Glocalization Phase: An Alternative to Develop Comprehensibility in Literary Translations

Zahra Reyhani Monfared[1*]

[1] PhDCandidate in Translation Studies, Institut für Übersetzungswissenschaft und Fachkommunikation Stiftung Üniversität Hildesheim Germany

Abstract

In the globalization era, some translation scholars are of the belief that the ongoing process of globalization among different and diverse languages and cultures brings about incomprehensibility in translation products. By contrast, some others believe that the globalization trend leads to comprehensible translations. The present research investigates the comprehensibility of the Persian translations of the novels The Old Man and the Sea, For Whom the Bell Tolls and The Sun Also Rises by Ernest Hemingway. To this aim, the translations conducted during two time spans of the second and the third waves of globalization were selected in order to examine whether the globalization trend generated comprehensibility in the translation products. Furthermore, the way comprehensibility was developed in the translations of the novels was explored in this research.

Keywords: Globalization, Glocalization, Culture, Comprehensibility, Incomprehensibility

INTRODUCTION

While the traces of globalization are diagnosed in all areas of sciences, most translation scholars consider this notion cautiously. The debates over Translation Studies discipline and globalization trend have been largely devoted to understanding of diverse cultures. Some scholars believe that different and diverse cultures hinder the homogenization resulting from the globalization trend. They investigate not only "how cultural processes have been homogenized at a global level" but also how "globalization processes have given rise to more emphatic localized claims" and "have accessed global visibility"

*Corresponding Author's Email:
reyhani@uni-hildesheim.de

(Gupta 2009, p.95). While Friedman (1994) considered "these developments as globalization processes being countered by locally based fragmentations"; Berger (2002) stressed them "as an interplay of elite globalization with localization, alternative globalization and sub-globalizations." Yet, other theoreticians like Brecher, Childs and Cutler (1993) considered them "as a process of globalization from above being countered by globalization from below" (as cited in Gupta 2009, p. 95).

Gupta (2009)believed that culture "has distinct connotations in the disciplinary traditions rooted in anthropology and sociology and in the humanities, including literature." Culture is "the set of values or practices of some part smaller

than some whole." Culture is employed in both "anthropological sense to mean the values and/or practices of one group as opposed to any other group at the same level of discourse (French vs. Italian culture, proletarian vs. bourgeois culture, Christian vs. Islamic culture, etc)" and "the belles-letters sense to mean the 'higher' rather than 'baser' values and/or practices within any group." Both stated connotations refer to "what some persons feel or do, unlike others who do not feel or do the same things." However, from the perspective of globalization trend, "there can be no justification of cultural values and/or practices other than by reference to some presumably universal or universalist criteria" (p. 86).

Stuart Hall and Ronald Robertson as sociologists and Ulf Hannerz as an anthropologist tried to demonstrate "the cultural effects of globalization processes from a sociology/ anthropology perspective" (Gupta 2009, p. 86). Each attempted to consider the recent developments in the humanities. As Gupta (2009) explained in his book "Hall observed that at a grassroots level globalization had released a powerful space of marginal self-expressions against dominant regimes, 'a space of weak power but […] a space of power especially' in the contemporary arts'" (p. 86, emphasis added).

The incorporation of culture into the "sociological/anthropological approach to globalization" is demonstrated in Arjun Appadurai's work. In this respect, Gupta (2009) stated that "in this contribution to Featherstone's *Global Culture* he had proposed understanding globalization through a juxtaposition of the metaphor of landscape on several discursive areas, which he denoted in a fairly self-explanatory fashion as ethnoscapes, technoscapes, financescapes, mediascapes and ideoscapes" (p. 88, italic in original). These were considered to portray the fields of overlapping cultural flows, and in his own words: "… these are not objectively given relations which look the same from every angle of vision, but rather they are deeply perspectival constructs, inflected very much by the historical, linguistic and political situatedness of different sorts of ac-

tors" (Appadurai 1996, p. 296). Appadurai's main thesis was that, under globalized conditions, where global cultural flows are demonstrated in the mentioned fields "growing disjunctures between ethnoscapes, technoscapes, financescapes, mediascapes and ideoscapes" are manifested because of deterritorialization of cultural flows and transnational movements" (p. 301). He also stressed that "the subject matter of cultural studies could roughly be taken as the relationship between the word and the world", maintaining that "*word* can encompass all forms of textualized expression and *world* can mean anything from means of production and the organization of lifeworlds to the globalized relations of cultural reproduction" (p. 51, italic in the original).

