Higher Education and Oriental Studies (HEOS) – Vol 2(3): 32 – 39
www.heos.asia/ojs
e-ISSN 2785-9118
http://doi.org/10.54435/heos.v2i3.59

Role of Translation as a Professional Service in Cross-Cultural Communication: A Review of Translator Status and Professional Career Planning

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ABSTRACT

Humans are social beings who must engage and communicate with one another, and language is how they do so. The need for people of different cultures and languages to be able to communicate with one another is pressing in this increasingly interconnected world. Translation is used to fill this void. Without an international language, translation is essential to exchange ideas and information and a necessary part of communication in many societies. Apart from discussing the role of translation as a professional service, this article aims to offer a brief overview of translation studies, ideas, and fields. It also intends to provide insights into translator status and suggestions for professional career planning.

Keywords: intercultural communication; translation theory; translator status; professionalism

INTRODUCTION

In today's globalized society, translation is a necessity. Owing to globalization, borders between cultures are disappearing, requiring a greater need for understanding. The challenge is how to bridge the cultural divide and come to a common understanding despite the tremendous differences and disparities that exist. Translation is important because it can be used in a wide range of cultural, commercial, economic, intellectual, and political contexts in the modern society.

The term "translation" is often used to describe the practice of translating from one language to another. Methods for teaching foreign languages are employed in this manner. It is especially true if you are using the outdated way of translating grammar by rote. Every field encompasses a variety of related academic disciplines. Translators have defined the term “translation” in a variety of ways. This wide range of views on the basis and nature of translation can be attributed to the fact that different scholars explored and approached it from different perspectives. Nida (1964) captured this variety perfectly. Disparities in the content, purpose, and audience requirements are to blame for this wide range. Translation, according to Catford (1965), is the act of substituting text in the target language with the translation of the source language (SL). As this definition is broad and unclear, it needs to be better defined. The definitions provided by Nida and Taber (1969) are more thorough and accurate. A translation is the reproduction of the SL information into the Target Language in terms of meaning and style. These definitions all hinge on equivalence. In other translation theories, equivalence is also emphasized. Koller’s (1979) definition is translation into the target language of an original language material." The source and target texts have an equivalency connection.

Intercultural communication is critical in various disciplines, including science, academia, business, healthcare, government, culture, economics, diplomacy, and development, among others. Travel, foreign media, and the Internet have made communicating with one another easy for people. The only way to avoid becoming isolated from the rest of the world is to communicate. As a result, intercultural communication is a necessity for everyone. Translation plays a crucial role in cross-cultural communication. It is necessary for economic and social interactions on the global stage. To communicate, accomplish, or prove anything, translation

is a means of conveying ideas and events. Translation helps break down linguistic boundaries in this increasingly interconnected world. Translators serve as experts in cross-cultural communication, mediators, and a link between cultures. Various people have different backgrounds, beliefs, and viewpoints. Translating is a profession that requires a precise definition to grasp its purpose. The roles of a translator and an interpreter should be described in detail to clarify the distinctions between them.

Translation is an important part of language training, but this role has waned in recent years. The rise and dominance of communicative techniques has led to the demise of translation as a teaching approach. Translating is a property of communicative learning now that theorists realize that it may be profitable. Duff (1989) asserted that teachers and students do not learn translation but rather use it to study. Student mobility in learning can be improved by creating a virtual teaching environment that integrates an autonomous learning platform with realistic digital simulation laboratories and an autonomic learning system (Li et al., 2018).

Translation experts have proposed various translation hypotheses, each of which aims to evoke the most distinctive trait or a generally agreed-upon quality. Literal translation versus free translation is the first translation style. Non-literary versus literary, semantic versus communicative, and static versus dynamic are only a few examples of translation styles. The difference between a 'literal' and a 'free' translation lies in proximity, with the emphasis on fidelity to the source text. Literary and non-literary translations require the original message to be reworked to make it more understandable for the target audience. Interlingualism, according to Jakobson's (2021) classification, employs synonyms in the same language. SL words and phrases can be replaced with the most appropriate equivalent in the original language. Finally, signs of interaction, such as body language and traffic lights, are noted (Kim, 2007).

