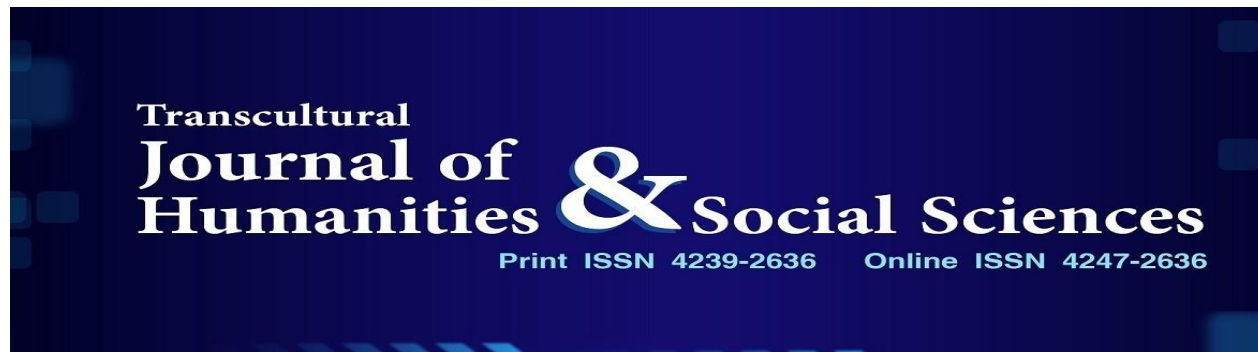traductology
Webinar in translation

TJHSS

Designed by Abeer Azmy& Omnia Raafat

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Articles of translation studies experts

Transcultural Journal for Humanities and Social Sciences (TJHSS) is a journal committed to disseminate a new range of interdisciplinary and transcultural topics in Huminites and   social sciences. It is an open access, peer reviewed and refereed journal, published by Badr University in Cairo, BUC, to provide original and updated knowledge platform of international scholars interested in multi-inter disciplinary researches in all languages and from the widest range of world cultures. It's an online academic journal that offers print on demand services.

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New perspectives in language industry

Hussein Mahmoud

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Abstract- Considering the language as industry represents a giant step toward the future: it means that we can call our graduates "language professional" which adds much more power to this category of services, often underestimated. To better know how this market functions, we can look at one area, that of specialization in professional language services, which continues to grow in the world. In 2107 alone, online and offline content translation, interpreting and adaptation services recorded total revenue of more than 43 billion dollars. The areas of greatest demand have been e-learning, which continues and will continue to show a booming dynamic. This is mainly due to the increasing internationalization of companies that need to ensure that they have a world-class linguistic and cultural presence in every and each country.

Index terms – Language industry - translation – machine translation - machine translation post editing - MTPE

I don't know how or why the title I've chosen for this intervention is changed from language or linguistic industry to translation industry, however both are related to each other. By language industry we mean the sector of activity dedicated to facilitating multilingual communication, both oral and written. According to the European Commission's Directorate-General of Translation, the language industry embraces several activities such as translation, interpreting, subtitling and dubbing, software and website globalization, language technology tools development, international conference organization, language teaching and linguistic consultancy[1]. These kinds of activities are almost the same in the linguistic industry all over the world, with little and non-significant variations from country to country.

Considering the language as industry represents a giant step toward the future: it means that we can call our graduates "language professional" which adds much more power to this category of services, often underestimated.

To better know how this market functions, we can look at one area, that of specialization in professional language services, which continues to grow in the world. In 2107 alone, online and offline content translation, interpreting and adaptation services recorded total revenue of more than 43 billion dollars. The areas of greatest demand have been e-learning, which continues and will continue to show a booming dynamic. This is mainly due to the increasing internationalization of companies that need to ensure that they have a world-class linguistic and cultural presence in every and each country.

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[1]https://ec.europa.eu/info/departments/translation/language-industry-platform-lind_en

But what are the emerging sectors that will need quality interpreters and translators the most in the coming years?

Video content

On average, Facebook records 8 billion video views every day, while 300 hours of video are uploaded to YouTube every minute, with about 5 billion videos watched daily. Interestingly, almost 85% of videos on Facebook are watched without volume, which highlights a market space for the realization of subtitles. Captions, and voice-over are now necessary services if you want the video to reach a wider audience.

E-Learning and MOOCs: quality translators needed

The distance learning industry through online platforms has been and is expected to continue to be an industry that is constantly expanding in the coming years. As a result, translation and adaptation services in this area will continue to be required by online courses. We can't estimate for the time being how much languages will be added soon to those already used. It depends mainly on the unstable conditions created by Covid 19 pandemic.

At the same time, the market for so-called MASSIVE Online Open Courses (MOOCs) continues to grow in astonishing numbers and percentages (600% for last April only).