Regarding the concept of globalization, identity can be portrayed from two different perspectives. On the one hand, there is the manner in which "globalization is raising the possibility of transcultural or cosmopolitan identities, which are in tune with globalization, which move across social and cultural boundaries easily, and which are ascribable to a global elite." On the other hand, there is the manner in which "non-elite localized and marginal identities react to globalization processes, oppose these, or cohere into social movements that effectively become a globalization from below or alternative globalization" (Gupta 2009, p. 95).

Gupta (2009) stressed that "sociologists in particular had a long-drawn interest in identity as something that is mediated between individuals and collectives and society in general" (p. 94). Norbert Elias (1991) also attempted to "structure the processes between 'I-identity' and 'we-identity' since the 1930s" (as cited in Gupta, 2009, p. 94).

George Herbert Mead (1934) also considered "social processes that regulate understanding of selves and the assuming of roles" (as cited in Gupta, 2009, p. 94). As Gupta pointed out, "Erving Goffman studied how individuals perform themselves in everyday life […] and how social identity is constructed and what role stigmatization plays in it." Since then almost every political

theorist, sociologist and anthropologist attempted to engage "with the question of collective and marginal identities in contemporary liberal democracies and in the contemporary international/global social order" (Gupta, 2009, p. 94).

Regarding the notion of globalization and cultural differences which can lead into incomprehensibility of the translations, some scholars, on the one hand, tapped the newly-introduced concept of glocalization in order to develop the comprehensible and fluent translations as the result of globalization trend. The concept of glocalization which was best introduced by Robertson (1997) as "telescoping global and local to make a blend" (in Kraidy 2001, p. 33) is considered as a "way of accounting for both global and local, not as opposites but rather as mutually formative, complementary competitors, feeding off each other as they struggle for influence" (Roy 2011, p.24).

On the other hand, Pym (2010) stressed that in the globalization era, the application of **"controlled language"** which is **"simpler"** and involves reduced "surface level variation" leads to comprehensible translations (p. 124, bold in original).

The present research, hence, sets its objective to look into comprehensibility in the translations of Ernest Hemingway's novels. In fact, it is an attempt to illustrate how employing glocalization as the distinct strategy in the theoretical framework leads to comprehensibility of the translations. Simply put, this study seeks to provide the answers to the following questions:

1. Does the globalization trend lead to comprehensibility of the translations over time?

2. If so, how does comprehensibility develop in the translations of the novels with respect to the process of globalization?

METHODS

Corpus

The corpus of this study contains the translations of the novels *The Sun Also Rises*, *For Whom the Bell Tolls* and *The Old Man and the Sea* written by Ernest Hemingway (1926,1940,1952). For each novel, two different translations done during the second and the third waves of globalization trend were selected in order to examine whether the ongoing process of globalization led to comprehensibility of the translations. Two time spans being dealt with were before 1980 which is known as the second wave of globalization and after 1980 which is considered by theoreticians as the third wave of globalization. In particular, the first translations of the stated novels are as follows:
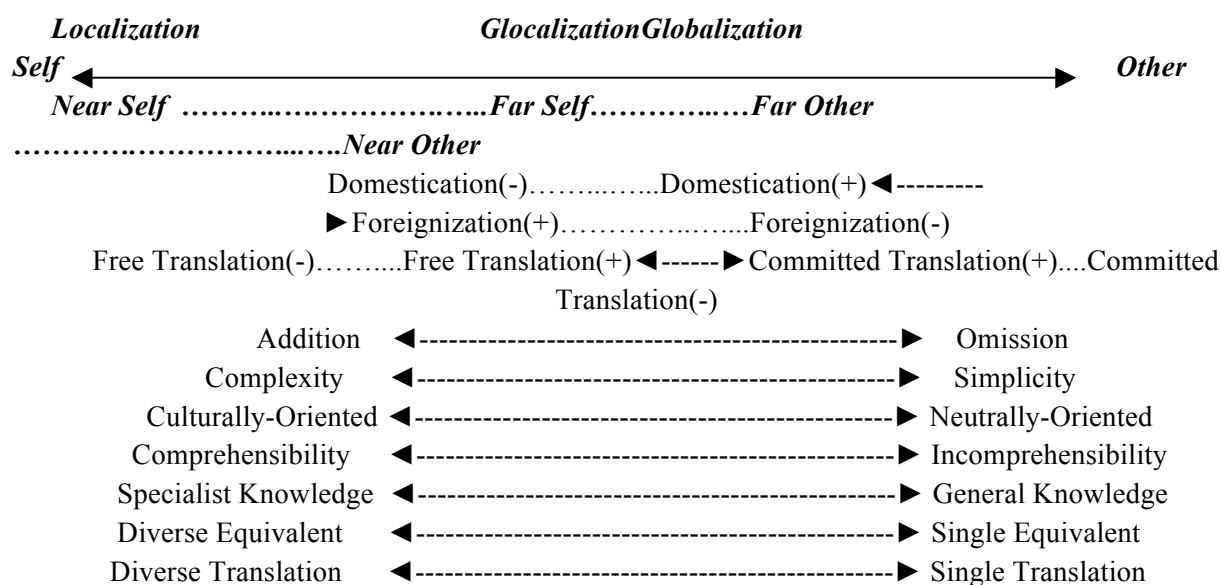
۱. مرد پیر و دریا، ترجمه سعیدی،1975 (1354)

