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NEED FOR TRANSLATION SERVICES IN THE GLOBALIZED WORLD: A PERIPHERY-INFORMED EXPLANATION

Annotation. The relationship between globalization and translation is one of the new areas of research in Translation Studies. Globalization has led to unstoppable spread of the English language across the globe. Yet, contrary to expectations, not only has the need for translation services not diminished, but it also has increased. This, according to Pym (2003), sounds paradoxical since as the global use of English is on the increase, the need for translation should be waning. In other words, in spite of the fact that the use of English is triumphant and English is already considered the language of the global village, not only has the number of translations not decreased, but the demand for them is increasing. The present study was an attempt to investigate Iranian translators' views on this paradox. In other words, the study sought the perspectives of translators in the periphery on the paradox to see how the paradox proposed by Pym can be explained from the point of view of Iranian translators. Using snowball sampling, twenty-two translators (all holding an MA or a PhD in Translation Studies) were selected. To collect data, semi-structured interviews were conducted. Interpretive analysis of the data revealed that there are numerous reasons that raise the status and role of translation and translators in the Iranian context, which were categorized under three broad categories, namely the limited target language (English), a preference for Persian over English and ideological issues. As regards the limited English language knowledge, the in-depth interviews showed that the younger generation's proficiency is mostly confined to oral skills and cannot cover all aspects of the English language. In other cases, technical differences between the two languages were pointed out, which was taken as a barrier for feeling at ease with using English. Additionally, the pervasiveness of English words and phrases in society, and especially technological tools, makes people with little English proficiency feel the need for the translation of these foreign words and phrases. Another broad category concerns the preference of Iranians for Persian over English. Throughout the interviews, even PhD holders pointed out that they were not that much at ease with English, and some mentioned in the interviews that if they had both the English and the Persian version of a text, they would probably prefer the Persian version. Another reason for such preference was shown to be their lack of confidence in their knowledge of English even though they had an advanced level of understanding English texts/talks. The final category dealt with ideological issues at both macro- and micro-level. At the macro-level, some participants referred to the government policy that prioritizes the Persian language over foreign languages in society. At the micro-level, one participant believed that some individuals intentionally use Persian words and phrases to prevent the marginalization of the Persian language.

Keywords: Globalization; translation; the English language; Pym's Diversity Paradox; Iran.

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Introduction

Globalization is a rapidly ongoing and apparently unstoppable phenomenon that "…shatters, deconstructs and transforms modern and pre-modern dimensions and levels of our lives" (Gur-Ze'ev & Roth, 2007, p. 1). The sweeping effects of globalization are increasingly felt everywhere. The economic, political, social, educational, and cultural systems of almost all countries have been affected by globalization. As Menon (2007, p. 24) argues, "countries have little choice whether to globalize or not"; therefore, a deeper understanding of globalization, its effects, essential characteristics, and the driving forces behind it seem to be both a worthy effort as well as a necessity.

One of the major manifestations of globalization is the advent of highly advanced and rapid communication systems that allow easier and faster information exchange. Satellites, the Internet, wireless communications, and new technologies in general have the power to connect people more efficiently and over greater stretches of time and space. While technology is seen as one side of the globalization coin, the other side is argued to be the English language and its role (Bottery, 2000; Tsui & Tollefson, 2007). Chang (2006, p. 515) takes the argument further, pointing to the function of globalization "as a driving force to strengthen the position of English as a global language. Nowadays, many scholars regard English as the international taken-for-granted lingua franca of the globalized world (e.g., Taylor & Baldry, 2001; Maurais, 2003).

With such a high profile developed for English in the new era, it is quite natural to expect globalization to exert profound effects on the translation business in general. This is because as English is becoming more widespread, the need for translation from and into English is also changing. As a matter of fact, the effects of globalization on translation are so profound that several scholars (e.g., Crystal, 1997; Venuti, 1998; Pym, 2000) have discussed the issue from different perspectives. Such discussions differ depending on how scholars approach and define translation, on the one hand, and globalization, on the other.