Translation serves as a substitute for the original, making it understandable to others who cannot comprehend the language in which it was written. Translators are under considerable pressure because of this enormous obligation. To translate a work from a country with different culture, a translator must possess historical knowledge. Having a working knowledge of the syntax and morphology of a foreign language is inadequate to be a successful translator. Before trying to establish a bridge between two cultures, one must have a deep understanding of one's own culture and identity and an understanding of the culture of the SL. An interpreter's role during communication must be explained in terms of translators and interpreters. Both have a strong familial bond and share many traits, but they are also highly distinct from each other.

LITERATURE REVIEW

In the same way as cultures and societies evolved, so did the necessity for translation. Epigraphs and writings used by various societies to preserve their memories are currently being decoded and translated into many languages. For a long time, the focus of translation theory was on what a translator should and should not do. Translators have to make every attempt to reflect the SL's content and the context in the target text as accurately as possible. Since antiquity, two translation patterns have been contested: "word for word" and "literal" translations versus the "free" or "sense for sense" translation. In the words of Bassnett (2011), the core value of strengthening the local language through translation led to an emphasis on the TL product's cultural appeal over slavishly adhering to the idea of "fidelity" (Galasso, 2014).

Working with non-literary translators has piqued the interest of translation scholars over the last decade. This has given translation service theorists something to think about, from their position in a social network, reputation, morphology, agency, and so on to the industrialization of the translation sector (Risku et al., 2016). Translation industry studies are summarized in the *Bloomsbury Handbook to Language Industry Studies*, a book published by the prestigious

Bloomsbury publishing house (Angelone et al., 2020). Researchers of translators' work have examined intellectual capital, risk management, and translation as a process of social cognition in a set of actors and dependents.

Professional translators face a variety of responsibilities and interruptions at work and the communication between translators and the technologies they use. The number of books on translation technology have boomed, with *The Routledge Handbook of Translation and Technology* being one of the most recent examples. The perspective of service provided is evident in discussions of quality as a dynamic term. Numerous articles focus on how functional translation theories are linked in the context of the translation field.

Few researchers applied theories from service research to translation, despite this field's centrality on the profession and practice of translation. Rather than focusing on goods, Aarikka-Stenroos (2010) discussed how translation services are created, promoted, and purchased, emphasizing the importance of including commercial issues in translator education. Although various sociological approaches portray interpreters as unskilled workers with low social standing and little job involvement, Aarikka-Stenroos (2010, pp. 9, 11) believed that translation is a quality service that requires experience and understanding, is complex and highly individualized, and is normally performed by competent individuals with advanced education (Dam & Zethsen, 2008).

METHODOLOGY

This paper reviewed the existing literature. The literature was chosen on the basis of certain keywords used in the search. A thorough investigation of several publications and journals was carried out to understand the subject comprehensively. Based on the search criteria, the materials found in the literature and compared with other studies were investigated and analyzed.

RESULTS

TRANSLATION AS A PROFESSIONAL SERVICE

Around 80% of all economic growth in developed countries is classified as service-based (Johnston et al., 2012, p. 6). All operations, from house cleaning to professional representation and car repair to higher educational institutions, are included in the definition of the term because it covers such a wide range of economic activity. In the broadest sense, providing service means being paid for work done for other people (Wharton, 2016, p. 330). In contrast to the creation of commodities, customers or users are involved in the service production, which is one of the most important aspects of service. An all-inclusive idea is insufficient for management, manufacturing, and marketing. As a result, between 1923 and 2011, 81 different service classifications emerged in the disciplines of operations management and business (Becker et al., 2011).

Professional services are those supplied by trained and experienced individuals. Definitions of professions and professionals are difficult to acquire. Sociological literature offers a variety of perspectives on what each notion entails. Using a functionalist lens, Wilensky's (1964) key study argues that professional societies codified codes of ethics, and legal standing distinguishes professions from jobs because of their importance in education, training, and association. Professions are associated with a sense of exclusivity and privilege and the advancement of one's own financial and social interests. Evetts (2011) argued that most scholars regarded professions as knowledge-based support roles that often require higher education and competence before being considered professions. Professions may also be

considered in terms of "the organizational structures for employment connected with the uncertainty of modern life in risk societies" (Evetts, 2011, p. 5). Clients thus face uncertainty thanks to specialists' expertise.

