

*Daniel Dejica
Carlo Eugeni
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(eds.)*

***Translation Studies and Information Technology -
New Pathways for Researchers,
Teachers and Professionals***



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AND INFORMATION TECHNOLOGY -
NEW PATHWAYS FOR RESEARCHERS,
TEACHERS AND PROFESSIONALS**

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INTRODUCTION

“We stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before. We do not yet know just how it will unfold, but one thing is clear: the response to it must be integrated and comprehensive, involving all stakeholders of the global polity, from the public and private sectors to academia and civil society.” With these words, professor Klaus Schwab, founder and executive chairman of the World Economic Forum, described the nature of the Fourth Industrial Revolution in his famous contribution to the December 12, 2015 issue of *Foreign Affairs*, “*The Fourth Industrial Revolution - What It Means and How to Respond*”.

During the last three centuries, the world has undergone technical, scientific and technological turns, as professor Schwab recalls. During each of these revolutions, humans have traditionally adopted two different and conflicting stands: a pessimistic and an optimistic one. The former would stress the inevitable economic and human disruption such changes entail for the world industry, the sector concerned, the people involved and the quality their expertise could guarantee; the latter would concentrate on exactly the same aspects from an opposite – i.e. opportunity not disruption – perspective. This is true for Translation Studies (TS) as well, with the introduction of technology and its massive use in the profession, which has generated friends and foes of Computer-Human Interaction (HCI) in translation.

In this fourth industrial revolution, translation disciplines have all been potentially fusing across the related professional fields. Consequently, traditional notions of translation research, teaching and profession have been more and more challenged. Today, notions like Computer-Aided Translation (CAT) and Machine Translation (MT) are given for granted by all stakeholders of translation, be they researchers, teachers or professionals, as was the case with the corpus analysis or text types 20 years ago.

With the twofold aim of keeping track of some of the changes in TS and of spreading the most significant experiences in the fields it covers, *Translation Studies and Information Technology - New Pathways for Researchers, Teachers and Professionals* tries to provide food for thought to its readers with authored or co-authored contributions by 25 experts from many countries, backgrounds and disciplines. This book stems from the 11th Professional Communication and Translation Studies international conference, held in Timișoara on 4-5 April 2019, of which 16 authors were either keynote speakers or invited speakers. Other contributions come from national and international projects funded by the EU (LTA – DE01-KA203-004218, ImAC – GA761974, EasyTV - GA761999), the Spanish Ministry of Science, Innovation and Universities through the Juan de la Cierva – Incorporación grant, or by Politehnica University of Timișoara research grant.

To do so, the book is divided into three sections: *Pathways for researchers*, *Pathways for teachers*, and *Pathways for professionals*. The first contribution of the first section, *Pathways for researchers*, by **Carlo EUGENI** (Rome, Italy), deals with the notion of Diamesic Translation (DT), particularly valuable for the study, teaching and practice of all activities aimed at turning speech into words and falling – or which will fall – in the field of TS. The focus, then, moves to HCI applied to a specific DT discipline: interlingual live subtitling in a multilingual conference setting. The suggested use of Plain Language and MT as tools to come to this result shows the scope of HCI in this increasingly covered and hybridized field.

Alice PAGANO (Genoa, Italy) approaches a similar topic: live parliamentary subtitling. Starting from an interest in real-time speech recognition (ASR) quality and accuracy, the aim of the paper is to offer a prompt for reflection about possible differences between two forms of live parliamentary subtitling: automatic transcription edited in real time, and respoken subtitles edited in real time. By doing so, the author sheds some light on the never-ending debate between verbatim and sensatim accuracy applied to the field of live subtitling.

Daniel DEJICA and **Anca DEJICA-CARȚIȘ** (Timișoara, Romania) present ten forms of media-supported audiovisual translation and detail the roles and responsibilities of the translators and interpreters involved in different multidimensional scenarios. They show how these changed and proliferated in time – mainly because of the advances of science and technology and the ever-growing market demands – and present how some of the implications of this evolution impact curricula developers, researchers and professionals.

Attila IMRE (Cluj-Napoca, Romania) describes the development of translation tools deriving from the technical evolution. While the 21st century sees further advances in technology, the author questions whether these are to the benefit of the professional freelance translator faced with technological challenges like MT, crowdsourcing, or software development for industrial scale. The development of a specific CAT-tool – today the most important competitor to the number one CAT-tool – will also be presented.

