

**THE USE OF TECHNOLOGY IN
TRANSLATION IN THE THIRD MILLENIUM,
MERITS AND DEMERITS**
Google translate & Electronic Translation As Models

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Abstract:

It is a fact that the third millennium has witnessed a great leap in using technology in all fields and among these, is translation. Technologies of translation set an important new field of interdisciplinary study lying halfway between computer science and translation.

This research paper tries to clarify the role technology plays in the translation

profession .This issue may give rise to a range of practical implications in the areas of administration, education, and practice of English translation research.

Some translators and even ordinary individuals dive into machine translation fascination and adopt technology as a new way of living, however, others, in a wave of skeptical criticism, do not at all trust a future where machines will take

over our privacy. Actually, all sectors of society are experiencing a series of ongoing changes due to technology and that translation, as part of society, is consequently being affected. Translation is both an industrial product and process, and its methods have to adapt to the new technology requirements. Consequently, translators have to address these changes and expectations because technology and computers are overwhelming in most fields (Bermann, S., Wood, M. (2005). eds).

. In this paper, different analytical, descriptive and comparative approaches to the subject are examined so as to provide us with a basis on which to conduct an internal analysis of the field of Translation technologies and structure its content. This paper covers a comprehensive range of translational phenomena that are described and explained in terms of linguistic concepts and categories.

Following criteria based on professional practice and on the idiosyncrasy of the computer tools and resources that play a part in translation activity.

To sum up the idea, The paper objectives will be detailed as following:

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- The need to pay the attention of the disadvantages of using machine translation and its harms on both Source Text and Target Text.
- The importance of using new technologies in translation and the new Technical and technological solutions.
- The good uses and validation of technological instruments for research in translation (process, product and tasks).
- The application of corpus methodology to translation.
- The quality of technical document translations.
- The study of other disciplines linked to translation that involves the use of new technologies.
- The bad use of automated translation machines and internet websites which leads to the failure and betrayal of translation in many cases (Venuti, L. (1998). The Scandals of Translation). The Dynamic approach apart from the linguistics of translational phenomena, also honors anthropology, psychology, psychiatry, philology, and biblical hermeneutics. The Psycholinguistic approach models the translation

process in a way that translators have formulated the results of their investigations using linguistic concepts and notions. The cognitive linguistic approach to translation applies to specific translational phenomena such as translation universals and translation shifts. The relevance theoretic approach reflects that translation involves communicating in two different languages, and since languages differ, the two texts involved cannot share all of their properties, Linguistic approaches to translation(Kristen Malmjakar,Mar 2011).

Introduction

Technologies has been widely used in the last few decades in many fields and among these fields are translation and interpretation .It is a fact that media-based physical activity interventions include a variety of print, graphic, audio-visual, and broadcast media programs intended to influence behavior change. Modern information technology allows print to be delivered in personalized, interactive formats that may increase productiveness .Media-based interventions have been shaped by conceptual models from health education, Social Cognitive Theory, the Trans-theoretical Model, and Social

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Marketing frameworks. The relation between technology and translation is part of the wider question of what technology does to language. Using the analytical approach is mainly used in this paper to highlight the importance of this topic.

Nowadays, it is a leading question because new translation technologies such as translation memories, data-based machine translation, automated translation sites, electronic dictionaries and collaborative translation management systems, far from being merely added tools. Indeed they are changing the very nature of the translator's cognitive activity, social relations, and professional standing. It has been reported by the English language scholars that translation activity could be enhanced through its generative moment.

We have seen various automatic translation applications now available to the general public that may look useful, because they give readers and translators general and a quick understanding of something written in a foreign language. It is sometimes when text produced by such software that could not guarantee the dynamic equivalence the true translation, which means it should be revised by a professional translator. The vast use of new technologies may nevertheless lie in new

modes of opening translation to the space of volunteer translation, where humanizing dialogue can enter the internal dimension of translation decisions. In spite of the importance of using technology in translation, there are many debates about the merits and demerits of combining modern technology and translation.

The paper is meant to draw the attention to the importance of using new technology procedures as well as technological solutions in the translation. Technical translations require a high level of knowledge, familiarity with relevant terminology and skills. It is an inevitable to choose a reliable technical translation provider and professional manuals, technical specifications as well as instructions that will guide the translation process professionally and with a high level of competence and accuracy. We have witnessed various mistakes and misinterpretations that took place in the translation of user manuals or guides.