۲. ناقوسها برای که به صدا در می‌آیند،ترجمه علی سلیمی، 1963 (1342)

۳. خورشید همچنان می دمد، ترجمه ر. مقدم، 1961 (1340)

The second translations which were produced during the third wave of globalization are as follows:

۱. پیر مرد و دریا، ترجمه محمدتقی فرامرزی، 2006 (1385)

۲. زنگها برای که به صدا در می آیند، ترجمه رحیم نامور،2007 (1386)

۳. خورشید همچنان می دمد،ترجمه احسان لامع، 2010 (1389)

Methodology

As the study aimed to investigate the comprehensibility of the translations of the novels written by Ernest Hemingway done during the second and the third waves of globalization trend and illustrate how the comprehensibility developed in the translations, the following theoretical framework was employed for the analysis of the translations of the novels:

Localization   **Glocalization****Globalization**

Self ◄───► **Other**

Near Self ………..….…………..…..*Far Self*…………..…*Far Other*
…………..……………...…..*Near Other*

              Domestication(-)……..…....Domestication(+)◄---------
             ►Foreignization(+)…………..….....Foreignization(-)
Free Translation(-)……...Free Translation(+)◄------►Committed Translation(+)....Committed
Translation(-)

Addition	◄---►	Omission
Complexity	◄---►	Simplicity
Culturally-Oriented	◄---►	Neutrally-Oriented
Comprehensibility	◄---►	Incomprehensibility
Specialist Knowledge	◄---►	General Knowledge
Diverse Equivalent	◄---►	Single Equivalent
Diverse Translation	◄---►	Single Translation

The Space in Between
Glocalization (Hybridization or Creolization)
Figure 1. The Suggested Theoretical Framework

Data Analysis
This study seeks to investigate the comprehensibility of the translations resulting from globalization trend. To this aim, 480 instances were extracted randomly from different parts of the translations. Then, they were examined using the methodology delineated above. Since the research investigated the comprehensibility of the translations, comprehensibility versus incomprehensibility was not considered as a distinct pole of translation strategy. In other words, comprehensibility was considered as an independent variable to scrutinize whether the globalization trend led to comprehensibility of the translations. In this study, the impacts of other strategies on comprehensibility of the translations were specifically demonstrated.

Comprehensibility in The Old Man and the Sea
The impacts of each strategy on comprehensibility or incomprehensibility of the instances selected from *The Old Man and the Sea* were demonstrated by percentage in table 1. As illustrated in the table, the strategy of addition in T1 has made the translation more comprehensible than any other strategies. However, negative foreignization has made the highest incomprehensibility in T1. On the contrary, simplicity and neutrally-oriented translation have made the highest comprehensibility in T2. By contrast, complexity and culturally-oriented translation strategies have made T2 more incomprehensible than other strategies. As the table demonstrates, T1 is more incomprehensible than T2.

Table 1.