Recently, the issue of globalization and its links with Iran's foreign

policies have been considered in several studies. In some of them, the marginalization of globalization has been discussed from a general perspective. For example, Mohammadian and Hajiyousefi (2022) addressed the issue of Iran's foreign policies in the Qajar, Pahlavi, and Islamic Republic periods and presented a new theoretical model for examining Iran's foreign policies that did not exist before. In another study, Azad (2022) examined the foreign policies of Iran as one of the first countries to adopt an East-oriented attitude. The results of the research show that although this policy was not so deeply rooted in the past, it will continue to exist in the future. The author introduces the orientation as the main pillar of Iran's foreign policies and believes that East-orientation will prevail as long as Iran does not want to put aside its fundamental differences with the West and especially with the United States of America. From this point of view, the results of these studies can shed light on the current paper, which may be an explanation for the lack of interest in English at the macro level in the country, a subject that will be further discussed in detail.

Rooted in professional literature on translation studies, the present study aims to explore one of such discussions. More specifically, this study intends to examine Iranian translators' views on Pym's 'diversity paradox'. To this end, a brief literature review of the relationship between globalization and translation is provided first. This is followed by a theoretical underpinning of the study in terms of participants, instrumentation, and data analysis. Finally, the research findings are contextualized within the exiting literature.

Globalization and Translation: Review of Literature

Space does not allow for a thorough and substantial review of the studies that have examined the relationship between globalization and translation or the effects of the former on the latter (or vice versa). What follows is a brief review of the arguments made and studies conducted by Crystal (2003), Venuti (1998), Pym (2000, 2003), Snell-Hornby (1999), Austermühl (2001), and Ho (2004).

Crystal (2003) believes that globalization began primarily in the early twentieth century. English gained its international status not only because of

the increasing number of its users, but more importantly because of the political, economic, military, and cultural dominance of the US. English is becoming the language of "netizens", i.e., the ordinary citizens of the Internet, in the virtual community of the global village (Crystal, 2001). As for the effects of globalization on translation, Crystal (2003) argues that with the strength that English has already gained and the impregnable status it has, translation activities will become more and more limited. The researcher discusses the high cost of translation services and the shortcomings of computer-aided translation to explain his support for English as "the global lingua franca" (Crystal, 2003, p. x).

For Venuti (1998), the relationship between globalization and translation should be viewed through the lens of ideology. He argues that translation has played a key role in the colonization of the Americas, Asia, and Africa. Venuti (1998, p. 158) maintains that through the translation of "commercial contracts, institution manuals, and advertising copy to popular novels, children's books, and film soundtracks", colonialists and neocolonialists have exploited people in the developing countries. In other words, translation practices establish a "hierarchical relationship between the major and the minor languages, between the hegemonic and subordinate cultures. The translations enact a process of identity formation in which colonizer and colonized ... are positioned unequally" (Venuti, 1998, p. 165).

Pym's (2000) arguments about the effects of globalization on translation are based on economic rationales. Pym (2000) believes that globalization is causing fundamental changes in the translation business and in the training of translators and interpreters. Globalization, in his view, has led to a clear separation of strata or segments based on financial terms. Thus, the labor market for translators—under the impact of globalization—has been segmented similarly, so that translators today belong to three groups of language professionals: poorly paid translators (e.g., students, inexperienced translators); professional translators and translation teachers who live a decent life; and, well-paid language professionals working for multinational corporations, marketing companies, and in the IT industry.

In another study, Pym (2003) proposes the notion of "diversity paradox" to raise an intriguing question. He notes that as globalization is

washing away borders, the need for common languages for intercultural communication is becoming more and more tangible. English, according to Pym (2003), has already become *the* common language. With the growing use of English at an extensively large and global scale, one might assume that the need for translation will decline. However, statistics show that this is not the case and that the number of translations has markedly increased. Pym (2003) asks, "How is it that the number of translations might increase at the same time as the use of English triumphs and many languages are forced into twilight?" (p. 4). To explain such a paradox, Pym (2003) discusses the differences between the economic categories of production and distribution and the different roles that languages come to play at each level. In other words, the prolonged vitality of translation can be explained by distinguishing between the global role of English as the lingua franca in the production of goods and the marketing role of translation in the distribution of goods.

