Utilizing Technology in Translation

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Abstract

The way technology has developed has forced a change in the industry whereby traditional translation skills must now be combined with technical ability. Some translation scholars have broadly considered the relationship between changes in technology and communication. Referring to the way computers have changed the way we write, read and think, and that has led to conceptual changes that challenge their definition of translation. The technology involves deep conceptual changes and therefore affects tasks. Thus, translators no longer think of themselves as just isolated ones, but as technical adapters/experts offering their performance to ever-increasing communication. This study is based on Rainer Schulte's assumption (1985) that translation calls for highly-qualified translators who need to be acquainted with the latest technology.

1.Introduction

Technology extends human capacities. More general technologies are collections of tools. Some of them affect our communications, and thus translation. The use of print technology from the fifteenth century supported the idea of the definitive translation, and thus notions of equivalence as a relation between fixed texts. Here shall be looked at translation tools that extend translators' capacities. These tools fundamentally affect communication. (Esselink,2000:www)

The industrial applications of translation tools are based on the idea that translation is a word-replacement activity. On the other hand translation theories since the 1980s have tended to see translators as communicators whose duties go beyond the replacement of source-text words; translators are employed to provide meaningful communication. Translation tools make this difficult. Indeed, they move translators back to the linguistic equivalence paradigms of the 1960s. Through the years translators' work went through different stages, the reason for that goes to technological advances and communication. The relationship between translators and their clients plus the process of translators work have changed. This goes to the increasing in the amount of translated information and the development of translation tools. Studies say translation tools may increase and help translation to concentrate on what matters the most, but there are problems that accompany such advantages, these problems will be included in the solution. (Bedard,2000:www)

Electronic communications have additionally been used to foster communications between translators, particularly via internet forums for professional translator. In these boards translators are very inclined to change advice, give tips, and generally discuss their work simply by reading the posted message, college students and commonly talk about their work to learn about translation and see the kind of help that experts supply each other. (Lockwood, 2000: 187-202)

Translation scholars introduced the idea of the translator going beyond just transferring the language elements to paper. They saw the translator as actually reaching out and adopting the technology required to take a step further into previously uncharted territory into the realms of *multimedia, software, video,* and *websites*. (Schulte,1985:www)

This study investigates the following question: Do translators take advantage of being acquainted with the latest technical means to enrich their communicative abilities and develop their performance in the new age of technology?

2. Literature Review

This part is devoted to discussing other studies conducted previously on the same topic in hand. In this part, advantages and disadvantages for translators, translation and transfer, equivalence, translation and communication, are going to be expressed generally.

2.1. Advantages and Disadvantages for Translators

Technology is no longer an option in today s' professional world; it is a necessity. Practically all translating is aided by way of computer systems. Further, the most progressive tools are likely the everyday ones that are not precise to translation: internet search engines, spell checkers , search and replace functions, and revision tools have had a large affect on all varieties of written communication. The advantages introduced by using technology are so remarkable that they cannot be refused. Translator tools operate the most repetitive tasks so that translators can focus on the most creative elements of translation. The smart use of machine translation have to suggest that our fine human efforts are centred where they are most wished . However, technology is not perfect, and translators have to be fully aware of these shortcomings. Each new technology demands new investment, not simply in purchasing tools however also in gaining knowledge of how to use them. The investment one places in must be much less than the advantages one excepts to have, that the form of text corpora that linguists use to study. (Megal,2004:www)

2.2. Translation and Transfer

According to Alan Duff "translation, as the process of conveying messages across linguistic and cultural barriers, is an eminently communicative activity". And the truth that the twentieth century, the age of communication has additionally been called the age of translation support the fact that translation situates at the centre of this dynamic process. But, even if it belongs to the area of communication, translations show some variations with regard to the general model of communication which entails five stages: encoding, sending, transmission, reception, decoding. It appears that translation goes hand in hand with transfer, constantly supposing movement from a source language towards a target language, always having a certain effect on the target language audience. This brought about, "a sociology of reception" which proved that, as an intercultural phenomenon, translations have had a lively historical role in the configuration of the characteristics of a certain period. (Rodica,etal.2011,pp.1401-1841)

