

3. 7. Technical Texts


- ▶ *What is the very broad definition of **Technical Translation**?
- ▶ -The translation of specialized texts in science, technology, biology, physics, chemistry, medicine, economics and other disciplines.
- ▶ *Concerning *Technical texts*, what is the denotation of **multilingual documentation**?
- ▶ -The translation of business texts

3. 7. Technical Texts

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Can any translator translate technical texts?)

-For translating technical texts, the translator needs to know **the subject** and **the technical terms**. For example, for translating medical texts, the translator should necessarily be familiar with medicine and know the meaning of technical terms in the field of medicine or medical terms. That is the very reason just physicians (or those who have studied Para medicine or similar fields) can properly translate medical texts.


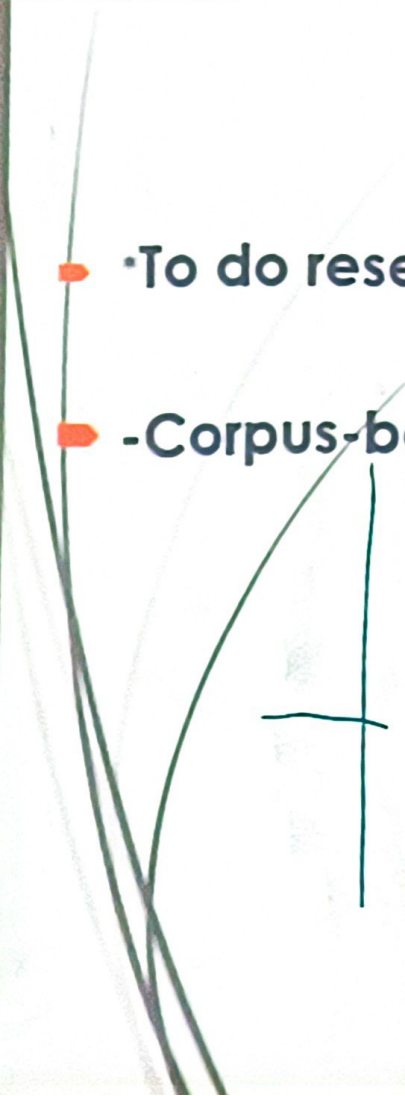


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What are some potential research topics concerning the translation of technical texts?

- ▶ A. problems of **style** and **clarity**
- ▶ B. **Conventions** of the specialized texts (particular structure and grammar that may be used in some specialized texts. E.g. in scientific texts passive constructions are more common than active constructions; how is English passive translated to Farsi?)
- ▶ C. The **expectations** of target readers is in a particular culture
- ▶ D. The problem of **patent**; is it lawful to translate every kind of document or do some documents need official permission? What kinds of documents do need legal permission?
- ▶ E. Training **technical translator** (this is a kind of applied research)
- ▶ F. The **historical role of translators** in the dissemination of a particular field of study, particular information or knowledge.

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- To do research on technical texts, which approach is more appropriate?
 - -Corpus-based approaches

3. 8. Legal Translation

- ▶ Legal translation is the translation of texts related to **law**. As law is a **culture-dependent** subject field, legal translation is not necessarily **linguistically transparent**. Potential research topics include:
 - ▶ A. How **creative** can the translator be?
 - ▶ B. Under what circumstances, can the translator be creative?
 - ▶ C. Can the translator be considered a **co-author** of the original text?

4. Multimedia Translation or Audiovisual Translation

*What are some examples of **multimedia texts**?

-Radio/ TV programs, films, DVDs, videos, opera, theatre, videogames, podcasts

*Which **strategies** are used for translating multimedia texts?

-Re-voicing, sur-/subtitling, synchrony, Dubbing, Lip sync

4. 1. Revoicing or voice-over

- In re-voicing, a voice in the target language **replaces** the audio content of the original text. Actually, it is a voice over the original voice in a way that the original voice is usually **heard** at the background.
- **Documentaries** commonly use voice-overs, as there is usually a voice in the background describing a scene. Voice-over does not require the **precision** involved in dubbing or subtitling; however, it still needs to follow a time sequence.

