

“Impact of communication and Translation in Business on Global Platform”

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ABSTRACT

"This article highlights the impact of "Communication and Translation in Business on Global Platform". The article begins with the issues on the need of communication and further it highlights the importance and role of translation in business communication. For running a successful business it is crucial to have the communication not only with the customers but also with the employees in their native language. The article also throws the light on quality translation as it is very important because a minor error in translation can harm the reputation of business organization. And finally the article ends with few examples of lacking of cultural sensitivity that was one of the causes for product let down. Thus, it is clear that the role of communication and translation is vital in enhancing the business on global platform".

INTRODUCTION

We can see that the world is synchronizing day by day. This is a world where societies, cultures, politics and even economic have come closer together. The intensification of worldwide social relation linked distant localities in such a way that local happenings are influenced and shaped by events occurring many miles away. Due to advancement in transportation and communication technology along with the development of a world economy people started communicating, meeting and doing business with one another more than ever. As we come closer our cultural differences become more and more less and with new generation we start to realize that rest of the world is not reading from the same book.. One of the most important areas where now it is being felt is business.

Nowadays, “business” is not limited to local areas but enhanced up to global market which we call as a “global business.” The global business refers to international trade. The exchange of goods over great distances goes back a very long time. Anthropologists have already established long-distance trading in Europe in the Stone Age. Sea-borne trading was commonplace in many regions of the world in times predating Greek civilization. Such trade, of course, was not by definition "global" but had the same characteristics. In the 16th century all of the continents came to be linked by ocean-based communications. Trading activity in the modern sense rapidly followed at the beginning of the 17th century. It might be more accurate to say that it "returned" again because trading of such character had taken place in Roman times as well.

A step towards global business and running it successfully needs perfection in communication and translation which implies sharing information with others. It is very well said by W B Yeats that “Think like a wise men but communicate in the language of the people” this is the key for running a successful business. In simple words a success of any business depends on how well you inform the public about the business and your product. You have to make sure your information is presented in a correct and suitable manner or not. And for

this the need is to converse with your potential customers in their native language only. It happens only when you are good in communication. Having well in communication is not the only thing but you have to be aware of the culture, linguistic, political and social situations in your targeted country. Every time you have to change your business strategy like planning of selling any product or dealing with the customers, employees or associates. This is where the translation becomes important and it plays vital role in business. Business communication like – official letters, memos, brochures, webpage, etc., need to be effectively communicated in native language. This will help prospective buyers to understand the technicalities of the product and increase sales for the companies. When the manufacturer is able to communicate in the local language it helps to develop personal touch and provides consumer satisfaction. It also reduces the probabilities of misinterpretations and wrong assumptions.

In the age of online revolution which has had such a profound influence on the world, the global industries must have mutual understanding. It can be developed through proper communication. Without having translation services, communication technology would not be of much use to facilitate the conversation between parties who do not share a language. That is why with the help of proper translation and interpretation, there is every chance that your business will be a success and your information is ready for the foreign market.

WHY TRANSLATIONS ?

Translation implies how a particular word or text is interpreted from one language to another. After translation it appears as if it has been originally written in that language. In corporate sector the value translation is much. In the words of KARL VOSSHAR, “if one denies the concept of translation, one must give up the concept of a language community”. Successful translation occurs when the translator moves beyond merely translating word by word and starts translating with the purpose to retain the words' overall meaning and nuances. As the world wide consciousness is growing more and more, the process of translation in business organization becomes more important. Translation not only makes the process of communication smooth but it also helps to strengthen the relations with the customer as well as employee. Having offices in different countries, the global companies need to have the translation services for communicating with the customer and for documentation. Often these documents are used to instruct, to motivate and to encourage employees across the company. No matter what the instructions in the document are, they always need to be translated to one or other languages.

Although the process of translation is vital for variety of purposes, quality translation services are also crucial to the business industry. The question that arises here is why it is so crucial to higher the services of professional translators. The one reason is might be that these services not only help to communicate with people and do business in varied markets but they also create a flexible, reliable, and open relationship for succeeding in business. The other reason is the advancement in technology that makes it easy to communicate and to work with global industries. When documents are translated well, business can function more effectively and efficiently. Nowadays it is easy to run a global business, as translation has made markets manageable by selling and purchasing the product elsewhere.

