

TRANSLATING FOR AGRICULTURAL PURPOSES

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Abstract. Agriculture had a definitory role in human lives since the beginning of mankind because it was the first area from where people could feed and produce food for daily subsistence. Since those times, through images and signs, marked on wood or stone plates, there has been the first representation of the translations in agriculture. Taken from ancient times, the drawings, figures, images, had to be interpreted and translated so that the main purpose, their use accordingly, was reached. Both agriculture and translation evolved and developed in the same time. It used the first types of translations, very important ones, to cultivate, to crop, to irrigate, interpreting and translating the symbols, the signs, the images for different operations. All the innovation technologies present in agriculture, from the very beginning to nowadays, went hand in hand with the evolution of translation and methods, tools and diversification of services, according to the needs on the labor market. The value of the agriculture and especially of the traditional agriculture and the one of the translations within one of the most important areas with a higher impact on the level of living, including the transition to a modern agriculture nowadays, with high tech tools, equipment and machinery, CAT tools and digital devices, is given by the output across time and by the results in the society, by the level of living and by the increase and development of the local, regional, national, international trade.

Keywords: translation, agriculture, language, evolution, English language, translator, agriculturists

INTRODUCTION

The large area of agriculture and its own development was crucial for the evolution of the society. More advanced technologies from the most developed countries, could be inherited across time, by the poorest nations, or the ones less advanced, due to translation and its acts. This perpetuation from generation to generation was possible only through the act of translation, its extension from the most advanced civilizations being possible by translation or interpretation, but mostly, because usually it was transmitted in written format, by the act of translation. Agriculture has characteristics that make it a unique instrument of development. The agricultural sector, together with other sectors, can accelerate growth, reduce poverty and sustainably preserving the environment. Agriculture contributes to the development in many ways. Agriculture contributes to development as an economic activity, as a means of livelihood and as a source of environmental services; it is therefore a unique instrument for development. Agricultural production is important for food security because it is a source of income for most of the rural poor. If it is non supported in its development by the very complex translation process, its development might be stopped or delayed (CALLICOTT et al., 2001).

In urbanized countries, which include most Latin American countries and much of Europe and Central Asia, agriculture can help reduce poverty in rural areas where it still persists, if the information is properly translated and sent to the receivers, if all the novelty, new technologies and machineries, are correctly used, having the manuals and indications in the native languages of the people in need, also good jobs might be created in agriculture and agroindustry. All the connected sectors to agriculture may be developed and they are interconnected with the process of the translation because everything which is modern and new has

to have all the indications translated in the target language. Without appropriate translation, the use, the results, all the effects will not be the expected ones.

MATERIAL AND METHODS

The research method that has been used was the analytical one, including descriptive elements and studies from different periods of time, related, both to the agriculture and translation development and evolution (PAȘCALĂU et al., 2020). It also includes comparative studies and parallel ones because, across the time, translation accompanied agriculture as well as other sectors, knowledge and research results being transmitted via translation to other cultures and civilizations. Last but not least, all the practices, the good practices, the indications and regulations, all the teaching of how to do a performant traditional agriculture, how to adapt to the weather conditions, how to adjust, how to align and how to work the land have been done in writing, by translation, from the most advanced civilization (PAȘCALĂU et al., 2021).

Agriculture is an umbrella term, referring to the cultivation of soils and animal husbandry, for nourishing purposes. But practices are different depending on the country, the era, the objectives set, the product cultivated or the available area. The foundations of agriculture were laid 10,000 years ago and the history of agriculture has not stopped being written since.

We have several types of agriculture and several types of translation which match each other and the latter supports the first, even though sometimes a special type of agriculture might not represent the best option, but its output in financial terms is very important. The translation activity goes along with all the types of agriculture mentioned below. Translation has the duty to make it understandable in another language, but it has not the power to decide which one is better or not.

The conventional agriculture It is the most classic and widespread cultivation technique, practiced since the mechanization of agriculture in many developed countries. However, it uses many chemical inputs, herbicides, fungicides and other insecticides. We now know the harmful effects of these treatments, both for human health and for all fauna and flora. The life present in the soil, called biomass, tends to disappear, impoverishing the soil. The use of chemical fertilizers then becomes necessary, creating an infernal and destructive cycle.