4. 2. Subtitling

- Subtitles are **written translations** of the dialogues of the film which usually appear at **the bottom of the screen**. Subtitles are derived from the **transcripts** of the film and mean to enable the audience to understand every scene with spoken or written content. Henceforth, besides translations of the dialogues, subtitles may involve some **extra information**. Subtitling is defined as "supplementing the original voice soundtrack by adding written text on screen " (O'Connell, 2000, p. 169).

4. 3. Dubbing

- ▶ The third multimedia translation service is dubbing. In the process of dubbing, the film dialogues are translated by a team of experts to ensure that the translated text, once **spoken**, will match the lips of the original actor. Dubbing is defined as "replacing the original **voice** soundtrack with another in another language" (O'Connell, 2000, p. 169). Simply speaking 'dubbing' is the translated dialogues of the film spoken by the target language dubbers in accordance to the lips and moves of the original film.

4. 4. Lip Synchronization (or simply lip sync)

- 4. 4. Lip Synchronization (or simply lip sync), is used synonymously with **dubbing**. When we use the term 'lip sync' we just mean to emphasize that the insertion of audio attempts to match the lip movements of the original actors so that the dubbed film creates the illusion that the translated inserted audio is originally filmed in the target language. For such reason, the strategy is called **Lip-Sync Dubbing** in which the new audio matches the on-screen actors' lip movements as much as possible.

***Potential research areas include, but are not limited to the followings:**

- ▶ **A. Case studies** of re-voiced (or subtitled or dubbed or lip synchronized) material.
- ▶ **B. The role of the translator** in the re-voicing (subtitling or dubbing or synchronizing) process.
- ▶ (Multimedia translation may require the modification (or domestication/ localization) of the original translation to shorten the time it takes to speak or vice versa; to lengthen the time it takes to speak. What is the role of the translator in this process? To what extent is s/he allowed to modify the original text?)
- ▶ **C. Technical limitations** of the process (re-voicing, subtitling, dubbing or synchronizing)
- ▶ **D. Re-voicing** (or subtitled or dubbed or synchronizing) as **a means of language learning.**

5. Translation and Technology

- ▶ This area studies **translation apps** (designed for smartphones and computer) and software which mean to facilitate the process of translation.
- ▶ *What is the main function of the new emerging field, **Language Engineering**?
- ▶ Language Engineering produces **software** for Machine Translation (MT) and Computer-Aided Translation (CAT).

5. Translation and Technology

- ▶ *Define and describe **computer-aided translation**.
- ▶ Computer-assisted translation, computer-aided translation or **CAT** is a form of translation in which a human translator uses **computer software** to facilitate, edit, manage or store translations.
- ▶ *What is the function of **translation memory system**?
- ▶ -Translation memory systems enable translators to access **previous translations and similar documents**.

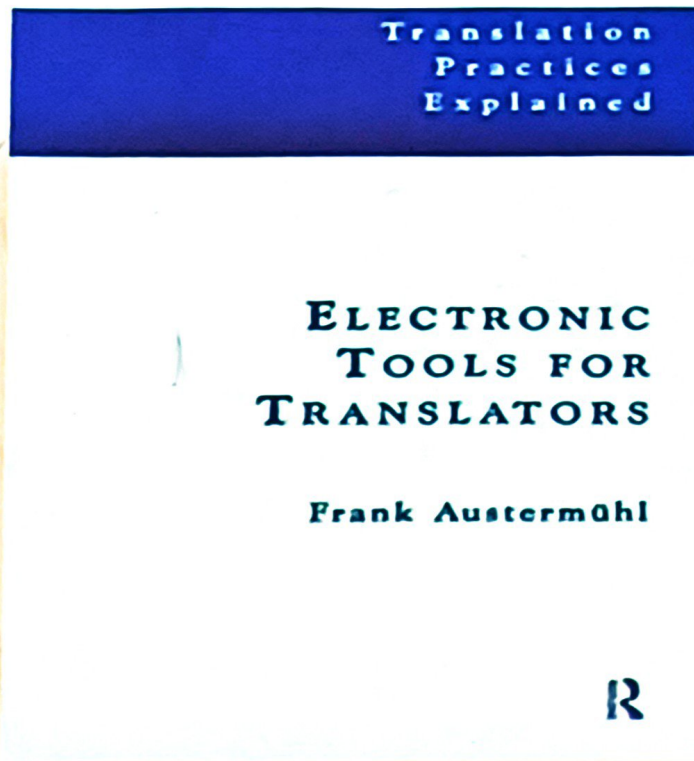
5. What are some fresh topics for research in the field of Translation and Technology?