McLanguage (the third element of McWorld; the others being McDonald and Macintosh) is the metaphor that Snell-Hornby (1999) uses to describe the perspectives and functions of "world English" in the age of globalization. For Snell-Hornby (1999), in today's heterogeneous global village, where distances have been overcome, the "International English" "functions as a basic common denominator for supra-cultural communication" (pp. 104–105). Such a phenomenon is accompanied by the birth and growth of different varieties of English, as well as the emergence of "hybrid texts" characterized by their unique lexical and syntactic features. With regard to the relationship between globalization and translation, Snell-Hornby (1999) argues that it is necessary to redefine the role of translators and to create a revised profile for modern translators in the new millennium. In their new roles, translators have a greater responsibility for intercultural communication. They need first to be equipped with modern technology and equipment, professional expertise, and linguistic, cultural and subject matter competence, and then to use their multiple skills instantly and simultaneously to meet the challenges of the market. Snell-Hornby (1999) also maintains that with the technological advances, the potentiality of Machine Translation will increase considerably. Today, and especially with the introduction of AI (Artificial Intelligence), we are witnessing significant progress in machine translation, and perhaps it can be said that

human beings are no longer the sole agents of translation. Statistical machine translation, which heavily relies on count-based models and was the dominant approach in machine translation research for many years, has largely been replaced by neural machine translation (NMT), which utilizes a single neural network to handle translation tasks (Stahlberg, 2020). Moreover, owing to the rapid development of artificial intelligence, NMT has now improved a lot, helping with the accuracy of machine translation in recent years (Chen, 2023; Klimova, et al, 2023).

Contrary to some scholars who argue that with globalization translation is doomed to extinction, Austermühl (2001) asserts that, in the near future, not only will there not be such a sad ending, but that there will be a growing demand for translation services. To back up his argument, Austermühl (2001) points to the increase in linguistic diversity in the EU, which entails a huge number of translation activities. Furthermore, the rapid growth of multilingual websites on the Internet and the greater need for language services in the business and marketing world help to ensure the survival and promotion of translation. Austermühl (2001) believes that in a globalized world, translators and interpreters need special training to acquire the skills to communicate with experts in different specialized fields such as those of nano- and bio-sciences, IT, etc.

Ho (2004) argues that the relationship between translation and globalization is interactive, i.e., "globalization has changed the environment of translation and ... translators' contribution to the development of globalization have further facilitated the process of globalization" (p. 255). Ho (2004) also makes a distinction between canonical and professional (or non-canonical) translators: "the former are mainly driven by the spiritual/cultural value of translation and the latter largely by the material/economic value" (p. 256). Ho's (2004) next important argument is that, after the wave of globalization, professional, or non-canonical, translations are done on a much larger scale than before. Ho (2004) argues that it is the material or economic value of translation that drives professional translators to produce quality translations. Therefore, he argues for a paradigm shift in Translation Studies because neither linguistics nor comparative literary studies can explain or account for professional translators' mentality and behavior in the era of globalization.

Ho (2004) also emphasizes the need for professional translators to have specialized knowledge and to be aware of the limitations of computer-assisted translation, among which there is the problem with syntactical and referential ambiguity, metaphors, and collocations (Alzeebaree, 2020; Awadh & Shafiull, 2020)

Putting the above arguments together, it becomes evident that a number of themes clusters around globalization–translation relationship. It seems that the battle between English as the international lingua franca, promoting linguistic and cultural homogeneity, and the demand for translation will continue for many years to come. The capability and potential of computer-assisted translation (Machine Translation) will also be debated by those who expect a more promising future for technological achievements and those who believe that the inherent limitations of such activities will remain. Additionally, given that the issue of "ideology" is considered an indispensable part of today's discussions on education, ideological and critical views on the role of translation, and particularly that of translators in the age of globalization, are likely to draw more and more attention. It also appears safe to argue that modern translators are being ascribed a more demanding and at the same time, more complicated role by various scholars mentioned above. Finally, with the rise of ideologies that prioritize economic and material values over cultural ones in today's translation activities, the classical views seem to fall short of fully accounting for modern translators' behavior and hence need to be reconsidered.