Comprehensibility in The Old Man and the Sea

A	%T1		%T2	
	Comprehensibility inT1	Incomperhensibility inT1	Comprehensibility in T2	Incomperhensibility inT2
Dom+	25.00	25.00	50.00	0.00
Dom-	0.00	0.00	0.00	0.00
For+	0.00	0.00	0.00	0.00
For-	0.00	100.00	0.00	0.00
Free+	33.33	6.67	60.00	0.00
Free-	0.00	66.67	0.00	33.33
Com+	0.00	11.11	55.56	33.33
Com-	0.00	80.00	0.00	20.00
Add	50.00	0.00	50.00	0.00
Omi	0.00	0.00	0.00	0.00
Comp	0.00	50.00	0.00	50.00
Simp	33.33	0.00	66.67	0.00
Cult	0.00	0.00	50.00	50.00
Neut	33.33	0.00	66.67	0.00

Examples

I. "He hasn't much faith."

T1: او دین و ایمان زیادی ندارد.

T2:"پدرم زیاد اعتقادی به این کار ندارد."

The strategy employed in T1 is negative committed translation, which leads to incomprehensibility of the sentence. The second translator employed free translation which leads to comprehensibility of the sentence. This is also an example of diverse equivalent which leads to diverse translation.

II.it looked like the flag of permanent defeat

T1: مانند پرچم لشکری که پیوسته در جنگی شکست می خورد بنظر میرسد.

T2: به پرچم شکست همیشگی می مانست.

In the first translation, application of the strategy of addition made the translation more comprehensible.

III. But you enjoyed killing the dentuso

T1: اما از کشتن (دن توسو) لذت بردی. .

T2: اما تو از کشتن کوسه دندان کج وکوله (dentuso) لذت بردی.

In the second translation, the translator used addition strategy, making it comprehensible for the target language readers.

IV. How would you like to see me bring one in that dressed out over a thousand pounds?

T1: چقدر شاد خواهی شد وقتی مشاهده کنی ماهی بزرگی صید کرده‌ام که بیش از هزار پوند وزن دارد.

T2: دوست داری آن روزی را ببینی که من یك ماهی گرفته باشم که وزنش بیش از پانصد کیلو باشد؟

By the application of domestication strategy in the translation of pound into کیلو, the translator tried to translate T2 neutrally. In this instance, by the application of positive domestication strategy, it is placed Far Self and is truly glocalized. Whereas in the first translation,*pound*is translated into پوند which is an example of Foreignizationand considered as Near Other.

V. "You are already a man."

T1: در حال حاضر تو یک مرد هستی

T2: حالا دیگر مرد شده ای

Even though free translation is employed in the translation of this sentence, it makes the translation comprehensible. However, Negative committed translation leads to incomprehensibility in T1.

Comprehensibility in For Whom the Bell Tolls

Table 2 demonstrates the impact each strategy had in the comprehensibility or incomprehensibility of the translations of *For Whom the Bell Tolls*. The highest comprehensibility in T1 is

produced by neutrally-oriented translation strategy (33.33%) and the highest comprehensibility in T2 by positive foreignization (100%), addition (100%) and positive free translation (91.67%). The highest incomprehensibility developed in T1 by applying negative free translation, negative committed translation, omission and culturally-oriented translation strategies all at 100%. Moreover, the highest incomprehensibility in T2 is produced by negative foreignization at 16.67%.

The comparison of the comprehensibility and incomprehensibility in T1 shows that incomprehensibility in T1 has the highest percentages of strategies which lead to incomprehensibility rather than comprehensibility. By contrast, the comparison of comprehensibility and incomprehensibility percentages in T2 demonstrates that T2 has the highest percentages of strategies which lead to comprehensibility. Therefore, it is concluded that the second translation which was done during the third wave of globalization trend is more comprehensible than the first translation.

Table 2.
Comprehensibility in For Whom the Bell Tolls

B	%T1		%T2	
	Comprehensibility in T1	Incomprehensibility in T1	Comprehensibility in T2	Incomprehensibility in T2
Dom+	16.67	16.67	66.67	0.00
Dom-	0.00	0.00	0.00	0.00
For+	0.00	0.00	100.00	0.00
For-	0.00	83.33	0.00	16.67
Free+	0.00	0.00	91.67	8.33
Free-	0.00	100.00	0.00	0.00
Com+	11.11	55.56	22.22	11.11
Com-	0.00	100.00	0.00	0.00
Add	0.00	0.00	100.00	0.00
Omi	0.00	100.00	0.00	0.00
Comp	0.00	0.00	0.00	0.00
Simp	0.00	0.00	0.00	0.00
Cult	0.00	100.00	0.00	0.00
Neut	33.33	0.00	66.67	0.00

Examples

I. and inside himself he was not smiling at all

T1: و در دل هیچ نمی خندید.