One of the challenge for many educational institutions is to adopt competence to make the use best of the languages and cultural specificities to ensure the success of their online contributions.

Marketing & Communication: the local challenge is on languages

To provide adequate responses to different stakeholders – customers, partners, suppliers, employees, third parties – we need appropriate and consistent policies.

And in order to achieve them Such polices, companies need language skills that are appropriate to different cultures. For the entire marketing sector, the "localization" of institutional and commercial content is becoming increasingly strategic.

This concerns not only websites and social media, but also the whole framework of technical, contractual and legal information at the heart of any institutional and commercial dynamics of a company.

It is proven, in fact, that the use of a consistent language that suits different professional interlocutors is a guarantee of results in terms of customer care and sales.

Rare languages: new protagonists

Among the trends to be reported is also that of a growing demand for translation for less commonly used languages, something that is confirmed by the increasing use of the Internet in many regions of the world, the African continent and in the Middle East in particular.

Machine translation: human beings do not disappear at all!

Machine translation is another fast-developing sector that is expected to continue to grow driven by the rapid evolution of technologies.

But, contrary to what is commonly believed, the development of machine translation will not stop the demand for true translation professionals by simply making modest translation services more accessible to the general public.

It is only trained professionals who can perfectly translate giving bot the depth and thickness appropriate to the target languages. It is especially so where the competitive dimension of markets and companies grow and where the language factor becomes increasingly strategic and essential.

As TAUS Language Data Network – an independent organization of language studies and analysis – points out that machine translation has reached a very good level, especially with regard to the rapid translation of small service content, the gap between a machine and human translation is still far from being bridged.

The same also applies for the market of smartphones' translation applications that remain in very large part little more than fun gadgets, useful at most to read road signs or translate menus when you are on the go, but certainly have no credibility when it comes to accurate translation.

I tried very recently to assess the efficiency of the machine translation, specially into Arabic language, through the analysis of various translations of the same passage extracted from a novel of Gabriele D'Annunzio, one of the most eloquent Italian writers of the twentieth century:

Dall'istante in cui l'orrore della dannazione le si levò nella conoscenza, ella si compresse in una specie di raccoglimento cupo, sorvegliando sé stessa, sorvegliando i propri atti, i propri pensieri, i minimi moti per il timore che quella veemenza di pentimento si esalasse, per l'ansia di conservare intatto dentro di sé quel fiore di fede rigermogliato d'improvviso

Google

من لحظة الرعب من الادانة وردة في المعرفة، وقالت انها تقلص إلى نوع من التأمل القاتمة، ومشاهدة نفسها، والإشراف على الإجراءات الخاصة، والأفكار المخصوصة، والخوف أصغر الاقتراحات المؤسسة العامة الصورة أن شدة من التوبة والزفير، للقلق للحفاظ على حالها في نفسه أن زهرة الإيمان rigermogliato فجأة.

In another moment after a certain time (more than one month):

منذ اللحظة التي نشأ فيها رعب اللعن في معرفتها ، ضغطت على نفسها في نوع من التركيز الكئيب ، تراقب نفسها ، تراقب أفعالها ، وأفكارها ، وأقل حركات الخوف من شدة التوبة. زفير ، من أجل القلق من الحفاظ على سلامته داخل نفسه زهرة الإيمان التي ظهرت فجأة مرة أخرى.

Bing

من اللحظة التي أهوال الإدانة روز في المعرفة، وقالت أنها أنهار إلى نوع من التأمل الكئيب، تراقب نفسها، الإشراف على أفعاله الخاصة، وأفكارهم الخاصة، peالحد الأدنى ' الالتماسات المتعلقة بالخوف أن حماس ويحددون التوبة اسالاسي، عن القلق الاحتفاظ بها سليمة داخل نفسه أن الإيمان فجأة زهر ريجيرموجلياتو.

Sdl *from italiano then from english

من لحظة رعب من الهلاك وقد نشأت في المعرفة ، وهي حبة في نوع من التذكر قاتمة، مشاهدة نفسه، من رصد لادن أعمال أفكاره ، الحد الأدنى للطلبات PE L الخوف أن العنف من التوبة هوesalasse ، عن القلق للحفاظ على في زهرة الايمان rigermogliatoفجأة.

Reverse * italiano then from english

من اللحظة التي الرعب من هذا الهلاك على رفع له في المعرفة، فإن ضغط في نوع من التركيز، تحرس نفسها نفس الذين يحرسون تصرفاته الخاصة به/بها الأفكار، على ما لا يقل عن الطلبات "PE L الخوف أن العنف من التوبة مزفور انه، على قلق للحفاظ على داخل نفسه أن زهرة الايمان rigermogliato المفاجئ.