The Present Study

This section will explain the research purpose, participants, data collection, and data analysis.

Research Purpose

This study draws on Pym's (2003) notion of the "diversity paradox". The paper seeks to explore the participants' explanations and views on Pym's radical question about the relationship between globalization and translation:

"How is it that the number of translations might increase at the same time as the use of English triumphs and many languages are forced into twilight?" (p. 4).

Participants

Twenty-two subjects (11 male and 11 female MA and PhD holders in Translation Studies) took part in this study. Most of them (16) teach courses of their specialty fields in different universities in Iran, and the others are either certified translators or worked professionally for translation institutes in Tabriz—a big city in the north-west of Iran—and Tehran, the capital.

Instrumentation and Data Collection Procedures

Pym's question above was used in semi-structured interviews. This research method employs in-depth interviews to gather qualitative perspectives on the topic under discussion from a selected group of participants. As described by Fylan (2005), semi-structured interviews involve guided discussions, where the interviewer has a specific focus but allows for flexibility in the conversation with each participant. Data collection in these studies continues until no new data are obtained, ensuring thorough exploration of the subject matter. In the present study, the participants were asked to comment on and explain the paradox of the global rise and the increasing use of English, which should naturally reduce the need for translations, juxtaposed with the growing demand for translation services. The interviews were conducted in Farsi and Azerbaijani Turkish in 2022. With the participants' consent, all interviews were audio-recorded and promptly transcribed. On average, each interview lasted approximately ten minutes.

Data Analysis

The particular feature of this part is that there was only one question for the interviewees. This makes data analysis relatively simple and

straightforward. The interview transcriptions were read and reread several times to find the most frequent theme(s) in the data. To ensure interpretive validity (Dörnyei, 2007), "member checking" was carried out with five of the subjects. This involved sharing the responses with the participants and then discussing these responses with them. We also asked a colleague to carry out the same analysis on five transcriptions—independently of our analysis—to ensure the "descriptive validity" at this stage.

Findings and Discussion

The qualitative analysis of the data revealed the following insights. Firstly, the participants recognized the premise of Pym's (2003) notion of the "diversity paradox". In other words, like Pym, they believed that with the increasing spread of English globally, it might seem natural to anticipate a gradual decline in the prominence and significance of translation. Nonetheless, the participants argued that this is not the case in practice, asserting that the demand for translation services and translators will continue to grow.

Overall, three main themes emerged from the interviews, each of which consists of a number of sub-themes.

Limited Knowledge of English

One of the main themes that emerged in almost all the interviews was not having sufficient competency of the English language. There was a consensus among the interviewees as to the reason and explanation for the above paradox. The participants unanimously maintained that although English is burgeoning worldwide, the level of English proficiency gained by citizens of the global village is too limited to free them from the need for translation services. In essence, the global spread of the international lingua franca, namely English, does not mean that a high level of English competence is achieved by non-English speakers. Consequently, there will persist a demand for translation and translators to help non-English speakers by translating *from* or *into* English—the target language.

