

TRANSLATION STUDIES IN THE AGE OF GLOBALIZATION: THEORY, PRACTICE, AND TECHNOLOGICAL TRANSFORMATION

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Abstract. *This article examines the development of translation studies as an interdisciplinary field influenced by linguistic, cultural, and technological factors. It explores key theoretical approaches, including equivalence theory, Skopos theory, and descriptive translation studies, highlighting their contributions to modern translation practices. The study emphasizes the importance of translation in intercultural communication, where linguistic competence must be complemented by cultural awareness.*

The paper also analyzes the impact of technological advancements such as machine translation, computer-assisted tools, and artificial intelligence. While these innovations have increased efficiency, they also raise concerns about quality, ethics, and the diminishing role of human translators.

Furthermore, the article discusses the challenges faced in contemporary translation, including the loss of meaning, cultural differences, and technological dependence. It argues that despite automation, human translators remain indispensable for ensuring accuracy and cultural sensitivity.

In conclusion, translation studies continues to evolve in response to globalization and technological progress. The integration of theoretical frameworks and practical applications is essential for addressing the complexities of modern translation. The study highlights the need for a balanced approach that combines human expertise with technological tools to enhance the effectiveness of translation in a globalized world.

Keywords: *Translation studies, equivalence, Skopos theory, intercultural communication, machine translation, artificial intelligence*

Introduction

Translation studies has evolved into a dynamic interdisciplinary field that integrates linguistics, cultural studies, communication theory, and technology. In the modern era of globalization, translation is no longer viewed as a mere linguistic substitution process but as a complex communicative act shaped by cultural, social, and technological factors. The growing interaction among nations has intensified the demand for accurate and context-sensitive translation, making it an essential component of international relations, education, business, and digital communication. The emergence of digital technologies and artificial intelligence has further transformed translation practices. Machine translation tools, corpus linguistics, and neural networks have significantly enhanced efficiency while simultaneously raising questions about quality, ethics, and human creativity. Therefore, translation studies today addresses both theoretical frameworks and practical challenges. This article explores the evolution of translation studies, its theoretical foundations, key methodologies, and the impact of technological advancements. It also examines intercultural communication and the role of translation in shaping global understanding.

Translation as a practice dates back to ancient civilizations, where it played a crucial role in the dissemination of religious texts, scientific knowledge, and literary works. However, translation studies as an academic discipline began to take shape in the 20th century. Early approaches focused on equivalence, emphasizing the need to maintain fidelity to the source text. Scholars such as Eugene Nida introduced concepts like formal and dynamic equivalence, which highlighted the importance of meaning over literal translation. Later, the functionalist approach, represented by Hans Vermeer's Skopos theory, shifted attention to the purpose of translation. According to this theory, translation strategies should be determined by the intended function of the target text. Equivalence theory focuses on the relationship between the source text and the target text. It aims to achieve semantic and stylistic similarity. This approach emphasizes the purpose (skopos) of translation, suggesting that translation decisions depend on the intended audience and function. Proposed by Gideon Toury, this approach analyzes translations as they exist, rather than prescribing rules. The cultural turn highlights the role of ideology, power, and cultural context in translation. Translation is seen as an act of cultural negotiation. Translation serves as a bridge between cultures. It enables the exchange of ideas, values, and knowledge across linguistic boundaries. However, cultural differences often create challenges in translation. Idioms, metaphors, and culturally specific references require adaptation rather than direct translation. Translators must possess not only linguistic competence but also cultural awareness. The integration of technology has revolutionized translation practices. Machine translation systems, such as neural machine translation, provide fast and cost-effective solutions. However, they may lack contextual understanding. CAT tools enhance consistency and efficiency by using translation memory and terminology databases. AI-based translation systems are becoming increasingly sophisticated, incorporating deep learning and natural language processing. Despite technological progress, translation faces several challenges. Loss of meaning and nuance, cultural misunderstandings, ethical issues, dependence on technology. Human translators remain essential for ensuring quality and cultural sensitivity. The future of translation studies lies in the integration of human expertise and technological innovation. Interdisciplinary research will continue to shape the field. Translation will play a crucial role in global communication, education, and knowledge dissemination. Translation studies has evolved into a complex and multifaceted discipline. It encompasses linguistic, cultural, and technological dimensions. As globalization continues to expand, the importance of translation will only increase. The combination of theoretical knowledge and practical skills is essential for addressing modern challenges. Ultimately, translation remains a vital tool for fostering intercultural understanding and global cooperation.

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