2.3. Equivalence

According to Susan Bassnett , "translation involves the rendering of a source language text into the target language, so as to ensure that the surface meaning of the two will be approximately similar and the structures of the source language will be preserved as closely as possible, but not so closely that the target language structures will be seriously distorted". The preservation of sure features from the original text brings us to the concept of equivalence. It is a well acknowledged truth that perfect equivalence is an ideal that can by no means be completely reached because, as Newmark showed, "each exercise of translation involves some kind of loss of meaning, the basic loss being a continuum between over translation (increased detail) and under translation (increased generalization)". The loss, of whatever kind, have to constantly be diminished by means of making an attempt to discover the type of equivalence suitable to the text to be translated. But texts in diverse languages can be equivalent in various degrees, in respect of diverse levels of presentation (equivalence in respect of context, of semantics, grammar, lexis, etc.) and at various ranks (word-for-word, phrase-for-phrase, sentence-for-sentence). Different linguists determined various classifications of equivalence and of kinds of translations. (Rodica, 2006:www)

2.4. Translation and Communication

Language communication is an essential part of translation and, in addition, it reveals the following characteristics: 1 During the normal communication, the sender and receiver have identical keys, the sender symbolizes specific media content in the form of text, and the sender decodes the text with these keys to extract media content. Following the Harris effect, we understand from the media content the semantic value of the linguistic expression, which shows that the specified sequence of signals is capable of causing a specific action to affect the recipient, in line with the sender's desire. Matching the symbol keys in the sender and recipient's possession is a key element of communication within a single language framework. It is understood, however, that the keys to communication partners cannot be fully identical in reality. In other words, the matching of the symbols' keys is a relative match, because absolute congruence can contradict the nature of language, which constitutes a flexible system, Specific, ability to change. In ordinary languages, there is no connection in one sense, between physical and physiological aspects of the language. The absolute congruence of the symbols' keys, in addition to the above, hinders the variance of personal experience (linguistic and experience in dealing with the

surrounding world), diverse from individual to individual, which leads to the emergence of the idiotic language in some representatives of the linguistic community. (Mundy,2001:www)

Communication is the exchange of information between individuals, cultures, civilizations, using a general system of symbols. It can be performed through verbal and non-verbal means. Two methods of communication are specified. Communication in the automated route is a one-way process to encode the transmission of information from the source and receive the information by the recipient. Communicating in the activity is a joint activity of the participants in the communication, in which a common overview of things and how to deal with them. If we want to understand the characteristics of the process of communication between languages, it is very important to acknowledge the perception of language as a system of signals. Inter-language communication is a process of reorganization of information, transmitted by a signal system, in a transitory information through a system of other signals appropriate to the linguistic format of the receiving language. (Rodica,2006:www)

2.5. Translators as Localization Experts

Technology involves deep conceptual adjustments and consequently impacts tasks. Localization is one of these tasks that has been affected by technology and makes use of it. It is the result to cope with new media, using new tools and learning new skills. Scholars noticed that the translator as simply attaining out and adopting the technology required to take a step in addition into formerly uncharted territory into the realms of *multimedia, software, video*, and *websites*. They did however draw the line at programming. They claimed their view was increasingly consistent with that documentation engineers or managers. They concluded that localization is the result of technological changes but it is also firmly in the domain of technology. Other scholars, adopting a narrower concept of localization as adopting a text (or a product) to a local audience, did not consider there to be any deep conceptual changes but did strongly advocate the idea that the translator must a new skill set. Translators be in a position to bridge the hole between technical human beings who lack the integral cultural awareness and translators who do not possess ample technical know- how. The scholars additionally asked what the relationship is between translation memories, localization and typical translation. They saw localization as a branch of translation that requires a vital awareness of translation theory but represents an activity that is a greater complex in its use of it. They felt that the underlying concept of adaptation to the local goal target audience stays constant, but what modifications is the extent of technical expertise involved.