Organic farming is opposed to conventional agriculture by rejecting the use of chemicals. Living in an agricultural area implies being close to nature and life, and all the techniques used respect the environment in the broadest sense: fauna, flora, water and air quality, human health. Organic farming could also be called ecological farming, because it is in this spirit that it ensures the preservation of soil quality and the protection of natural balances. Organic farming provides better quality and healthy products because they do not contain harmful chemicals. The evolution has given rise to different types of organic farming, such as sustainable agriculture or sustainable agriculture.

Sustainable agriculture can be compared to extensive agriculture. In its traditional form, it is similar to subsistence agriculture, therefore varied, rather practiced in Third World countries, with few agricultural machinery but with a lot of labor. In its modern form, it extends over huge areas, uses mechanization and little labor. Like organic farming, sustainable agriculture aims to exploit the soil without impoverishing it, in order to be able to pass it on to future generations.

Sustainable agriculture refers to a concept that appeared after the Second World War. At that time, chemicals were not enough to solve everything. The aim is to adapt the quantities of inputs to the resistance of crops to pests. For example, why treat a crop against rodents that

does not interest them? It may already be the idea that agriculture should not be something harmful to the environment and the living. As this concept evolves, this concept will become what is called integrated agriculture.

Integrated agriculture is the logical continuation of sustainable agriculture. The reasoning has indeed extended to the composition of the soil itself, to the point of considering it as an ecosystem. Integrated agriculture promotes the richness and natural regulation of the soil, arguing the unbalancing effects of chemical inputs. It is more likely to use physical means, such as crop rotation or selection of varieties best suited to the soil. In summary, integrated agriculture introduces plants into the soil by associating them with the ecosystem.

Agricultural invention is a constantly evolving field, and different types of agriculture are constantly exploring new techniques. Man has realized the disastrous impact of certain practices and is now tending towards the implementation of more virtuous models. Wanting to tame nature is often to the detriment of ecology and harms the environment. When it becomes a source of inspiration, we quickly realize that she can teach us and bring us a lot. How may we do this in an appropriate manner? Only having an appropriate translation, in all the cases the type of the translation is a technical one. All the data basis created, the vocabulary and all the translation flows are important for the development of future activities.

RESULTS AND DISCUSSIONS

Evolution of traditional agriculture and traditional translation towards modern agriculture and modern translation

The transition to the modern one, nowadays it is optional, in some cases compulsory due to the intense use of machinery and modern equipment, where translation is needed because otherwise the sophisticated equipment could not be used properly or the indications could not be understood as they have to (LOTZ– SISITKA, 2010). Seeking to increase their income, many farmers expanded their business by making and selling farm produce or renting bed and breakfasts. (ŞMULEAC et al., 2020). Some are turning to new practices, such as direct-to-consumer sales or conversion to organic farming. Knowing that farms converted to organic need twice as much labour, jobs should be created (ROMM, J.J., 2007).

Agriculture has its specific terms that many classical dictionaries ignore.

Agriculture, the pillar of the global economy

As agriculture is one of the most important fundamental factors of today's global economy, fluid communication is very important to overcome any kind of language barrier (SELBY, 2007). In essence, our country has an agricultural culture with its many specific activities. Therefore, agricultural translation becomes a very broad topic that covers various sub-themes such as agricultural products, crops, natural resources, crop fertilization, agricultural machinery, etc. (HILLMAN, 2007).

Agricultural translation is one of the many types of professional translation (PAŞCALAU et al., 2021). It can be complex because this industry has many specific technical words and terms. Indeed, agriculture has its specific terms that many classical dictionaries ignore.

The agricultural and para-agricultural sectors are varied and cover many areas. (ŞMULEAC et al., 2017).

The most popular agricultural translations in recent years include system installation instructions, maintenance manuals for agricultural machinery such as tractors or milking systems, and texts on everything related to livestock, livestock, organic farms, crop production and viticulture.