Mere Oral Knowledge. One of the main themes that was mentioned by more than two-thirds of the participants was that the young generation's knowledge of English is confined to what they acquire in English institutions. More specifically, it is argued that in the era of globalization, the English proficiency learners is mainly encompasses oral skills. English learners are generally equipped with some functional and survival knowledge of listening and speaking skills in the target language to meet their specific limited needs. The interviewee argued that:

> ...I mean language knowledge at speaking level does not mean that one knows that particular language. That's why I feel that those going to private English schools and ...eh.. finish some terms there... read some "Interchange" ... or "Headway" series... they learn some particular kind of English in a particular context... they learn some conversations.... they cannot meet their own needs in ... say... agriculture or civil engineering. (P9, 2022, translated from Azerbaijani Turkish)[2]

Similar arguments are made by another participant. Participant Three (P3), for example, holds that:

> ...Right... English spreads... no doubt about it... but the English we learn is restricted and mostly oral, and ... and not enough.... I mean we learn some basics of English only and ... this is not enough. Limited knowledge of English means that the individual will need the help of translators. Yes... even in Iran, we are witnessing the spread of English at a high and unbelievable level but ... you know... we do not learn the totality of English so ... we will need translation services. (P3, 2022, translated from Persian)

Interestingly, those interviewees who work for translation institutes explain the paradox from a perspective more related to their professional services. For example, one of the participants argues that:

> Yes... the number of translators is increasing.... because the English that people learn is kind of ... um... general English. This cannot fulfill all their needs. For example, if they

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[2] All the translations of the responses were done by authors, two of whom speak Azerbaijani Turkish as their mother tongue.

> want to translate a kind of certificate ... or document... for example, marriage, heritage.... they will need translators' help because this can be done with technical English and not with general English ... so I can say that ... these two are separate things... I mean, in the new era, yes, it is quite right... The popularity of English is growing, but this does not mean that those who know English can fulfill all their needs. (P10, 2022, translated from Persian)

The above views suggest that the limited oral skills Iranian netizens learn in fee-paying private schools are insufficient to fulfill the various needs associated with English translation. One might even argue that with the tendency of Iranian young generation to open up to the international community and embrace globalization (Mazlum, 2022), their demand for English translation services increases, as membership in a globalized world entails a more diversified spectrum of needs in different domains and at different levels (Reynolds & Viterek, 2013). To meet such needs, the participants content that limited proficiency in oral English is of little assistance, thereby increasing the necessity for translation services.

Technical Differences between Persian and English. Limited proficiency in the target language, specifically English, is highlighted in another way to explain the "diversity paradox". Two participants emphasized the technical differences existing between the source and target languages to argue that the "netizens" are generally unaware of such technical points and therefore need translation services even if they possess basic survival English skills. This is evident in the following excerpt:

> You know what? .... There is the issue of linguistic variation... Although my mother tongue is Turkish ...eh... and I know Persian well, but they [scholars in Persian] ... give examples ... they ask which one is right? "Gaman" or "Goman" [two common pronunciations of the same word meaning "guess" in Persian]. You see... I know Persian myself and I do translation activities in this language, but I do not know the answer... so to what extent people in general learn these linguistic variations is important. Language experts learn these variations and they are the right people who can do translation ... yes... you are right ... everybody learns English but not the whole English... they cannot master the linguistic variations. (P5, 2022, translated from Azerbaijani Turkish)

The aforementioned argument suggests that translation is a highly technical and professional undertaking, and the spread of English is not accompanied by the requisite expertise necessary to carry it out effectively; therefore, similar to the previous argument, it can be said that members of the global community possess restricted English proficiency, and their needs for translation services will persist.

Exposure to the English Language in all Segments of Society. In Iranian society, the use of English words in everyday conversation and mass media is steadily increasing. Additionally, the use of smartphones and tablets, even among middle-aged and elderly people, where English words are prevalent, is another illustration of the exposure to the English language across all segments of society. Although these people have a very limited knowledge of the English language or no knowledge at all, as they strive not to fall behind by the societal expectations, they demand that everything be localized in English. This close association with words, which are seen as an integral part of the language, makes us localize all modes of communication more than ever before. Indeed, the more English is used in our daily lives, the more pronounced the need for translation becomes.