- ▶ 5. 1. Evaluation of the software and apps
- ▶ 5. 2. Software Localization
- ▶ 5. 3. Effects of Technology
- ▶ 5. 4. Website Translation
- ▶ 5. 5. The Place of Technology in Translator Training

5. What are some fresh topics for research in the field of Translation and Technology?

- ▶ 5. 1. **Evaluation of the software and apps** is the major research area which can be done in either of the following ways:
 - ▶ A. Use an **existing software** to translate a number of particular texts and write the weak points as well as the strong points. Then make suggestions for the improvement of the software.
 - ▶ B. **Compare** two or more software which do the same work.
 - ▶ C. Compare a Machine Translated **text** with a Human translated text.

Mini-Project: Which translation apps and software are currently on the market? Which of them are used by contemporary translators? (See Frank Austerhöhl (2001), the Professor of Translation Studies at Aston University, Birmingham, England)



What are some fresh topics for research in the field of Translation and Technology?

5.4. Website Translation

- ▶ **Website translation** is the process of changing an original (source) language version of web content such as text, multimedia, eBooks, or apps into a target language (by substituting the words).
- ▶ *'Website Translation' and 'Website Localization' are usually used interchangeably. But, there is a precise difference between the two. What is the difference between Website Translation and Website Localization?
- ▶ **Website localization** is more specialized. It is more than just translation of the web contents. In website localization, the web contents are not only translated but also **adapted** to the target audience; for example to meet their **cultural preferences** or social expectations.

5. What are some fresh topics for research in the field of Translation and Technology?

5. 5. The Place of Technology in Translator Training

- ▶ Reinhard Schäler (1996) suggested using translation technology for training translators. Research topics:
- ▶ A. To what extent the translation technology is used to train potential translators in our country?
- ▶ B. How can this be improved?
- ▶ C. What sort of technological skills would be most appropriate in which contexts?
- ▶ D. Who should design and teach such courses?

6. Translation History

- ▶ 'Translation Studies' is an **interdisciplinary** field related to language, culture and history. Henceforth, research in 'Translation Studies' can be an interdisciplinary research related to 'cultural study', 'historical study' or 'linguistic study'.
- ▶
- ▶ *Which theories are more appropriate for doing research in the field of 'Translation History'?
- ▶ -Theories found in 'culture studies', 'norm theory' or polysystem theory.

6. Translation History

- ▶ *Doing research in the field of "Translation History", what are the major research questions?
- ▶ -The major research questions in 'Translation History' are to do with:
 - ▶ **Who?**
 - ▶ **What?**
 - ▶ **Why?**
 - ▶ **And How?**

6. Translation History

Mini- Project

- ▶ **Mini- Project:** If you are interested in 'Translation History', define a sub-division, e.g. 'The History of Translation of Literary Texts' or 'Literary Translation History'. Next, discover:
 - ▶ ***Who were/ are the major translators in this field?**
 - ▶ ***What texts are translated in this field?**
 - ▶ ***Why some particular texts are translated under particular conditions?**
 - ▶ ***How are the translated texts translated?**

6. Translation History

6. 1. Who

▶ 6. 1. Who

- ▶ The first major research question in the field of 'Translation History', "Who?" covers both **contemporary translators** and **forgotten translators**. The researcher tries to do research about:
 - ▶ a. Translators' background
 - ▶ b. Translators' relations with publishers and editors
 - ▶ c. Translators' motivations
 - ▶ d. Translators' strategies and works
- ▶ *Discovering the forgotten translators ('**excavation**'), in which **contexts** can their translations be studied?
- ▶ In the context of their **lives and work** as well as the context of **the intercultural space** because they live between two languages and two cultures; the source language and target language.