As technical terminology is present, it is important to maintain a high level of consistency and accuracy (LOPEZ, 1998, P. 132).

Translators should ensure that they use the most frequently used terms in that specific field. They must ensure that the translation is done in the local language so that the populations concerned can understand it correctly (PAȘCALĂU et al., 2020).

Tips for efficient agricultural translation

The following tips can greatly contribute to an effective agricultural translation .

- If we do translation for different types of crops, this should include the season in which the crop is grown, the type of soil needed, the diseases related to this crop, the fertilizers used, the method of pesticide use, etc. (DESCOLA P., 2013).
- Try to read more and more publications about this culture and gather information from various sources so that when translating it is easier to understand the nature of the culture and the technical terms involved (CALLICOTT JB. 2001).
- Use the local language: try to keep a simple language and try to use words from the local/native language as this translation will be basically useful for farmers who work on these types of crops. Native language and terms ensure the end user's understanding of what is being said correctly and effectively (FRASER,2001).
- Always maintain consistency in the translation of technical and specialized Words (PIKE & SELBY, 1988).

Kew words may be used and reused everywhere.

The folkloric image of the peasant on his tractor in a bucolic landscape is no longer relevant. In recent years, technology has occupied an increasingly prominent place in agriculture and the para-agricultural sector.

We may not be aware of the importance of the translations, of course in several areas and domains, but most particularly in agriculture, from where a lot of output comes in terms of production and consumption. All the novelty in this area in terms of gear, regulations, equipment, has to come with an appropriate translation in one or several languages. We may classify some of the important areas and domains where translation is required and may lead to efficient activities, if they have appropriate translated instructions, manuals, procedures, regulations, terms of use, guides, etc.

- mechanics and engineering – equipment, machines- it is important to have the instructions translated, the terms of use, for example if a farmer buys a new modern seeder, he has to know how to use it, or a new tractor, or a harvester, they all have now digital screens, with commands in English, or a foreign language, the provider, the seller, has to provide the equipment with an appropriate translated manual of use. If they do not have, the owner will search for a translator to translate the manual, the guide.

- fertilizers, pesticides – the majority of them come in our country from abroad, translation is required and without it the use will not be efficient or productive, on the contrary it can cause serious damage.

- seeds -different types of cultures use imported seed, which must have the appropriate translation.

- UE regulations, in terms of use and disseminated to the national, regional, local authorities and bodies within this area

I am convinced that we sometimes forget that everything that comes from abroad, either a product, equipment, regulations, etc., and has the appropriate translation on the back of the product, or in the manual, it is the result of a translator's work, or team of translators. Pointing out this important aspect, we realize how important is translation in the field of agriculture and its related areas and domains and the huge impact that it has.

In addition to all the above-mentioned areas, which are just a few ones from the large domain of agriculture, there is also an important aspect which might be considered, and it includes both agriculture and translation, namely the trade within agriculture, import and export commerce, where translation is mandatory, both for the seller and the buyer. Nowadays, everything that involves import and export activities has a mandatory translation.

CONCLUSIONS

Since the Covid-19 crisis, one of the major themes has become of agricultural and food sovereignty. Productivity has increased considerably in these sectors and also translation activities, under the dual effect of the restructuring of farms and agricultural land on the one hand, and mechanization and control of agricultural practices on the other, and the introduction of CAT tools in order to be able to have a more efficient translation workflow.

Like other sectors of activity, farms are undergoing significant structural transformations and will continue to undergo them in the future. Indeed, the mechanization, computerization and robotization of agriculture are constantly developing strongly. These radical transformations, coupled with the internationalization of trade, are creating ever-increasing needs for ever more specific technical translations.

In conclusion, agriculture and related fields require a specific type of translation service. The translator must have advanced notions of localization terminology and life sciences related to animals, plants and soils. Like other major industries, agriculture has been globalized. Various organizations, societies and farmers interested in healthy and ecological agriculture have begun to travel to countries where the agricultural industry is thriving. Developed countries are trying to attract more customers from diverse backgrounds to sell their agricultural technology. Such technology requires quality translation services so that it is easily understandable by potential buyers.

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