

International Conference on Interdisciplinarity

2nd Shanghai Seminar 2017

3 – 4 November 2017

Translators in Digital Wonderland

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- **Advances in the intellectual capabilities of computer technology will most probably change the way we work as translators.**
- **This technology has a very ambivalent character.**
- **Professional freelance translators have to organize their offices as *smart offices*.**
- **Integration of digitalization, datafication, and big data management in their workflow.**

Changes ahead

- **Students of today see the world as information.**
- **Our students have already acquired a “big-data consciousness”.**
- **The question is whether the educators of translators are ready to follow them.**

The workplace of the translator (1)

- **All translation professions depend on translation technologies.**
- **Translation technologies have become a significant part of the professional translators' workflow.**

The workplace of the translator (2)

- **However, translators do not seem to take full advantage of technology.**
- **The number of tools available makes translators' life difficult.**
- **They have to decide which tools are useful and how to integrate them in their individual workflow.**

Diving into the Big Data Ocean

The Internet of Things makes excessive use of Big Data in all professional environments.

Full integration of digitalization and datafication concerns also translation and language services.

Professional freelancers have to organize their offices as *smart offices*.

Professional translation at risk?

Recent advances in robotics and machine learning, supported by accelerating improvements in computer technology, have enabled a new generation of systems that rival or exceed human capabilities in limited domains or on specific tasks.

(Kaplan 2016)

**Even if machine translation is not yet perfect,
technology can already help humans translate much more quickly and accurately.**

(The Economist January 7th – 13th 2017: Artificial Intelligence)

Machine Translation

- **This evokes automatically resistance on the side of many translatoologists who are still convinced that *“computers can only do what people program them to do”*.**
- **But we must explain the advantages of machine translation to our students.**