Although the use of English has increased in Iran—especially on smartphones and tablets—there is a contradiction: the need for translation has not decreased. Older generations, who have been exposed to the language used in digital devices, seem to be unfamiliar with the social media jargon (e.g., Like, Follow, Block, among others), which necessitates translation. This everyday use of digital devices with English menus has made them more dependent on translation. The older generation wants to use these devices to communicate, but English is a barrier. In other words, the more the older generation is exposed to advanced technology, the greater the need for translation. As one interviewee put it:

> I've seen it myself. Say my mom wants to see if she has a relative on her friends' list on Instagram. She asks if she should check the "Followers" or the "Following". I think if we weren't so engaged with technology, our use of English would be more limited. The older generation wants to be on social media, to know what is going on. But this generation has little or no knowledge of the English language. What should be

done? Translation and localization. In fact, our need for translation increases as we advance in technology. (P18, 2012, translated from Persian)

Such technology adoption behavior observed among the Iranian elderly aligns with Freeman et al.'s (2020) argument that new technologies have become integrated into older adults' daily lives as well. Consequently, their demand for translation services might be even greater in view of their more limited proficiency in English.

Preference for Persian vs. English

One of the other themes that emerged in this study was the prevailing inclination towards Persian over English or other foreign languages. This preference can be attributed to both the issue of nativism, feeling comfortable with one's native language, as well as technical issues of language and a lack of confidence in one's proficiency in a foreign language. Five of the participants explained the preference for Persian over English for various reasons.

Feeling More at Ease with Persian. Considering the fact that in Iranian society, children's initial exposure to language often occurs in a language other than English, and taking into account the significance of one's mother tongue, no matter how broad and comprehensive one's knowledge of English is, there is still a sense of comfort derived from reading in one's mother tongue or the official language during one's school years, which obviously is not experienced when reading in a foreign language. As one participant said:

> Well, to be honest, even though all my studies were in English and … actually I don't have any problem understanding texts at least in general English, maybe in situations where both English and Persian versions of a text are available, I prefer to read the text in Persian. This way I go faster… I spend less understanding the material and of course … I can communicate much more easily with the Persian writing. I have been in contact with Persian since I started speaking. For example, when I read a novel, if both the English and Persian translations are available… if the novel is well translated, if I want to read the novel for the pleasure of literature…, I would prefer to read the translation of the book… I remember reading the translation of Najaf Daryabandari of "As I Lay Dying", and

> I really enjoyed it. But a few years after reading the translation, I read the English text. I expected the same pleasure, but … to tell the truth, the pleasure I got from the translation was never the same as the pleasure I got from reading the original text. It seems that my affinity with these simple and lovely characters was greater when I read the Persian text. (P 17, 2022, translated from Persian)

This indicates that individuals possessing a sufficient level of English proficiency, who capable of comprehending English materials might still turn to translation services since they faciliatate communication efficiency. In other words, when a text is available in both English and Persian, they are likely to choose the latter. Consequently, this choice further increases the need for translation services.

Having Greater Confidence in Understanding Persian. Having greater confidence in one's knowledge when encountering English material, whether written or oral, was another issue that emerged from the interviewees' responses. In some cases, even if the individuals possess extensive knowledge of the English language, they prefer to read or listen to the equivalent text in Persian to ensure a correct and logical understanding of the text or conversation he/she has heard, rather than reading or listening to it in English.

> Yes... We can say that English is somehow becoming a global language and we see more translations these days. To talk about my own point of view, honestly, even though I hold an MA in English translation, I have more confidence in my understanding when I read a Persian text. I always think that when I read or listen to news in English, I am not so sure that I have fully understood the details of the news. But when I read the same news in Persian, I am completely sure that I have understood everything … but you know what? That's not the case, at least most of the time. I don't trust my understanding although I can grasp the whole idea… I spend all my time in English institutes and I've seen the lack of confidence even among advanced students, especially when it comes to "listening" to news in English. I've seen that students completely understand the topic, but they lack the confidence to talk very well about the details and events that are said in the news, especially when listening to British English. (P22, 2022, translated from Persian)

Such statements can be viewed as an indication of the lack of confidence among Iranian natives in their proficiency in English. As evident in the example, the participant herself admits that even though her knowledge of the English language is advanced, and she has no difficulty in understanding the material in English, she still prefers Persian texts over English ones, even if they are translated.