In the current scenario translation services have emerged as an industry. It is one of the most straight forward ways of understanding and appreciating other cultures. The translation industries today comprise of hundreds of translation suppliers, localization specialist and technology providers.

Translation of official documents related to various fields becomes very essential in not only the offices of government sector but also the organization around the globe and even for personal use. To translate any

information from one language to another is not easy to do. The three most important issues which differ from place to place are cultural, community, and languages issues. For communicating with people from varied language and cultures, business organizations have to be cautious as words, sentences and expressions have several meaning in other languages. Even a minor error in translation can cost your valuable business and can harm the reputation of particular organization. Thus it would not be incorrect to say that the role of translation has tremendous importance in global business and collaboration with multi national companies.

If we observe the present scenario economical powers are gaining urgency rather than political power. All industries weather on small scale or large scale has to spread their business around all developed and underdeveloped markets in the world. The need to localize production is now expanding into various industries like the automotive, medical, legal communication, financial services and other industries.

Across the world there are more than 6500 unique languages spoken. However, when it comes to business communication over the internet English is the most widely used language. When working in international business it can be a challenge to communicate effectively without the help of a translator. So, some organization utilizes professional translators to help them. Some are turning to translator software companies Those do not use a translation service, often have confusing conversation and many misunderstandings. For example the translation for your website is an important and easy way to market your business overseas for attracting new customers, you can also improve sales and increases your profits.

By enabling e-commerce capabilities and other website functionalities to work in other areas of the world, we can see increased revenue. Many organizations are now investing heavily in providing staff with language lessons in order to be able to create foreign market. They also provide cultural sensitivity training to address issues which will assist them in forging longer and more prosperous relationships. Here few examples are given that give the answer-why it is crucial to have the knowledge of community and language □

PROFOUND INFLUENCE OF TRANSLATION IN GLOBAL BUSINESS (AN ANALYSIS)

Pepsodent company tried to sell its toothpaste in south East Asia by emphasizing that, "It whitens your teeth." They found that the local natives chew betel nuts to blacken their teeth which they found attractive. The film 'Hollywood Buddha' showed a complete lack of cultural sensitivity when the designer of the film's poster decided to show the bad actor sitting on the Buddha's head. It was considered something wrong. Another example is of big brother, a famous T.V. serial in the Middle East the show was pulled of air after its 1st few episodes give to public protest. Stating the shows mixed sex format was against Islamic principal.

On the basis of above examples we can see and analyze the impact of communication and translation in business. All most every sector in global business is moving to words E-business and internationalization. In the age of online revolution, which has had such a profound influence on the world, the global industries must have mutual understanding. The communication with the customer or client must be very concise and clear. In addition, the agency should always be available to react to any inquiries that the client may have. Communication between the client and the translation agency should not be a one-sided affair. It is again very vital to understand that both the parties need to effectively communicate to have expected result. Communication is not just about speaking or writing; it is more than the sharing of information and in industry like translation service any blunder in communication can lead to drastic results. This industry is one of the booming industries and any misconception can affect the message that you want to convey at an international level. Running a global business profitably requires crystal clear communication. You have to ensure that your likely customers actually understand what you are talking and what your business is all about. Today many firms are planning and adapting communication strategy. It is again very interesting to

note that any sales letter that works at home might not be able to bring any sales or generate curiosity in a foreign market. In such circumstances it becomes very important that the information must be presented in a suitable way as per foreign market and this can be done easily if you have a proper and effective communication during the entire translation business. If you can't have proper communication, you won't be able to excite the people about your services.

Looking at the present scenario, the importance of communication cannot be denied. It's not an exaggeration to say that it works like a life-line in any industry. It is of vital importance to one and all concerning with business like customers, suppliers etc. and the exterior to organization like journalists, and government officials. Effective business language can also contribute to the solution as mutual respect and personal value are communicated from one language and culture to another. Promoting integrity and ethical values in business transactions overcomes a multitude of challenges and obstacles facing those involved in international business.

CONCLUSION

On the basis of the analysis and looking towards the demand of corporate sector in present time the key note is that, 'we should try to enhance the use of translation services and to make people aware regarding the importance of communication skill in business.' So on the face of it if you wish to make your business more successful on a global platform and convey your information in foreign market make sure to have proper communication between you and your consumer.

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