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Technology and Socio-cultural Change in Women’s Lives: An Analysis of Parallel Texts in Translation

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Abstract

Technology has led to many important changes in all walks of life—more remarkably to the transformation of the society, culture and the individual. By means of technological innovations and developments, life has gained speed and energy. Technological progress has also brought new definitions and dimensions to the representation and perception of women. Women have directly experienced the effects of technology in modern times: They have turned to change themselves and serve more to the feminist cause both as a result of their need to cope up with technology and to enjoy its benefits at the same time.

This study aims to question how the woman’s identity and position in society have evolved, either positively or negatively, along with technology that has become an indispensable part of our lives. This cultural approach is also an attempt to explore how these changes have functioned differently in various settings. In this frame, this study analyses parallel texts on beauty, exercise, nutrition, physical and psychological health, family relations, and women in today’s society in popular Turkish women’s magazines namely, *Women’s Health* and *Elle*. This study adopts Halliday and Hasan’s model on lexical cohesion (1976), which is also employed in a similar fashion in the literature (Tanskanen 2006, 32) since it focuses on the relationship between the items and the knowledge of the language users and the world essential to the working of the cohesion. A comparison based on this model between the articles translated into Turkish from English and original articles in Turkish enables us to gain an understanding of the 21st-century woman in her new socio-cultural milieu formed by technological change and progress.

Keywords: *Translation Studies, Women’s magazines, Women’s Health, Elle, lexical cohesion*