Online translator from italiano to English then google to arabic

في اللحظة التي الرعب من الادانة استغرق أجبرتها على الفرار في المعرفة، وأنها كانت مضغوطة في نوع من التأمل العميق، ومشاهدة نفسه، ومشاهدة المخصوصة قادرة، والأفكار المخصوصة، ل أقل الاقتراحات بي "الرهبة أن ذلك شدة التوبة وقد الزفير لنفسها، لقلق حفظ داخل سليمة من ذلك، ظهرت إعادة زهرة الإيمان من مرتجلة.

Wordlingo

من العزم في أيّ الرعب من الدائمة لعن لف في المعرفة، هو كبس في واحدة نوع من تجميع مظلمة، يراقب نفسه بنفسي، يراقب ال امتلكت أعمال، ال امتلكت أفكار، الحدّ أدنى حركات ب 'ل خوف أنّ أنّ فيمنزا من توبة إسلسّ، لالحالة قلق أن يحفظ إينتكت من الدّاخل من بنفسي أنّ زهرة من ريجرموغليتو إيمان.

babylon

من لحظة رعب من الهلاك وقد نشأت في المعرفة ، وهي حبة في نوع من التذكر قاتمة، مشاهدة نفسه، من رصد لادن أعمال أفكاره ، الحد الأدنى للطلبات PE L الخوف أن العنف من التوبة هوesalasse ، عن القلق للحفاظ على في زهرة الايمان rigermogliatoفجأة.

systran

بالعزم في أيّ الرعب من اللعن دائم رفعت هو كانفي المعرفة، itcompressedفي نوع من تجميع مظلم،يراقب نفسه بنفسي، يراقبproprii theactions ، propriiالفكرة، ال 'l minimumsmotions pe خوف أنّ حماس الrepentanceesalasse، لالحالة قلق أنيحفظ suddenlyintact من الدّاخل من بنفسي أنّ زهرة الrigermogliatofaith.

Imtransltor

من اللحظة التي أهوال الإدانة روز في المعرفة، وقالت أنها أنهار إلى نوع من التأمل الكئيب، تراقب نفسها، والإشراف على أعمالهم، وأفكارهم، والحد الأدنى خوفاً من أن الاقتراحات أن حماس ويحددون توبة اسالاسي، عن القلق الاحتفاظ بها سليمة داخل نفسه أن زهر الإيمان ريجيرموجلياتو فجأة.

بِ ال عزمُ فِي أيّ كَبَسَ ال رعبُ مِن ال لعنُ دائِمُ هُوَ كانَ رَفَعتُ فِي ال معرفةُ، هُوَ فِي نوعُ مِن تجميعُ مُظلِمُ، يراقِبُ نفسه بِنَفسِي، يراقِبُ يمتلِكُ عملُ، امتَلَكتُ فكرةُ، ال حَدّ أدنى حركةُ لِ ال خوفُ أنّ حماسُ مِن توبةُ esalasse, لِ ال حَالة قَلَق أن يحفَظَ فَجأَةً intact مِنَ الدّاخِلِ مِن بِنَفسِي أنّ زهرةُ مِن rigermogliato إيمانُ

ask suggest star

Italian → EnglishSYSTRAN, English → ArabicSYSTRAN

فِي the instant فِي أيّ ال رعبُ مِن ال لعنُ مِن ال هُم أَخَذَ هُم بِإتِّجاهٍ آخَر فِي ال معرفةُ، كَبَستُ هُوَ كانَ فِي نوعُ مِن تأملُ عَميقُ، يراقِبُ بِنَفسِي، يراقِبُ ال خَاصَّة عملُ، ال امتَلَكتُ فكرةُ، ال الأَقَلُّ حركةُ لِ ال فزعُ أنّ أنّ توبةُ حماسُ كانَ زَفِرَ إلى بِنَفسِي، لِ ال حَالة قَلَق مِن يحافِظُ داخِلُ مَصونُ مِن أنّ pousser زهرةُ ال إيمانُ مِن مُرتَجِلُ.

ask suggest star

Italian → EnglishPROMT, English → ArabicSYSTRAN

كانَ كَبَستُ فِي نوعُ مِن تأملُ مُظلمُ يراقِبُ Ella, ارتَفَعَ رعبُ مِن ال لعنُ ضِدَّ هُم مِن ال عزمُ فِي أيِّ هُوَ، فِي ال معرفةُ ال حزنُ كانَ أَصدَرتُ، fervor جِدَّاً، ال حَدّ أدنى حركةُ ال خوفُ أنَّ هذا thinkings إِنْ هُوَ يكونُ نَفس يراقِبُ ال عملُ جِدَّاً، ال rigermogliato D'improvise هذا زهرةُ يقولُ مِن دينُ untouched, لأنَّ ال حَالة قَلَق يحافِظُ ال داخِلُ

ask suggest star

Italian → EnglishSkyCode, English → ArabicSYSTRAN

Dall'istante فِي cui l'orrore Della Dannazione Le Si levò nella conoscenza, ella si compresse فِي Una Specie Di Raccoglimento cupo, sorvegliando sé stessa, sorvegliando i propri atti, أنَا propri pensieri, أنَا minimi moti لِكُلِّ il timore che Quella Veemenza Di Pentimento Si e يملِّحُ، لِ ال حَالة قَلَق أن مِن resprouted زهرةُ improvize دَاخِل مِن بِنَفسِي أنَّ إِيمانُ intact يحفَظَ