Ideological Issues

Five participants explained the paradox from an ideological point of view. They referred to recent critical arguments about the spread of English and discussed the resistance to such a phenomenon. The rise of English as the world's international language has been accompanied by the arguments that many non-English languages are under threat and that English learners' mother tongues need to be protected.

Resistance at Macro Level. Although Iran's foreign policy has long been "neither East nor West", yet a tendency towards the East has certainly been a powerful framework for grasping some critical elements of Iran's interactions with the outside world for several decades (Mohammadian, 2022). This point of view may show the failure of English as a full-fledged representative of the West in Iran, in a broad dimension and reflects the country's foreign policy.

Such critical views are discussed in the first part of P2's views:

> I am not sure... but monolingualism is coming back again... Translation survives because ... maybe ... many countries don't want English to overtake students' mother tongues.... so they focus on L1 and don't care whether translation is needed or not. (P2, 2012, translated from Azerbaijani Turkish)

Apart from individual issues, another reason mentioned by the participants was foreign policies at higher levels. Efforts to keep the Persian language alive and to prevent the exclusivity of the English language are macro-level efforts that were mentioned by some participants.

Resistance at Micro Level. Apart from the macro issues, there are some cases of resistance to the foreign language, although this is not so common at the individual level. Only one of the participants mentioned this issue on an individual level. The idea that the more English language is used, the more Persian will be marginalized is one of the reasons for using translations of materials that are easily understood in English.

> … Apart from what I have mentioned, I, myself, would like to read more Persian texts. I would like people to mix more with Persian… Can you believe that I really feel sick when I see that five out of ten words of our teenage generation are in English? I don't care where it comes from and how much our officials think about solving this problem… I'm afraid there is no determination to reduce this disaster... I think now that no one is thinking about the impending catastrophe, you and I, who deal with language, should start from our surroundings. Let's not let Persian literature go backwards. Let's not let this rich language lose a piece of its existence day by day… (P19, 2022, translated from Persian)

In addition to macro-level concerns, one participant mentioned personal reasons for his concerns. According to the results obtained from the interviews, the people themselves are worried about the spread of English, the marginalization of Persian, and probably the alienation of the next generations.

Concluding Remarks

The apparent contradiction between the growth of English in the age of globalization, on the one hand, and the growth of translation, on the other hand, has been described by Pym (2003) as the "diversity paradox" because "the lingua franca would appear to be reducing linguistic diversity, translation should ideally be increasing linguistic diversity, and both are happening at the same time" (Pym, 2008, p. 2). This study aimed at investigating Iranian translators' views on this paradox.

To summarize all the above, the dominant theme of the participants' arguments is that although English has already become the taken-for-granted lingua franca of the globalized world, the knowledge and skills acquired in

English—our target language—are not advanced, multidimensional, and multifunctional enough to meet the translation needs of the "netizens". The acquired knowledge is limited in one way or another: it is only a small part of a big whole, it is a kind of general English, and it is limited to certain skills. As a result, the linguistic gap between the source language and the target language (English) is wide and cannot be bridged independently of translation services. Therefore, the bridge between the source and target languages needs to be built by translators who have a much broader and deeper proficiency in both languages.

Apart from the first theme that emerged from our study (i.e., limited knowledge of the English language, which is more suited to speaking), the participants also highlighted the preference for using the Persian language for different reasons: feeling more at ease with Persian and having more confidence in their understanding of material articulated in Persian, among others. The same tendencies seem to be behind the preference for Persian even at more advanced levels of fluency. Furthermore, some participants also mentioned idoeological tendencies. That is, the ease of using Persian cannot be the only reason as some worry that Persian will be marginalized if English becomes dominant, culminating in a loss of identity. This view seems to be going beyond the individual level and becoming an issue on a large scale. Being aware of these ideas can shed useful light on how globalization will contribute to the advancement of ideas. Translation and translators can therefore pave the way for globalization.

