
The New Normal: Re-evaluating the Role of Translators

K.A. Nagodawithana

Faculty of Graduate Studies, University of Kelaniya, Sri Lanka

Abstract

The Coronavirus pandemic capsized the entire world order fracturing the illusion of normalcy projected by individuals, societies, and states. Traversing beyond a mere health hazard, the minuscule virus has compelled humans to rethink their existence; in all its dimensions. With their extensive attachment to communication and linguistic landscape, translators have to re-evaluate their role within the new normal to assure a well-ordered information flow across the man-made borders since information plays a crucial role in the man's quest to adapt to the new normalcy. Hence, the present study attempts to determine the socio-cultural concerns associated with the reshaping of the role of a translator. Semi-structured interviews were conducted with five professional translators, and secondary sources such as publications, internet, and newspaper articles were also employed to gather required data. The gathered data were analyzed using thematic analysis method to perceive the participants' stances. The findings could be outlined under two themes, firstly, translator being a 'social animal'. A translator, as a social animal, has his own standpoint pertaining to any piece of information. Impartiality, personal preferences, and choices of selection determine his behavior during a translation. Hence, with the unprecedented power of recognition relegated to the translators in a fragile and volatile context, the translator ought to reshape his role accordingly. Changes to the linguistic landscape, including the language itself, could be distinguished as the latter concern. Hence, a translator needs to conquer these socio-cultural challenges to unravel the opportunities associated with the new normal.

Keywords: *Communication, Languages, New Normal, Translation, Translators*

Corresponding Author: anuththaranagodawithana@gmail.com