acquire meaning. Soon there will be a big intersection, there she will turn right, to the south, and she will probably find some motel or boarding house on the highway.” (Translated by Jennifer Croft and Antonia Lloyd-Jones). [8].

«Мәйіттің қатып қалған тынысы, рөлдегі әйел ойланады; «Мәйіттің тынысы», оксиморон - сөздер бір-біріне қарама-қарсы/қайшы келеді, бірақ қандай-да бір гажайыппен бірге олар мағынаға ие болады. Көп ұзамай үлкен қиылыс пайда болады, сол жерде ол оңға, оңтүстікке қарай бұрылады, және ол мо-тельді немесе тас жолдан пансионат табады». (My translation).

Translators of Olga Tokarczuk are mainly Antonia Lloyd-Jones and Jennifer Croft. Tokarczuk has an amazing gift for blurring boundaries - between countries and languages, between reality and fiction. The heroes of *The Last Stories* blur the boundaries between being and non-being. They comprehend death, trying to prepare them for it, to come to terms with its existence at the end of each life. And, comprehending death, they understand life better, because death is a part of life. The prose of this Polish writer is impressive and disheartening. This is something so unimaginable and unforgettable.

Conclusion. In a modern global context we can bring more and more foreign elements into a target text, and thus keep more of the source text in the translation, i.e., create a target text that is less strange the source culture. The global world we live in is establishing international communication, and people consume information globally. The creation of a “global village” defined by Marshall McLuhan is that the world became like a small world through technology, where everyone shares ideas, habits and cultures. It is almost impossible to escape from this globalization. The task of translators in this point of view is to adapt the current process of globalization into translation. Translation in its turn is something essential and indispensable. It breaks down barriers and borders. When we talk about the impact of foreign ideological influences, we should keep in mind that these very things obtain certain values, cultural symbols of other nations. Just the national symbols can oppose them in some way, and this symbolic safety is a key element of our national identity. And we need implementation of such new reality of global modernization.

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Аңдатпа. *Тарихқа жүгінсек, аудармамен айналысатын адамдар әрқашан да көптілді әлемде жұмыс істеген. Аударманың ғаламдық мәдениеті - бұл осы саладағы болып жатқан өзгерістер мен қайта құруларды ескеретін қызықты аударма практикасы. Бұл мақалада қазіргі заманғы жаһандану теориялары және олардың аудармаға әсері қарастырылған. Аударманың ғаламдық контекстегі мағынасын түсінуге, оның жаһанданудағы аналитикалық орнын және оның жаһандық мәдениеттегі және ақпарат таратудағы маңызды рөлін тұжырымдамалық тұрғыдан түсінуге тырысуда келеді.*

Түйінді сөздер: *аударма, ғаламдық мәдениет, аударма трансформациялары, ақпарат тарату, ғаламдық контекст.*

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Аннотация. *Исторически люди, имеющие отношение к переводу, всегда работали в многоязычном мире. Глобальная культура перевода - это скорее захватывающая практика, которая позволяет учитывать изменения и трансформации, происходящие в этой области. В этой статье рассматриваются современные теории глобализации и их влияние на перевод. Предпринимаются попытки понять значение перевода в глобальном контексте, определить его аналитическое место в глобализации и его ключевую роль в глобальной культуре и в распространении информации.*

Ключевые слова: *перевод, глобальная культура, переводческие трансформации, распространение информации, глобальный контекст.*