

Feng Yue · Youlan Tao · Huashu Wang
Qiliang Cui · Bin Xu *Editors*

Restructuring Translation Education

Implications from China for the Rest of
the World

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Preface

Twenty years ago, a translator would work for a few years on a translation assignment from a publisher. However, this has become a rare case, as clients often expect a 100,000-word document to be finished in just a few days. Expertise on computer-assisted translation and management of translation projects have become a necessity for translators to stay in practice. Unfortunately, this is absent in many universities that cannot afford a fully equipped translation training studio with a single seat averaging 60,000 RMB. Indeed, when MT, NMT, crowdsourcing, and online collaborative translation have become the usual practice in the translation sector, they remain unfamiliar terms to many teachers of translation in universities. One could not help but doubt if the universities' teaching philosophy, curriculum development, practicum, interdisciplinary training, faculty development, and university-enterprise collaboration reflect the advance of technology. Pure language-focused translation training can no longer satisfy the demands of the translation markets today. There has been an urgent call for the restructuring of translational education.

This book deals with the problems of translation education in the context of localization and globalization in the era of big data. By delving into the status quo of language service worldwide, the current and future application of big data technology, and the practice of crowdsourcing, online collaborative translations, speech-to-speech translation, and cloud-based translation, this book highlights the important changes in the market of translation and thereby points out the inadequacies in the teaching philosophy, curriculum design, and faculty development in China's undergraduate and postgraduate translation programs. More importantly, the book proposes solutions that have been successfully tried out in Shandong Normal University, Shanghai Foreign Languages University, Zhejiang University, the China University of Petroleum, Fujian Normal University, Nankai University, and Fudan University, which can be adapted to suit the situation of other colleges and universities. The illustrated cases include the project of translating and typesetting books by students for publishers, the experiment of liberal education among translators, the activity of translating public opinion updates, the teaching of technical writing as a supplement

to translation skills, the interdisciplinary training of legal translation, the online practicum of specialized translation, the collaboration between universities and enterprises in the field of translation, and the intensive summer courses of translation by experts from enterprises. By sharing the successful cases of the restructuring of translation education in colleges and universities in China, this book may, hopefully, throw light on reforming translation teaching for the rest of the world. Translation policy-makers, translation educators, translators, and learners alike can all benefit from this book.

The book consists of three parts. Part I is about the new demands for translators. Part II shows through statistic that translators trained in the traditional way can no longer satisfy the new demands, and Part III offers solutions proven viable in some of China's universities.

The book is the joined effort of a strong team, with three established professors of translation, three pioneering researchers in the field of transology, one training manager with a company, one board chairperson of a language service provider, and a deputy secretary general with a governmental organization of localization, all of whom have participated in reforms in translation education on which this book is based, from which views from colleges and universities, enterprises, and administrative authorities can be shown.

Dr. Cui, Qiliang, the author of Part II, is Associate Professor at the University of International Business and Economics. He is also Training Manager and Founder of Beijing IGS Global Technologies Co. Ltd. Dr. Cui doubles as Deputy Director of Localization Service Committee of Chinese Translators' Association, and he collects data about the employment of translation graduates and conducts research on translation training. Dr. Wang, Huashu, the author of Part I, is Lecturer at Guangdong University of Foreign Studies while doubling as Deputy Secretary General of Localization Service Committee of Chinese Translators' Association (www.taclsc.org, www.tac-online.org.cn). He explains related governmental policies. Xu, Bin, the author of Chap. 8, which deals with pilot projects in translation and publication, is Associate Professor at Shandong Normal University. The above three are the most active and influential researchers in the field of transology in China.

Professor Tao, Youlan, of Fudan University and Professor Xiao, Weiqing, of the Shanghai International Studies University are well-known professors in the field of translation. They, together with Dr. Zhang, Huiyu, Associate Professor at Zhejiang University; Dr. Xiu, Wenqiao, Associate Professor at China University of Petroleum, Beijing; and Ding, Xinru, Lecturer at Zhejiang International Studies University, are in charge of pilot projects in translation education in their respective universities and are the authors of the chapters in Part III. Mr. Lin, Shisong, Board Chairperson of Eagle Eye Translation Service, also joins us so that we can hear the voice from the business circle.