Appropriate and consistent technical terminology needs to be used in such translation. That is why it is important to hire translators who are able to draw upon a wealth of experience in the fields relevant to your application, together with their having access to extensive glossaries of terms. The quality of

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your technical document translations is further guaranteed by the translation memories that used to accelerate the entire process, improve the consistency of the text and reduce unexpected change in many times.

At the age of new technologies there is hazy differences existed between "the original" and its reproductions. Taken into consideration the globalization national .and socio-cultural hindrances, "translation" is now emerging as a reformulated subject of lively, academic and scientific debate. It is obvious that the ethics of translations go deeply into the heart of the debate especially when it is related to the nation and language, as well as culture and religion. It covers an exceptional range of topics, from simultaneous translation to legal theory, from the language of exile to the language of new nations, from the press to the and cinema. The author of this paper is trying to spot the light on the problems of the ethics of translations and the role of translator in both literary and non-literary translations. Ambiguous words are words that can have more than one meaning.

There are several approaches to enable a machine to distinguish between two meanings of a word. The first is the

“shallow approach” that assumes no further research into the meaning of the text. In this method the proper meaning is chosen based on a statistical analysis of the words surrounding the ambiguous word. Shallow approaches are pretty successful, but of course there is always a chance of guessing wrong.

The other method is called the “deep approach” in which the proper meaning of the word is retrieved. A human translator could for example place a phone call to the original author to find out what was meant exactly. The ideal deep approach would require the translation software to do all this research on its own. This would however require a higher degree of Artificial Intelligence than has yet been attained.

Machine Translation:

Many researchers said that using technology in translation is simply leading in many cases into a catastrophic misrepresentation of the ST. It makes the target reader deprived of some information about the reality of things in the source culture. However, when time is a crucial factor, machine translation can save the day.

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A-Advantages of Machine Translation:

You do not have to spend hours poring over dictionaries to translate the words. Instead, the software can translate the content quickly and provide a quality output to the user in no time at all. Machine translation which is also known as Computer Aided Translation can be described as mainly the use of software programs which have been specifically designed to translate both verbal and written texts from one language to another. In the face of rapid globalization, such services have become invaluable for people and you just cannot think of any disadvantages of machine translation

The next benefit of machine translation is that it is comparatively cheap. Initially, it might look like a unnecessary investment but in the long run it is a very small cost considering the return it provides. This is because if you use the expertise of a professional translator, he will charge you on a per page basis which is going to be extremely costly while this method will be cheaper comparatively.

Confidentiality is another matter which makes machine translation favorable. Giving sensitive data to a translator

might be risky while with machine translation your information is protected.

A machine translator usually translates text that can be in any language or field of studies. However, a professional translator specializes in one particular field.

B-Disadvantages of Machine Translation:

In most translations, accuracy is not offered by the machine translation on a consistent basis. You can get the gist of the draft or documents but machine translation only does literal translation without comprehending the information which might have to be corrected manually later on.

Moreover, systematic and formal rules are followed by machine translation so it cannot concentrate on the context and solve ambiguity and neither makes use of experience nor mental outlook like a human translator can. These are the primary advantages and disadvantages of using translation for a document regardless of language. They can be weighed and the right decision can be made depending on the information and the quality that is required.

Commercial notices and ads are partially or totally translated literally and full of catastrophic mistakes especially

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مجلة وادي النيل للدراسات والبحوث الإنسانية والاجتماعية والتربوية (مجلة علمية محكمة)

in Gulf countries and the Middle East due to the lack of professional translators or the bad use of modern translation websites or machines.

**Here are some of the catastrophic translated commercials
using Google translation and online dictionaries:**



Soups		الشوربات	
Bathroom soup	1,500	شوربة حمام	
Lentil soup	1,000	شوربة عدس	
Kappot	1,500	كبيوط	
Margog	1,500	مرقوق	
Harees	1,500	هريس	
Garesh	1,500	جرش	



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Actually, the pursuance of the translators' strategies through which some mistakes were found is not intentionally meant to depreciate and underestimate the great works translators did all over the world. They got the credit for accepting the challenge of translating such difficult works and thesis enough to give them a great amount of credit but being ethical to translation is still really difficult to stick with that's why technology in many cases is a great obstacle in getting a good translation.

Conclusion:

When translation is required from one language to another, for example from Arabic to English and vice versa, there are three basic methods that can be employed:

- First, the translation of each phrase on a word for word basis,
- Second, hiring someone who speaks both languages.
- Third, Using translation software.

