ZTW degree programmes: one step closer to becoming language professionals
Der Weg zur Fachausbildung in der Translatorik

Univ.-Prof. Dragoş Ciobanu
Translating between human languages is something which artificial intelligence – specifically machine learning – has proven to be very competent at.

So much so that the CEO of one of the world’s largest employers of human translators has warned that many of them should be facing up to the stark reality of losing their job to a machine.
Our estimate is that the language services industry reached USD 55 billion in 2020 and should grow to USD 58.3 billion in 2021. Considering a CAGR of 6.0%, the industry would be valued at USD 73.6 billion by 2025.
“On many levels, and in many ways, texts are being broken down into fragments that then become available for re-use. New texts are pieced together from those fragments, in a way that is no longer linear: the text producer does not start from a beginning, move to a middle, and finish at an end, as Aristotle assumed in his Poetics. Texts become reorganizations of re-usable content.”

TM/CAT v MT
7 stops on the road of games localization

How good your game will perform on foreign markets depends on what road you take to localize your game!

1. Understand the markets you want to enter
2. Internationalization - make the code game friendly -
3. Create the perfect Localization Kit
4. LQA - Quality Matters -
5. Prepare your game for app store submission
6. Launch your game!
7. Implement Continuous Delivery into your Game Localization Workflow

https://static1.squarespace.com/static/581df5cd3e00be9241788baf/t/5e1af5a179df5e60131f15cd/1578825141405/7+stops+on+the+road+of+games+localization-2.pdf
Trend expectations

- Machine translation and post editing as expected strongest trend for all respondent types
- Price pressure more often mentioned by independent professionals.
- Companies and translation departments mention AI as often as other non-MT technologies
- No significant difference between genders
- Other trends spotted:
  - Video and voice
  - Agile localization
  - Influence of politics and global economy
  - Split between ‘industrial’ high-volume market and niche market segments
  - A growing trend towards ‘global English’
Technology viewed by independent professionals

- TM still most popular tool — MT usage up but still not in wide use by independent professionals
- Low uptake rates for other tool types — either not relevant to workflows or independent professionals haven't been convinced of their utility
- Training providers listen up!
- Only 2/5 of independent professionals are convinced existing training adequate for them — the training game needs to be upped

What would you like to become?
“The term 'translation' itself has come to be ambiguous: sometimes it is taken to mean word-for-word transfers (e.g. 'pocket translations' which are only lexical correspondence dictionaries, devoid of context), sometimes it includes localisation (of software, websites, video games), versioning (of audiovisual documents), transediting (of information from press agencies, newspapers, television reports), multilingual and technical writing, adaptation (of advertising), revision, summary translation, etc. This ambiguity has so far made it impossible to draw up reliable statistics on the volume of 'translations', the number of 'translators' and their status and incomes.” (EU translator competences)
New roles

EP DG Trad - initiative across all EU institutions: Rebranding the Language Professions:

• from translators to Intercultural & Linguistic Mediators/Intercultural & Linguistic Professionals

• roles include now translation + editing + summarizing + linguistic support offered on demand to individual MEPs + text adaptation for audio services, podcasts;

• focus on versatile writing and editing skills, revision, adaptation.
Moving beyond the keyboard
Speech Synthesis in the Translation Revision Process: Evidence from Error Analysis, Questionnaire, and Eye-Tracking

by Dragos Ciobanu 1, *, S,M. Valentina Ragni 2 and Alina Sacar 1, *  
1 Centre for Translation Studies, University of Leeds, Leeds, LS2 9JT, UK  
2 School of Modern Languages, University of Bristol, Bristol, BS8 1TE, UK  
* Author to whom correspondence should be addressed.

Informatics 2019, 6(4), 51; https://doi.org/10.3390/informatica6040051 (registring DOI)  
Received: 1 July 2019 / Revised: 1 November 2019 / Accepted: 5 November 2019 / Published: 11 November 2019

(This article belongs to the Special Issue Advances in Computer-Aided Translation Technology)  

Dolmetschen und Übersetzen – ein Berufsbild mit vielen Facetten, unterschiedlichen Tätigkeitsbereichen und zahlreichen Gemeinsamkeiten.

Die spezifischen Berufskriterien werden von verschiedenen Verbänden wahrgenommen, die sich auf der Translationsplattform präsentieren. Zusätzlich sollen im Rahmen dieser Plattform gemeinsame Ähnlichkeiten aller Verbände im Bereich Dolmetschen und Übersetzen transparent gemacht werden.

Folgende Verbände bilden die Translationsplattform:
- AIC-Region Österreich
- ÖGSD – Österreichischer Gebärdensprach-DolmetscherInnen-Verband
- OVGD – Österreichischer Verband der allgemein besoldeten und gerichtlich zertifizierten Dolmetscher
- ig ÜbersetzterInnen Übersetzer – Interessengemeinschaft von ÜbersetzerInnen und Übersetzern literarischer und wissenschaftlicher Werke
- UNIVERSITAS Austria – Berufsverband für Dolmetschen und Übersetzen
- ÖSDV – Österreichischer SchriftdolmetscherInnen-Verband

"Meine Dolmetscher hätten auch meine Geschäfte führen können. Die dachten den Kinkel!"

Klaus Kinkel
ehemaliger deutscher Außenminister

Quelle: tinyurl.com/137kszp
A podcast for and by localization professionals

If you are interested in all things multilingual and multicultural, from translation and interpretation to language learning and global expansion, then this podcast is for you.

114: How User Experience Drove Localization at a Start-up

https://www.globallyspeakingradio.com/

https://www.gala-global.org/knowledge-center/about-the-industry/language-technology
HOME

Digiling is an Erasmus+ Strategic Partnership project (2016-2019) with the goal of meeting the increasing European job market demands for digitally skilled linguists. The project’s main output is the Digiling e-learning hub containing online core modules covering the essential skills and competencies in Digital Linguistics.

What is Digital Linguistics? It is a new interdisciplinary field which develops knowledge and skills for understanding, processing and exploiting language content in the digital era. This new discipline is a fusion between linguistics and computing, creating powerful tools at the crossroads of traditional language studies and information technologies.

http://www.digiling.eu/
Thank you!

Univ. – Prof. Dragoș Ciobanu
dragos.ioan.ciobanu@univie.ac.at
Twitter: @elearningbakery
https://haitrans.univie.ac.at/