T2: اما لبخندش از ته دل نبود.

This is the instance of committed translation in T1 and free translation in T2. Even though the first translator employed committed translation strategy, he could not apply it correctly. As a result, the translated sentence has the negative effect which leads to incomprehensibility of the translation. By contrast, the second translator employed the strategy of free translation with positive effect which makes the translation comprehensible.

II. "But one must move with much precautions."

T1: اما آدم باید با احتیاط بجنبه.

T2: [باید....] در عین حال مراقب بود.

In this example, application of negative committed translation strategy and unusual syntax made the first translation complex, and the application of usual syntax by free translation strategy made the second translation simple. At the same time, T2 is more comprehensible than T2.

III. I go to look, not to make disturbances.

T1: میرم نگاه کنم. نمی رم قشقرق بپا کنم.

من باید بی سر و صدا پل را بازدید کنم، :T2

In this instance, the choice of word made the first translation complex. Whereas the second translator employed the words which are more common; therefore, the second translation is more comprehensible and simpler than the first.

> IV. In her voice you could tell the truth of what she said.

در آهنگ صدایش اصالت کلامش درک می شد. :T1

در صدایش هم مثل اینکه حقیقت قضیه منعکس بود. :T2

In this instance, employing literary words made the first translation complex; hence, the second translation is an instance of simplicity. The application of controlled language in T2 made it, however, more comprehensible than T1.

> V.Whoever gave that Sunday _fuggler_ command of a brigade should be shot.

هر که فرمان یکی از تیپها را به فلوگر یکشنبه داده باید اعدام شود. :T1

آن کسی را که به روزنامه ساندی فوگلر خبر داد را باید تیرباران کرد، :T2

The application of addition in the second translation made the translation of the newspaper name comprehensible to the target language readers.

Comprehensibility in The Sun Also Rises

As illustrated in the table 3, T1 has the highest percentage of strategies which lead to incomprehensibility. On the contrary, T2 has the highest percentage of strategies that lead to comprehensibility. As portrayed in the table, addition (12.50%) makes the highest comprehensibility in T1. By contrast, simplicity and culturally-oriented at 100% develop the highest comprehensibility in T2. Negative domestication, positive foreignization, negative free translation, negative committed translation and complexity at 100% make the highest incomprehensibility of the translation in T1. However, only free translation with positive effect (5%) makes T2 incomprehensible. Consequently, T2 is more comprehensible than T1.

Table 3.
Comprehensibility in The Sun Also Rises

C	%T1		%T2	
	Comprehensibility in T1	Incomprehensibility in T1	Comprehensibility in T2	Incomprehensibility in T2
Dom+	0.00	0.00	0.00	0.00
Dom-	0.00	100.00	0.00	0.00
For+	0.00	100.00	0.00	0.00
For-	0.00	0.00	0.00	0.00
Free+	5.00	5.00	85.00	5.00
Free-	0.00	100.00	0.00	0.00
Com+	11.11	22.22	66.67	0.00
Com-	0.00	100.00	0.00	0.00
Add	12.50	25.00	62.50	0.00
Omi	0.00	0.00	100.00	0.00
Comp	0.00	100.00	0.00	0.00
Simp	0.00	0.00	100.00	0.00
Cult	0.00	0.00	100.00	0.00
Neut	0.00	0.00	0.00	0.00

Examples

> I. and took to wearing spectacles.

و به عینک عادت کرد :T1

و عینکی شد. :T2

While negative free translation made T1 incomprehensible, positive committed translation made it comprehensible. This is also an instance of diverse translation.

II. She was a Canadian and had all their easy social graces.

T1: او کانادائی بود و همه محاسن آزادیهای اجتماعی آنها را با خود داشت.

T2: خانم براداک که اهل کانادا و بسیار اجتماعی بود.

While negative committed translation made T1 complex and incomprehensible, free translation made T2 comprehensible and simple.