Using simple dictionaries for a word by word translation is very time consuming and can often result in errors. Many words have different meanings in various contexts. And if the reader of the translated material finds the wording funny, that can be a bad reflection on your business. Allowing the gist of your material to be lost in translation can therefore mean the loss of clients.

It should be known to everyone that translation has to be considered as a cross cultural activity, an area where different worlds meet and influence one another, try to change each other, widely open new doors and horizons for one another and not to be an area of racial, linguistic, ideological and intellectual conflicted battles. I think it is a motivated space

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that lies 'in-between' two spaces with the intent of drawing both sides to each other rather than severing them from one another. It is a fact that the translation is based on an original text that belongs to another language and culture and it is also a fact that it is written in the language of another culture make the translated text melt and belong to each other. Thus, it is indeed in between. It should contain elements that belong to both sides of the equation and sometimes using machines in translation deprive the text from its peculiarity, sense and human touch in conveying the meaning of the ST.

On the other hand, hiring someone who are experts in hiring someone who speaks a couple of languages generally leads to much better results. Therefore this option can be fine for small projects with an occasional need for translations. When you need your information translated to several different languages however, things get more complicated. In that situation you will probably need to find more than one translator. This can get very expensive, as the average cost for hiring a human translator ranges from \$50.00 to \$90.00 per email. Getting a trial of translation software free can quickly become very interesting.

Another factor to consider is the time required for translations. If you need a great number of translations fast, waiting days for a human translation is not really feasible. In today's fast paced marketplace customers will not appreciate waiting days on a reply from you. Especially when the other provider of services is just a mouse-click away.

Downloading translation software free is a very good solution in those situations. The software allows many languages to be translated quickly. The translations can include:

- Translating email messages
- Translating letters, memos and reports
- Translating employee handbooks or manuals
- Translating Microsoft Word, PDF files, Excel files, Power Point presentations and web pages

Once you try it, you will see that language translation software can be an extremely useful tool to reduce translation costs and improve productivity. You can take any document and translate it in seconds to give you the gist of what is being said. It is nothing less than a technological miracle and technological improvements are made almost every day.

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There are a number of factors that affect the accuracy of the translation results however. And the most important is the quality and structure of the text your are translating. It must have good sentence structure, proper spelling and good punctuation. It also helps a lot if no ambiguous words are used.

Another thing to keep in mind is that it is hard for a machine to distinguish between words that should be translated, and words that should be kept “as is”. Named entities like the name of a person, corporation, town, etc. are often better kept in the original language.

But as long as you are aware of the weaker points, the advantages of using translation software free far outweigh the disadvantages. Just make sure that a reputable and proven software is used and that the most important outgoing documents are reviewed before your customer base can notice any incidental errors.

Recommendations:

Regarding wrongfully machinery translated items or commercials, the following are suggested:

- 1- No doubt the using technology in translations and interpretations is so vital and cope with the new trend in using technology in our life .It is recommended to use it but with a limit so as not to waste the meaning of translations and of course this leads to what we all betrayal of the translator and affecting the balance between ST and TT.
- 2- Each new technology requires new investment, not just in purchasing tools but also in learning how to use them. In all cases, the investment you put in should be less than the benefits you expect to gain. This means, for example, that the kind of text corpora that linguists use in order to study language is generally not cost-beneficial tools when applied to professional translation.
- 3- Some translators address problems that are more easily solved with a quick web search, and the kinds of quantitative data bases they use have little to do with those developed by translation memory tools. Or again, there is little need to take a course in a particular translation-memory suite if you already know how to use a rival brand. All the products are similar in their

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MILLENNIUM, MERITS AND DEMERITS

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مجلة وادي النيل للدراسات والبحوث الإنسانية والاجتماعية والتربوية (مجلة علمية محكمة)

underlying technology, and you should be able to find your own way from one to the other.

4- As a general rule for translators, they should inform themselves before buying anything or signing up for courses. Dem versions of all tools are usually available on the web for free, many of them with online tutorials, and translators' forums can give you numerous pointers about the relative advantages and drawbacks of each too.

5- Of course, we have many debated advantages and disadvantages of using machine translation for a document regardless of language. They can be weighed by translators and academicians and the right decision can be taken relying on the required information and sought quality. There are some limitations in forming this paper as the vast translation samples found in all over the Arab World that us Google Translate and other electronic translation devices that cant be counted to be corrected .Also, this topic needs more than a research paper and I think it should be covered in PhD research.

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MILLENNIUM, MERITS AND DEMERITS

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مجلة وادي النيل للدراسات والبحوث الإنسانية والاجتماعية والتربوية (مجلة علمية محكمة)

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