The translation of the same passage from Italian to English by SDL MT

<mark>From the moment in which the horror of damnation arose in her knowledge, she was compressed into a kind of deep recollection, watching herself, watching her own acts, her thoughts, the slightest motions for the fear that that vehemence of repentance would arise, for the anxiety to keep intact within himself that flower of faith suddenly regermogliated</mark>

<mark>Suggest a better translation</mark>

الترجمة البشرية

منذ أن تصاعد الرعب من اللعنة إلى مداركها، سجنت نفسها في نوع من التأمل القاتم، وهي تراقب نفسها، حركاتها وسكناتها، أفكارها، مخافة أن تفلت منها زفرة التوبة، وشوقا إلى أن تحافظ بداخلها على زهرة الإيمان التي نما برعمها فجأة في نفسها .

This week, Lee Seedol, world champion of Go (Chinese board game) lost his most anticipated game: the one against AlphaGo, a supercomputer created by Google. A fact that has opened up new discussions about what are the true frontiers of artificial intelligence. What are the limits? And what's the potential?

Semantics and text to speech were a key step in improving the learning of new languages and translation through digital tools. But the real challenge is artificial intelligence. Experts believe that a method based on neural networks, not algorithms and statistics, would radically change the meaning and role of translators. Because the limitations of current translation systems are all related to the fact that software cannot think for themselves, getting lost (for example) in the literal translation of a commonplace that in the original language has a different meaning. Artificial intelligence will do just that. And while it's hard to say for sure now what the possible goals are, this story seems to be a great challenge. A few weeks ago Marco Varone, president of Expert System - an Italian company that Microsoft chose for the development of Word's automatic proofreader - explained that "in the next 10 years the ability of machines to understand texts will improve incrementally".

But there is a fundamental paradox that is growing conspicuously, and that puts the user in front of a question: does it really make sense, then, to learn new languages? Sounds crazy, sure. But

it comes from afar, that is, from the quest to develop systems that can translate every word in every language and maybe in real time. Skype is trying, with the Translator service capable of translating a conversation in almost real time. It's a machine learning system, and it's very similar to the Apple Watch iTranslate App, available in 90 languages. The latter has a charming ease of use: are you abroad and do not understand what they tell you? Have your caller's voice heard at the Watch and the app will translate what you hear. The development of software like these, which in a few years could reach very high levels of reliability, therefore poses doubts about the real needs of knowing other languages. Yet there is still a lot of desire to learn. Indeed, the spread of the Internet and the digital world has blown up the industry. There are hundreds of applications, and some have gained important recognition. The services offered are often cross-platform and use innovative systems very different from the classic school method. A beautiful reality is that of Aba English, which can count on more than 7 million students worldwide (about 1 million in Italy). Initially it was only present on desktop computers, but since last year the new app to learn English with movies was also launched. And it was the turning point. Apple named it one of the best news in the app store and won the award for Best Educational App of 2015 at the Reimagine Education Awards. Also, very interesting is the integration with LinkedIn, which allows you to provide a certification to students who take the courses. Also, among the most popular apps is Duolingo, a crowdsourced platform that offers an almost playful approach to learning English and French. It looks like a game, a challenge with friends. But the results are recognized in the field of education.

What's the change? Google Neural Machine Translation system (GNMT) does not analyze word for word but the whole sentence within its context. This allows you to better understand the punctuations and the subordinates because it brings them back to the meaning of the phrase to which they belong. After a summary trial, with complex sentences from books, it is understood that the system is still "young". Neural networks need to learn and learn from their mistakes. That's why user reports will matter a lot. It's another issue the merits another seminar, especially the new coined term: MTPE (machine translation post editor).

EUROPEAN LANGUAGE INDUSTRY SURVEY

2020 AFTER COVID-19

- Language industry somewhat less impacted than other sectors with high numbers of SMEs - except for Interpreting which has been devastated.
- Independent professionals and small translation companies significantly harder hit than larger companies.
- Many LSCs are already equipped for remote working.
- Activity spans all sectors of economy & and focuses on compliance. Therefore, less vulnerable.
- Crisis situations generate modest amounts of additional work

The new norm:

● Urgent & Agile

● More competition in less impacted client segment > price pressure > MTPE

● Everything can be done remotely

● Cloud-based management, remote interpreting

● Diversified services

Sources and insights:

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