

TRANSLATION IN THE DIGITAL AGE

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Abstract:

The present research paper aims to examine the role and scope of translation in a globalized world, highlighting how translators help bridge cultural, linguistic, and social differences. It also outlines the growing importance of translation across various disciplines and discusses the promising future of translation as a field. Translation is a demanding and meaningful field in the twenty-first century that enables communication across cultures. It requires strong skill and serves as an important intercultural practice that connects different languages and communities. Translation also brings us closer to unfamiliar cultures through books, films, and digital media, including subtitling and dubbing. In a multilingual country like India, every language represents a valuable source of knowledge and literary tradition.

Keywords: Translation, Culture, Globalization, Media, Community, Digital age .

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Introduction:
The Concept of Translation

Translation is a form of communication in which ideas from a source language (SL) are conveyed into a target language (TL) so that the audience can understand those. It helps people across the world share information, preserve cultural identity, and participate in global economic activities. With increasing globalisation and the growth of multinational companies, translation has become even more important.

Today, skilled translators and interpreters are needed in many sectors such as publishing, research, healthcare, tourism, media, international organisations, and diplomatic services. Government ministries also appoint junior and senior translators as well as language specialists.

India is a multilingual country where diverse languages, cultures, and traditions coexist. Translation, as an artistic activity, helps present India's social, political, and economic realities to the world. A

translator's main task is to carry the essence of the source language into the target language. With rapid technological growth, machine translation is increasingly used to meet communication needs. For migrant families, translated works become a major source of information about their heritage, festivals, and art forms. In the digital age, translation appears not only in written texts but also through films, documents, and audio materials.

People, who know more than one foreign language, are often preferred for interpreting in meetings, conferences, and business events. Languages such as English, Korean, Portuguese, Chinese, Japanese, Russian, French, German, Arabic, Persian, Spanish, and Hindi are especially in demand. As a result, those who can translate between English and regional or local languages have many career possibilities.

Translation plays a vital role in the modern world and attracts interest not only from linguists, teachers, and professional translators but also from experts in the fields like engineering and mathematics. Today, it is

recognised as an essential part of language learning and national development. In a globalized era shaped by the Internet and rapid communication, translation has become even more important area of study. Nationally, it supports integration by connecting diverse linguistic communities, and internationally, it strengthens relations between countries. In this way, translation contributes to nation building and the shaping of cultural identity. Its value lies in its ability to connect readers, writers, and thinkers across cultures. Translation not only enriches literature but also supports progress in fields such as science, philosophy, medicine, politics, law, and religion.

Use of Translation in Language and Literature:

In today's multilingual world, people use different languages in their daily lives, and English has become an important international language that many learn as a second or foreign language. In this learning process, translation plays a vital role because it helps learners connect new English words and ideas with their mother tongue, understand cultural meanings, and communicate more clearly. Translation acts as a bridge between languages, making learning easier and reducing misunderstandings. Individuals who know more than one language become multilingual, and multilingualism offers many benefits. Multilingualism helps people adjust to new cultures, improves job opportunities, and strengthens communication skills. Learning multiple languages also keeps the mind active and enhances overall cognitive ability, making multilingualism a valuable asset in daily life.

Language reflects a community's culture, customs, and artistic practices. When a literary work is translated, it should convey the author's background and experiences. It is the translator's responsibility to preserve the subtle meanings of the original - whether it is prose, poetry, fiction, or historical writing. Literary translation requires creativity, especially while translating drama, prose, poetry, and novels. When

translating poetry, a translator must consider elements like rhyme, metre, and sound, which are often difficult to reproduce in the target language.

Translation in the Digital Age :

Machine Translation (MT) now reduces the time needed for such work, especially for large texts like fiction, which may take months to translate manually. Although MT is faster and cost-effective, it often provides only the basic meaning and lacks artistic quality. Human translators, however, can understand context, emotion, and cultural tone, making their translations richer and more accurate.

Translation has become a significant field of employment in today's rapidly globalizing world. With advancements in communication at both global and local levels, people across the world now interact on social, educational, and professional platforms. It plays an important role in the growth of human civilization by enabling the continuous exchange of knowledge across hundreds of languages and thousands of subjects. Whether it involves translating government documents, foreign-language books, or dubbing international films, skilled translators are needed in every sector. Individuals who have proficiency in two or more languages can build a successful career in translation. With the increasing presence of foreign companies in India, the demand for English–Hindi translation as well as translation in other foreign languages has risen significantly, creating numerous employment opportunities in both the organized and unorganized sectors.

Translators are required in almost all government departments to translate official documents. Under the Official Language Act in India, it is mandatory for government documents to be available in both English and Hindi. In addition, many state governments also recognize regional languages for administrative work. Therefore, translators play an essential role in ensuring that all documents are accurately translated into the

required languages, making government communication clear, accessible, and efficient.

The human translation process involves first decoding the meaning of the source text and then re-encoding that meaning into the target language. To decode the source text accurately, a translator must interpret and analyse all its elements, which requires a thorough understanding of the grammar, semantics, syntax, idioms, and cultural background of the source language. The translator must apply the same depth of knowledge when recreating the message in the target language to ensure clarity, accuracy, and natural expression. This highlights the central challenge of machine translation: developing a system that can understand a text as deeply as a human and produce a target-language version that reads as if it were written by a person.

Translation demands creativity because it involves reconstructing a text in a new language. With cultural awareness and linguistic skill, the translator becomes a mediator who conveys the meaning and experience of the original work. It is not just a technical task but an art that requires preparation, sensitivity, and imagination. Through this process, translators build a close connection with both languages, helping promote cultural dialogue and preserve diversity.

Today, digital tools such as Google Translate, DeepL, and ChatGPT are widely used by students, teachers, researchers, and professional translators. These tools offer quick, affordable, and accessible translation assistance, raising important questions about accuracy,

authenticity, and ethics. As translation shifts from manual, text-centered practices to technology-driven systems, scholars and practitioners must reconsider the role of human translators and the meaning of translation itself.

Conclusion:

Demand for translation will increase as global communication expands. Multimedia platforms, education technology, healthcare, tourism, and e-commerce all require precise multilingual content. AI will continue to support translation tasks, but human translation will remain essential for cultural sensitivity, literary interpretation, and ethical responsibility. Future translators will work closely with technology rather than be replaced by it. Digital tools have reshaped translation, making it faster and more accessible. However, technology alone cannot capture the creative and cultural depth that human translators provide. The future of translation lies in cooperation between people and machines, ensuring accurate communication while preserving the richness of each language.

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