Their definition of localization centres on new technological know-how and internationalization. They mentioned the concept of globalization ought to be central. This would involve the thought of the supply text as a draft which is then transformed as correctly as possible into localized and last version. They stated that localization is the translation of the new age. It has now not delivered conceptual changes to translation but has rather broadened the concept. Consequently, the translator needs to be acquainted with the latest technology. (Schulte,1985:www)

3. Methodology

The data used in this quantitative study includes that the translator must be familiar with the latest technical means of *multimedia*, *software*, *video*, and *websites* to develop and improve their translation performance in today's technology and communication .

For reasons of convenience, the researcher tackles the role of translators as technical adaptors/experts. The researcher considers that having the ability in one aspect only is a bad matter; therefore it is preferable to have complementary technical means to enhance translators' communicative abilities to develop and improve their translation performance.

To measure participants' attitudes toward the use of technical means as a tool to enhance their communicative abilities to develop and improve their translation performances in today's technology, 236 students of the Fourth Year in the Department of Translation, Basra University were selected to be the participants of this study.

The study participants are given a 10 - question questionnaire to tick one out of five boxes that corresponds their attitudes toward technical means in this study subject. Results revealed that the majority of the participants use technical means to enrich their communicative abilities to develop and improve their translation performance in today's technology.

Besides, results stemmed from the questionnaire indicated that the participants trust and believe in the role of the technical means in enhancing translators' communicative abilities to develop and improve their translation performance in today's technology.

Hence, the translator's acquaintance with the latest technology is required to develop and improve their translation performances in today's technology and communication.

4. Data Analysis

To measure the participants' opinion concerning the impact of technical means of *multimedia*, *software*, *video*, and *websites* on enhancing communicative abilities to develop and improve the

translation performances, (236) participants of the fourth year students in the Translation Department, College of Arts, Basra University were chosen to tick their favourite answers.

The results were as follows:

Participants answered the statement (1) [looks around the latest technical means on daily basis.], revealing that 31% of them strongly agree with this statement, 45% of them agree with this statement, 02% of them strongly disagree, 06% of them disagree, and 15% was neutral.

As to the statement (2) [urges the college administration to adopt the latest technical means to develop and improve translation performance in classes.], 58% of them strongly agree with this statement, 30% of them agree with this statement, 04% of them strongly disagree, 02% of them disagree, and 06% was neutral.

(3) [considers the latest technical means more interactive and confident in communicating with others to develop and improve translation performance.] reached that 44% of them strongly agree with this statement, 38% of them agree with this statement, 04% of them strongly disagree, 07% of them disagree, and 07% was neutral.

Moreover, Statement (4) [finds the latest technical means serve the purpose of their creation in developing and improving translation performance.] showed that 31% of them strongly agree with this statement, 40% of them agree with this statement, 08% of them strongly disagree, 07% of them disagree, and 10% was neutral.

Also, statement (5) [considers that he latest technical means offer enough opportunities to promote myself and activities in developing and improving translation performance.] brought that 30% of them strongly agree with this statement, 39% of them agree with this statement, 08% of them strongly disagree, 06% of them disagree, and 15% of them was neutral.

Statement (6) [feels that expressing self on the latest technical means enhances translation performance positively.] expressed that 25% of the participants strongly agree with this statement, 27% of them agree with this statement, 08% of them strongly disagree, 14% disagree, and 25% was neutral.

Moving through the statement (7) [feels motivated and enthusiastic while using the latest technical means.], it had shown that 33% of the participants strongly agree with this statement, 27% of them agree with this statement, 07% of them strongly disagree, 07% of them disagree, and 19% was neutral.