I. "There's a species of woman here who's waked the whole street up.

T1: یه جور زنی اومده اینجا و همه مردم این خیابان رو بیدار کرده.

T2: یه خانمی اومد که همه را از خواب بیدار کرد.

The strategy of omission made the second translation comprehensible. By contrast, the negative committed translation made the first translation incomprehensible.

II. A crowd of young men, some in jerseys and some in their shirt-sleeves, got out.

T1: دسته ای از جوانان بعضی با پیراهن های ژرسه و دسته ای با پیراهن های معمولی از تاکسی ها پیاده شدند.

T2: چند مرد جوان که عده یی از آن ها ژاکت و عده یی هم آستین کوتاه پوشیده بودند از ماشین ها پیاده شدند.

The application of negative foreignization strategy made the first translation culturally-oriented and Near Other, showing that the process of glocalization was not conducted truly.

III. There was a light in the concierge's room

T1: در اطاق دربان چراغ می سوخت.

T2: چراغ اتاق سرایدار روشن بود.

In this example, the application of free translation made the first translation incomprehensible. By contrast, the application of addition made the second translation comprehensible.

Impacts of Other Strategies on Comprehensibility of the Translations

In the following table, the impacts of the application of each strategy on comprehensibility or incomprehensibility of all translations are illustrated by percentage. As it is obvious in the table, negative committed translation (21.8%), negative free translation (14.9%) and negative foreignization (13.8%) cause high degrees of incomprehensibility in the first translations of the novels investigated. By contrast, positive free translation (33.6%), addition (19.1%) and simplicity (10.9%) make the second translations comprehensible.

Table 4.
Impacts of Other Strategies on Comprehensibility of the Translations

Total	%T1		%T2	
	Comprehensibility	Incomprehensibility	Comprehensibility	Incomprehensibility
Dom+	2.3	2.3	5.5	0.0
Dom-	0.0	1.1	0.0	0.0
For+	0.0	1.1	1.8	0.0
For-	0.0	13.8	0.0	1.8
Free+	6.9	2.3	33.6	1.8
Free-	0.0	14.9	0.0	0.9
Com+	2.3	9.2	11.8	3.6
Com-	0.0	21.8	0.0	0.9
Add	8.0	2.3	19.1	0.0
Omi	0.0	1.1	0.9	0.0
Comp	0.0	5.7	0.0	0.9
Simp	1.1	0.0	10.9	0.0
Cult	0.0	1.1	1.8	0.9
Neut	2.3	0.0	3.6	0.0
total	23.0	77.0	89.1	10.9
total	100.0		100.0	

Impact of Other Strategies on Simplicity of the Translations

As illustrated in the following table, almost all strategies in T1 lead to complexity of the translation. In particular, committed translation with

positive effect (25.5%), committed translation with negative effect (17.0%) and free translation with negative effect (10.6%) have high ratios of making the translations complex. However, in the second translations, the percentage of strategies which lead to complexity of the translations are low, and most strategies lead to simplicity in the second translations. In particular, free translation with positive effect (48.6%) makes the highest degree of simplicity in the second translations. Omission (22.9%) and addition (14.3%) make the high degree of simplicity in the second translations.

Table 5.
Impact of Other Strategies on Simplicity of the Translations

Total	%comp-T1	%simp-T1	%comp-T2	%simp-T2
Dom+	2.1	2.1	0.0	0.0
Dom-	8.5	0.0	0.0	0.0
For+	4.3	0.0	2.9	0.0
For-	6.4	0.0	0.0	0.0
Free+	4.3	6.4	0.0	48.6
Free-	10.6	0.0	0.0	0.0
Com+	25.5	0.0	2.9	7.1
Com-	17.0	0.0	0.0	0.0
Add	8.5	2.1	1.4	14.3
Omi	0.0	2.1	0.0	22.9
total	87.2	12.8	7.1	92.9
total	100.0		100.0	

Impact of Other Strategies on Neutralization of the Translations

In the following table, the impacts of each strategy on being translated either culturally-oriented or neutrally-oriented are illustrated. As portrayed in the table, the first translation is translated culturally-oriented (89.45%) while the second translation which was done during the second wave of globalization is translated neutrally-oriented (75.5%). The strategies which lead to culturally-oriented translation in T1 are positive foreignization (25.5%), positive committed translation (21.3%) and negative foreignization (19.1%). Positive free translation (6.4%) and omission (4.3%) are strategies leading to neutrally-oriented translation in the first translation. In the second translation, omission (34.7%), free translation with positive effect (16.3%) and positive domestication (12.2%) have the high ratios of making the translations neutral.