Iranian translators believe that the limited and imperfect knowledge of English as a target language explains the survival and growth of the translation market. However, Pym provides counter-arguments to demonstrate the need for an alternative rationale to explain the "diversity paradox". For Pym, the source—target approach is flawed since it fails to fully account for the "diversity paradox". Instead, he proposes a one-to-many geometry and puts forward a more explanatory rationale. Such a scenario draws on both the economic realities of production in the "center" and distribution/consumption in the "periphery", and the nature of cross-cultural communication between intercultures and monocultures (client cultures).

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VERTIMO PASLAUGŲ POREIKIS GLOBALIAME PASAULYJE: PERIFERIJOS INFORMACIJA PAGRĮSTAS PAAIŠKINIMAS

Anotacija. Globalizacijos ir vertimo santykis yra viena iš naujų vertimo studijų tyrimų sričių. Globalizaciją lydi nesustabdomas anglų kalbos plitimas visame pasaulyje. Tačiau, priešingai nei tikėtasi, vertimo paslaugų poreikis ne tik nesumažėjo, bet net ir padidėjo. Tai, pasak Pym (2003), skamba paradoksaliai, nes, plintant anglų kalbos vartojimui pasaulyje, vertimo paslaugų poreikis turėtų mažėti. Taigi tyrimu bandyta išsiaiškinti Irano vertėjų požiūrį į šį paradoksą. Naudojant sniego gniūžtės metodą buvo atrinkti dvidešimt du vertėjai (visi turintys vertimo studijų magistro arba daktaro laipsnį). Duomenims rinkti buvo atlikti pusiau struktūruoti interviu. Interpretacinė duomenų analizė atskleidė, kad vertimo ir vertėjų statusą ir vaidmenį Irano kontekste sąlygoja daugybė priežasčių, kurios buvo suskirstytos į tris dideles kategorijas: 1) ribota tikslinės (anglų) kalbos kompetencija, 2) pirmenybės teikimas persų, o ne anglų kalbai, 3) ideologiniai klausimai. Kalbant apie ribotas anglų kalbos kompetencijas, išsamūs interviu parodė, kad jaunosios kartos žinios dažniausiai apsiriboja šnekamosios kalbos gebėjimais ir negali apimti visų anglų kalbos aspektų. Kitais atvejais buvo atkreiptas dėmesys į techninius abiejų kalbų skirtumus ir į anglų kalbos žodžių bei frazių paplitimą visuomenėje, ypač vartojant technologines priemones, dėl ko menkai kalbą mokantys žmonės jaučia šių svetimžodžių ir frazių vertimo poreikį. Kita kategorija atskleidė, kad iraniečiai pirmenybę teikia persų kalbai, palyginti su anglų kalba. Per interviu net daktaro laipsnį turintys asmenys pripažino, kad jiems ne taip lengvai sekasi kalbėti angliškai; taip pat pažymėjo, kad turėdami ir anglišką, ir persišką teksto versijas, pirmenybę veikiausiai teiktų persiškajai. Dar viena tokios pirmenybės teikimo priežastimi buvo nurodytas nepasitikėjimas savo anglų kalbos žiniomis, nors tiriamųjų kompetencija suprasti angliškus tekstus ir (arba) pasisakymus yra aukščiausio lygmens. Paskutinė kategorija buvo susijusi su ideologiniais makro- ir mikrolygmens klausimais. Kalbėdami apie makrolygmenį, kai kurie dalyviai minėjo vyriausybės politiką, pagal kurią visuomenėje nepriimamos užsienio kalbos ir didžiausias dėmesys skiriamas persų kalbai. Mikrolygmeniu vienas dalyvis manė, kad kai kurie asmenys tyčia vartoja persiškus žodžius ir frazes, siekdami užkirsti kelią persų kalbos marginalizacijai.

Pagrindinės sąvokos: globalizacija; vertimas; anglų kalba; Pym įvairovės paradoksas; Iranas.