Statement (8) [believes the latest technical means assist translation performance in online education and training settings.] assured that 33% of the participants strongly agree with this statement, 40% of them agree with this statement, 07% of them strongly disagree, 08% of them disagree, and 12% was neutral.

As to statement (9) [thinks the latest technical means enhance the spirit of communication among translators.], it showed that 34% of the participants strongly agree with this statement, 27% of them agree with this statement, 08% of them disagree, and 13% was neutral.

Finally, as to the statement (10) [thinks the latest technical means have positive impact on translation performance.], it revealed that 36% of the participants strongly agree with this statement, 36% of them agree with this statement, 04% of them strongly disagree, 12% of them disagree, and 08% was neutral.

To sum up, the 236 participants responded positively toward the adoption of the latest technical means in the translation performance development and improvement. Majority of the study participants revealed their pleasure to use the latest technical means to develop and improve translation performance. They feel confident and enthusiastic while using these means. Hence, the latest technical means have enhanced their motivation to develop and improve translation performance.

5. Conclusions and Recommendations

The study concluded that specialization within one discipline no longer seems to meet the demand of our present educational needs. Having the ability in one aspect only is a bad matter; therefore traditional translation skills should now be combined with technical expertise. The participants as well have shown confidence in the new era of education. Present translators no longer think of themselves as isolated ones, but as ones surrounded with the latest technical means of *multimedia*, *software*, *video*, and *websites* that can make their translation performance better than before. As these means have the power to bridge the communicative gaps, it is a good chance for the present translators to enhance their translation performance . They have the role to facilitate the present education and training where translators have a big area of freedom to communicate with each other confidently. Translators, through these means, will be able to develop and improve translation performance without hesitance. They look at their instructors as education and training process facilitators. Thus, disagreeing with today's point of views could reverse the results and would widen a gap between today's generation of translators and present education and training processes.

So, it is recommended that translation training via the latest technical means should be encouraged rapidly in The Translation Department. Because lecturing alone is not fruitful access to translators' performance. The translation department instructors as well must be familiar with the latest technical means of *multimedia*, *software*, *video*, and *websites* and know that present education and training process across the world is shifted, and these tools should be applied in developing and improving translation performance. Therefore, present instructors of this technical world should also change their techniques to cope with the needs of today's translators and abandon outdated ones.

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Jeremy

Students' Questionnaire

Dear students: I invite you to participate in the research study of the issue "Utilizing Technology in Translation". Your answer will help me to achieve the research goal. I appreciate your participation in the research study in advance.

You are offered various answers on a number of statements. Please, read them carefully and put a tick mark on the answer that best describes your point of view.

Student's name: Age: Date:

No.	I am a person who ...	Strongly agree	agree	Strongly Disagree	Disagree	Neutral
1.	looks around the latest technical means on daily basis.	31%	45%	02%	06%	15%
2.	urges the College administration to adopt the latest technical means to develop and improve translation performance in classes.	58%	30%	04%	02%	06%
3.	considers the latest technical means more interactive and confident in communicating with others to develop and improve translation performance.	44%	38%	04%	07%	07%
4.	finds the latest technical means serve the purpose of their creation in developing and improving translation performance.	31%	40%	08%	07%	10%

5.	considers that the latest technical means offer enough opportunities to promote activities in developing and improving translation performance.	30%	39%	08%	06%	15%
6.	feels that expressing self on the latest technical means enhances translation performance positively.	25%	27%	08%	14%	25%
7.	feels motivated and enthusiastic while using the latest technical means.	33%	27%	07%	07%	19%
8.	believes the latest technical means assist translation performance in online education and training settings.	33%	40%	07%	08%	12%
9.	thinks the latest technical means enhance the spirit of communication among translators	34%	27%	09%	08%	13%
10	thinks the latest technical means have positive impact on translation performance.	36%	36%	04%	12%	08%