Table 6.
Impact of Other Strategies on Neutralization of the Translations

Total	%cult-T1	%neut-T1	%cult-T2	%neut-T2
Dom+	0.0	0.0	0.0	12.2
Dom-	8.5	0.0	0.0	0.0
For+	25.5	0.0	4.1	0.0
For-	19.1	0.0	2.0	0.0
Free+	10.6	6.4	6.1	16.3
Free-	2.1	0.0	2.0	0.0
Com+	21.3	0.0	4.1	4.1
Com-	0.0	0.0	2.0	0.0
Add	2.1	0.0	2.0	8.2
Omi	0.0	4.3	2.0	34.7
total	89.4	10.6	24.5	75.5
total	100.0		100.0	

CONCLUSION

In this study, 480 pairs of instances of two different translations of three novels *The Old Man and the Sea*, *For Whom the Bell Tolls* and *The Sun Also Rises* during two time spans of the second and the third waves of globalization were studied and answers to the research questions were provided. Comparison of the translations done during the second and the third waves of globalization trend illustrated that the process of globalization would lead to the comprehensibility of the translations. The second translations which were done during the third wave of globalization trend were more comprehensible than the first translations. The investigation of the impacts of each strategy on comprehensibility of the translations also demonstrated that the application of negative committed translation, negative free translation and negative foreignization lead to incomprehensibility in the first translations. By contrast, the application of positive free translation, addition and simplicity made the translations more comprehensible. In other words, if the strategies of positive domestication, positive foreignization, positive free translation and positive committed translation translations were employed in the translations, this would lead to comprehensibility of the translations. More specifically, by employing the glocalization phase in the translation process, the local culture and global culture blend in such a way that leads to the development of comprehensibility in the translation product. As a result, the true application of glocalization phase in the translation process will resolve the problem of incomprehensibility which was predicted in the suggested theoretical framework.

References

Appadurai, A. (1996): Modernity Al Large. Cultural dimensions of globalization. Minneapolis: University of Minnesota Press.

Gupta, S. (2009): Globalization and Literature. UK: Polity Press.

Hemingway, E. (1926): The Sun Also Rises. New York: Scribner.

Hemingway, E. (1940): For Whom the Bell Tolls. New York: Scribner.

Hemingway, E. (1952): The old man and the sea. New York: Scribner.

Kraidy, M. M. (2001): From Imperialism to glocalisation. A theoretical framewrok for the information age. In B. L. Ebo (Ed.): Cyberimperialism? Global relations in the new electronic frontier. USA: Praeger Publishers.

Pym, A. (2010): Exploring Translation Theories. New York: Routledge.

Roy, E. (2011): The Indian Game Show Kaun Banega Crorepati in the Context of Media Globalization and Glocalization. MA Thesis. Ohio University, Ohio.

منابع فارسی:

همینگوی، ارنست. (1340). خورشید همچنان می‌دمد (ترجمه ر. مقدم). تهران: سازمان کتابهای جیبی.

همینگوی، ارنست. (1342). ناقوسها برای که به صدا در می‌آیند (ترجمه علی سلیمی). تهران:انتشارات پیروز.

همینگوی، ارنست. (1354). مرد پیر ودریا (ترجمه سعیدی). تهران: شهریار.

همینگوی، ارنست. (1385)پیرمرد ودریا (ترجمه محمدتقی فرامرزی). تهران: انتشارات نگاه.

همینگوی، ارنست. (1386). زنگها برای که به صدا در می‌آیند (ترجمه رحیم نامور). تهران: انتشارات نگاه.

همینگوی، ارنست. (1389). خورشید همچنان می‌دمد. ترجمه احسان لامع. چاپ اول. تهران. انتشارات نگاه.

Biodata

Ms Zahra ReyhaniMonfared is a PhD candidate in Translation Studies at the Institute of Translation Science and Technical Communication, Hildesheim University, Germany. Her main research interests are cultural translation and transculturality through literary translation.

Email: reyhani@uni-hildesheim.de