Mihaela COZMA (Timișoara, Romania) tries to answer, through theory and research-based evidence, some of the questions that the fourth industrial revolution poses to translators all around the globe: how does the access to the wide range of CAT tools available – such as translation memories, terminology and localization tools, grammar checkers, etc. – influence the traditional approaches to the translator's competence? In what way does the use of the wide range of translation technologies improve one's competence as a translator?

Carmen ARDELEAN (Bucharest, Romania) closes the first section of the book. She addresses the question of questions: is artificial intelligence a friend or a foe? So far, all existing translation management tools and translation databases still need the contribution of humans, but how will they cope with the potential replacement of their logic by machines? To do so, the author first presents an overview of existing information on the topic and then identifies potential directions for the future from a translator's perspective.

The second section of the book, *Pathways for teachers*, starts with a paper by **Najwa HAMAOU** (Mons, Belgium). The author proposes a modular curriculum for the training of future intercultural and technological mediators. Drawing on the results of the use of eye-tracking technology in research on training mediators, and to the cross-sectoral contribution of both academics, professionals and end-users, the final curriculum is aimed at and designed to ensure that the final profile meets the multiple needs of the translation market.

Besides affecting directly higher education and research on Mediation, the curriculum will have a strong long-term impact on a wide spectrum of potential beneficiaries of Mediation.

Titela VÎLCEANU (Craiova, Romania) stresses how CAT tools enable translators not only to more efficiently manage tasks, but also to focus on handling more complex semantic and pragmatic aspects. Given that translation technology is designed to help professionals rather than to replace them, the author proposes a training pathway based on the trainees' vested needs and interests as well as on the workplace demands and practices, so as to fully exploit research-driven data into the learning and teaching environment.

Ioana CORNEA (Mexico City, Mexico) and **Andrew TUCKER** (Kent, Ohio - USA) describe how an online legal translation training course meets the needs of the Mexican market. With students employing a range of information and communication technologies to carry out translation-related tasks, the curriculum is competence-based and modular. Each module is composed of units and each unit is composed of tasks, that progressively prepare students to translate American legal texts for the Mexican translation market.

Loredana PUNGĂ (Timișoara, Romania) approaches the issue of metacognitive awareness in born-digital translation trainees. In particular, the author draws on an investigation on MA students who were asked to translate a text and to verbalize and record their thoughts while translating. Results allow to understand what kind of mental processes translation trainees are aware of, check if metacognitive awareness bears consequences on translation quality, and find out which recording method better fits training needs.

Claudia E. STOIAN and **Simona ȘIMON** (Timișoara, Romania) focus on the language of education as a must in the digital era, where students, teachers, researchers and professionals travel frequently for educational and vocational purposes. To do so, the authors address the importance of mastering educational terminology in several languages; and propose teaching activities and research resources to be used in translation and interpreting training to help students get familiar with universal terminology in the field.

The second section of the book is closed by **Diana OȚĂT** (Craiova, Romania), who reports on a project on online translation environments and translation management tools. The author sets out to test the versatility of such resources in a translation MA program, by assigning students specialised texts to translate and store, in order to perfect and re-use them in the future. The project aims at enhancing trainees' translation and technological competences and resourcefulness when faced with integrated translation memories.

The third section of the book, *Pathways for professionals*, starts with a paper by **Pilar ORERO** (Barcelona, Spain), **Mario MONTAGUD** (Valencia, Spain), **Jordi MATA**, **Enric TORRES** and **Anna MATAMALA** (Barcelona, Spain). The authors deal with Easy-to-Read spoken or audio subtitles (AST). After introducing AST in the fields of Audiovisual Translation and Media Accessibility, the focus moves to AST for movies, and particularly multilanguage movies. Then, they look at some possible use cases of the technology capable to generate AST and at the many workflows allowing for a versatile ATS service. Furthermore, they illustrate existing requirements looking to widen use cases, and taking advantage of existing technology. Finally, the authors discuss possible future applications and avenues of research.