We would like to express our gratitude to the United Board for their long-time support for our project, including the 2015–2016 Grant for the program proposal,

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List of Abbreviations

ALC	Association of Language Companies
API	Application programming interface
BFSU	Beijing Foreign Studies University
BPO	Business process outsourcing
BTI	Bachelor of Translation and Interpreting
CAT	Computer-aided translation
CNKI	China National Knowledge Infrastructure
CSA	Common Sense Advisory
DITA	Darwin Information Typing Architecture
DTD	Document type definition
DTP	Desktop publishing
EQ	Emotional quotient
FIST	Fudan Intensive Summer Teaching
FIT	International Federation of Translators
GMX	Global Information Management Metrics eXchange
GNMT	Google Neural Machine Translation
GUFS	Guangdong University of Foreign Studies
IoT	Internet of Things
IQ	Intelligence quotient
IT	Information technology
ITO	Information technology outsourcing
LISA	Localization Industry Standards Association
MLV	Multi-language vendors
MT	Machine translation
MTI	Master of Translation and Interpreting
NLP	Natural language processing
NMT	Neural machine translation
OASIS	Organization for the Advancement of Structured Information Standards
OCR	Optical character recognition
OPI	Over-the-phone interpreting

PE	Postediting
RLV	Regional language vendors
SATC	Shanghai Association of Technical Writing
SLV	Single language vendors
SQ	Search quotient
SRX	Segmentation Rules eXchange
TAC	Translators Association of China
TBX	Term Base eXchange
TM	Translation memory
TMX	Translation Memory eXchange
VRI	Video remote interpreting
WYSIWYG	What you see is what you get
XLIFF	XML Localization Interchange File Format
XML	Extensible Markup Language

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Part I
Challenges of Translational Profession

Chapter 1

The Evolution of the Global Language Service Market



Huashu Wang

1.1 Introduction

The rapid development of globalization and information technology (IT) has given rise to the language service industry, a newly emerging industry consisting of translation and localization services, the research and development of language technologies, language teaching and training, and language-related consulting services. Going far beyond the traditional sense of the translation industry, this emerging industry has become an important part of the global industrial chain.

As far as the present evolutions of the translation industry are concerned, the translation itself has taken on new features in terms of specific patterns, contents, and functions when viewed from the perspectives of work environments, activity modes, tools and means, and the translation directions. With its connotation and extension having been greatly enriched and expanded, a new era of translation has begun. In recent years, the International Federation of Translators (FIT) has changed its theme from *The Changing Face of Translation and Interpreting* (2015) to *Translation and Interpreting: Connecting Worlds* (2016) and then to *Translation and Diversity* (2017), which clearly shows that FIT hopes the global translation community will face up to dramatic changes in translation work. In the contexts of globalization and commercialization, language services have taken on distinctive characteristics of the times.

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1.2 Continuous Growth in Language Service Demands

In the age of informatization, information and knowledge have experienced geometric growth, further promoting the process of globalization. Economic globalization promotes translation activities from the pragmatic level of satisfying communicative needs to the strategic level of improving the competitiveness of enterprises. To occupy the international markets as soon as possible, multinational corporations are in urgent need of localizations, translations, and simultaneous shipments of their products, thus generating even more language services. These changes have brought the language service industry into a new era and drawn forth many new types of business. The growth modes and market structures of language services have also undergone great changes.

From the perspective of the global market, according to the *Language Services Market 2017* (CSA 2017) released by the Common Sense Advisory (CSA), the gross output value of the global language service industry for 6 years from 2012 to 2017 was \$33.05 billion, \$34.778 billion, \$37.19 billion, \$38.16 billion, \$40.27 billion, and \$43.08 billion, respectively, with a double-digit annual growth. In 2016, the most important businesses in the language service industry were still traditional translation and on-site interpretation, whose total market share increased from 57% in 2013 to nearly 73% in 2016. When compared with 2013, however, the language service industry has witnessed the emerging rise of mobile phone localization (0.51%), game localization (0.54%), search engine optimization (0.35%), and subtitle translation (1.08%). An increasing number of companies began to provide services such as creative translation, post-editing (PE), international testing, game localization, over-the-phone interpreting (OPI), and video remote interpreting (VRI). These new services occupy small market shares, but they are showing relatively steady growth trends. Moreover, the increasingly diversified markets have led to consequent changes in the service models. For example, today's cross-border e-commerce often requires real-time multi-language communications and translations, resulting in the advents of instant, dynamic, and fragmented micro-language service models. And most companies begin to adopt diversified language strategies in order to respond to the market changes.

According to the *China Language Service Industry Development Report 2014* (TAC 2014) and the *China Language Service Industry Development Report 2016* (TAC 2016), translation service companies in China have shown a steady trend of annual growth for 14 years from 2000 to 2013. From 2000 to 2004, the increases in the number of translation service companies remain at a high level. In particular, 2000, 2002, and 2004 see an increase of 30% or even more than 40%. From 2004 to 2012, the number of translation service companies has maintained a steady growth rate of more than 10%. As of 2012, there are 37,197 language services and language service-related companies under operations in China. By the end of 2013, that number rises up to 55,975. And it shows an average annual growth rate of 25%, which is far more than that of 18.5% for the period from 2000 to 2011. By the end of 2015, the number of related companies jumps to 72,495, including nearly 7,400 specialized