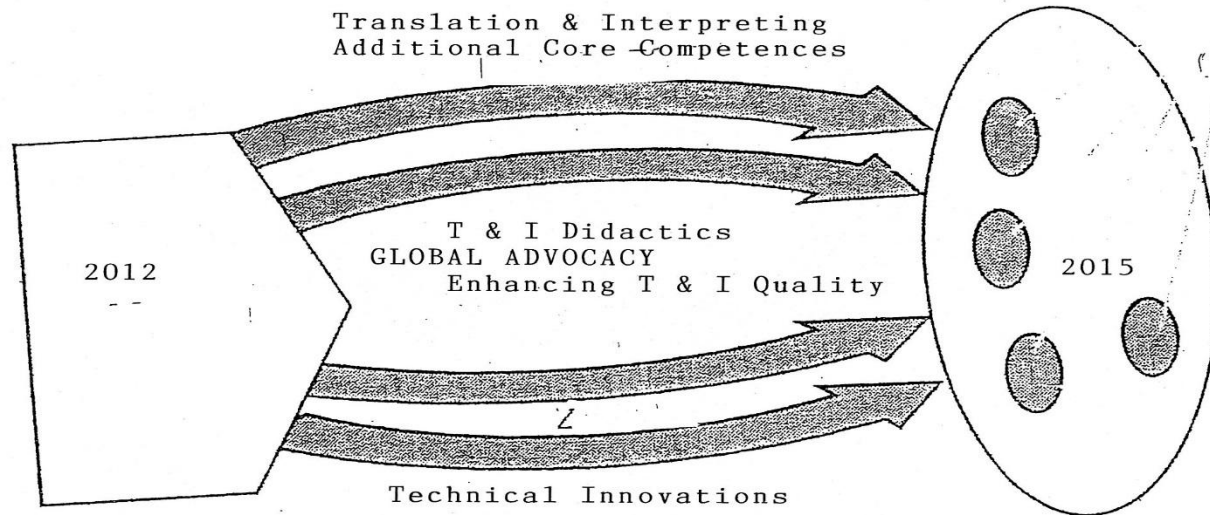
A new strategy of translation training

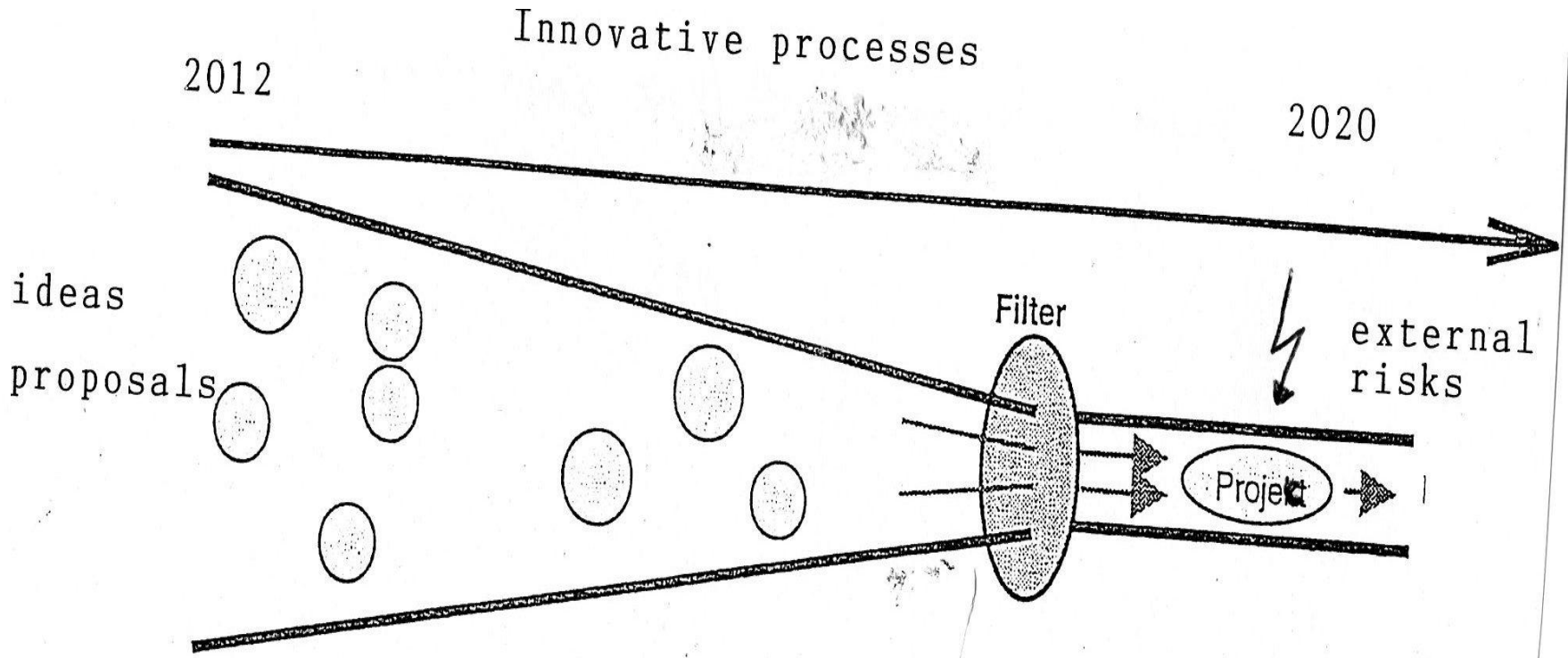
**A strategy is not a document or an elaborated blue-print,
but a living process.**

Strategy

- **A strategy has to consist of a portfolio of possible and plausible scenarios.**
- **Some of them will prove to be feasible, others not.**
- **In the end, one has to choose one scenario.**
- **However, never forget the other scenarios – you might need them, too.**

Scenarios





You must know

where you want to go to!!!

Alice in Wonderland



Alice:

- ***‘Would you tell me, please, which way I ought to go from here?’***

Cat:

- **‘That depends a good deal on where you want to get to,’** said the cat.

- ***‘I don’t much care where – ‘said Alice.***
- **‘Then it doesn’t matter which way you go,’** said the cat.
- ***‘- so long as I get somewhere,’*** Alice added as an explanation.
- **‘Oh, you’re sure to do that,’** said the Cat, **‘if you only walk long enough’.**

A Digital Wonderland of Wealth and Glory

Its ambivalent character:

- **An optimistic techno-utopian narrative**
- **Fearing societal risks and undesirable consequences**

In search of partners

Many *Innovative processes might be* possible according to our scenarios.

We need a kind of big-data mindset in translation training.

In order to minimize external risks, we need reliable partners.

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THANK YOU

THE END