Rocío BERNABÉ (Munich, Germany), **Pilar ORERO**, **Óscar GARCÍA** and **Estella ONCINS** (Barcelona, Spain) report on a pioneering study on the reception of easy-to-read subtitles of a 360° opera experience. The aim was to assess the subtitles' usefulness through end-user

validation, by adapting the 5-stage procedure already used for written texts to the audiovisual format of the stimuli. Results show that easy-to-read subtitles can help viewers with cognitive needs to understand audiovisual content.

Marcela Alina FĂRCAȘIU (Timișoara, Romania) proposes general guidelines for subtitling films into Romanian, starting from the analysis of the translation challenges encountered while subtitling the film *Denial* into Romanian. Beside the technical constraints, the strategies adopted to face them revolve around three big axes: the context, which is paramount when translating any text; the multimodality of films, including non-verbal and visual elements; and the diamesic transition from spoken to written language.

Anca DEJICA-CARȚIȘ (Timișoara, Romania) attempts to identify different translation challenges that appear while translating economic texts published online from German into Romanian. Drawing on the results of empirical research in the field, the author also comes up with a series of strategies to be used during the translation process. The result is a set of practical recommendations which may be useful for students, teachers, translators, or anyone involved in the field of economic translation.

Daniela GHELTOFAN (Timișoara, Romania) closes the third and last section of the book with a paper on linguistic corpora of the Romanian language. Given that corpus analysis is still in its infancy in Romania, and that it is mainly used in language learning, a study on the use of electronic corpora – more specifically, parallel or comparable corpora – in Romanian TS appears of the utmost importance. By capitalising on international expertise, the author offers solutions to translation challenges when translating into Romanian.

“Neither technology nor the disruption that comes with it is an exogenous force over which humans have no control”, concludes professor Schwab, who encourages us all to “grasp the opportunity and power we have to shape the Fourth Industrial Revolution and direct it toward a future that reflects our common objectives and values (...). In the end, it all comes down to people and values.” In Translation Studies, this need is all the more urgent, with researchers, teachers, and professionals all around the world being aware of an ever-changing scenario and looking for new sectors to investigate, new audiences to target, new markets to penetrate. All this can only be accomplished if we share our knowledge, learn from each other, capitalise on best practices and find new lenses to look at the future because in the end, it all comes down to people and values. We hope you enjoy the reading.

Timișoara and Rome, 17 February 2020

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This volume collects a cutting-edge survey of the interrelationships between Translation Studies and Information Technology. The first section deals with topics that might be useful for researchers, while in the second various profitable inputs are offered for teachers, with a view to proposing instruments for translators' and interpreters' training. The third part is destined for professionals in several domains of translation, with more practically-oriented chapters on tools and accessible translation strategies. The wide coverage and the currently-relevant topics make the volume a valuable instrument for academics and professionals alike.

Silvia Bruti, University of Pisa, Italy

The world has been changing rapidly, pushed forward by four industrial revolutions. The First Industrial Revolution mechanized production through steam and waterpower. The Second, introduced electricity and mass production. The Third - called the Digital Revolution - used electronics and information technology. Now we stand on the brink of the Fourth Industrial Revolution - the Technological one. We do not yet know how it will change institutions, industries and individuals but our instincts and past experiences suggest the change will be profound. This volume shows the immense changes already happening in translation studies and translation industry and gives us a glimpse of what the future of our field might look like.

Anna Jankowska, Jagiellonian University in Kraków, Poland

For a digital immigrant like me this volume is exactly what I needed, accessible, informative and cutting edge. The book is helpfully divided into those most useful for theory and research, practical teaching or for the professional. It is a one-stop shop for any reader interested in how 'translation' is evolving in the digital era, with a running thread on the practical opportunities, problems and solutions regarding classroom teaching, translator competence, digital tools on the online world and practical applications from audio subtitling to computer-aided interpreting.

David Katan, University of Salento, Italy

Daniel Dejica, Carlo Eugeni and Anca Dejica-Cartis have managed to gather high-quality contributions by experts in the field of translation and technology. Their scientific experience and technical expertise are concretely translated into highly interesting topics from the research, didactic and professional standpoint. Human-computer interaction in translation is a cutting-edge topic and each of the 17 papers collected here are capable of raising awareness, sharing experience, and shedding light on an increasingly hybrid scenario.

Haysam Safar, University of Mons, Belgium



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