Among the features that distinguish professional services from those provided by non-professionals, four stand out. Von Nordenflycht and Hinings et al. (2015) found that these elements are professionalized workforce, customization, an understanding of intensity, and leadership. Von Nordenflycht and Hinings emphasized that not all professional services are created equal, regardless of their rankings in these four areas. According to both reviews, personalization is a major component of professional services. However, the level of personalization required for non-routine problems differs greatly from the level of adaptation required for routine problems, which necessitates more typical methods. Professions are sometimes cited as the cause of this disparity because of the unique nature of the professions or the regulations that govern them. Another important thing to note is that a single professional can provide a wide range of services, for example, because of different firm sizes and business strategies. The field of professional translation is a good illustration.

A professional translation is defined as any commercial transaction that involves a client who needs a translation and a service provider who provides the translation for a fee. In this digital age, the translation sector is dispersed and highly diverse (Koskinen, 2019). Clients' requirements and intended uses for translations vary, and translations are generated using human translators and relevant software. In the professional market, computer-assisted human translation is the most widely used method, with human-assisted machine translation and translation systems in close second. The digital revolution results in the emergence of online markets for service supply (Gambier, 2014). A new set of services, such as video and technology localization and international publishing, are being developed to meet the growing demand for translation because of globalization (Biel & Sosoni, 2017, p. 355). Professional translation now serves as a model for a service industry characterized by a wide variety within the same discipline owing to these advancements.

WELL-TRAINED AND PROFESSIONAL WORKFORCE

Professionalized personnel is one of the most frequently cited characteristics (Von Nordenflycht, 2010, p. 156). Simply put, the work experience of labor can be defined as the amount to which service is provided through specialized expertise. Three factors are considered when determining the level of professionalization: its power, its ability to articulate its ideology, and its sense of self. For many sociologists, the distinction between a profession and an occupation is based on the utilization over the use of specialist knowledge through various institutions, such as learning and certification. Law has jurisdictional authority and can exclude rivals, protect their privileges, and defend against encroachment into their region (Von Nordenflycht et al., 2015). Strength of ideology is defined as having a set of professional standards enforced by professional bodies, created throughout training, and valued by individuals. Identity relates to how well-known and respected key producers are by their clients, competitors, and peers (Hinings et al., 2015).

Translation involves specialized expertise, but it lacks the social acceptance that characterizes typical examples of professional services, such as law or health treatment, which are regulated and supervised by the governing bodies of society. The vast majority of translations can be performed without specialized training or the approval of any professional or governmental organization. Consequently, most translation service providers on the market lack a 'professionalized' level of oversight. Translation as a vocation is being undermined because nearly anyone can do it (Koskinen & Dam, 2016, p. 254). A few nations, such as Finland, require translators to be licensed by the Finnish National Agency for Education, which

enforces a rigid licensing system based on assessments and a certain sort of recorded translator training. Only authorized translation services are held to a high standard of quality control. Despite the lack of authoritative control, 'not anyone' can be acknowledged as a service provider in some situations. The area has become more specialized in ideology — the standards that govern its practices. International norms in the sector enhance transparency in translation as a service and translator professionalism.

The area appears to be semi-professionalized in terms of personality as translators view themselves as professionals and translation as a vocation. The recent UN Resolution A/RES/71/288 (Schäffner, 2019) recognized the importance of translators in bridging nations and developing mutual knowledge and understanding across borders. The resolution emphasizes that translators are the bridge between individuals, corporations, organizations, governments, and nations that do not share a common language and culture, making connections in a globalized world. The translator's trust status is comparable with that of recognized professions like medical practitioners and legal professionals: the client must believe that the translator operates in the principal's best interest by producing translations that improve understanding. Clients often fail to appreciate the value of translation, considering it an unnecessary expense and expressing little respect for translators' work. According to reports, clients are more interested in a low price and the work of trainee translators than in the quality of the translation itself. In their own eyes, translators are seldom given the credit they deserve, with many claiming that their clients consider them secretaries rather than experts in their field.

INTENSITY OF KNOWLEDGE

Competence and intellectual capital are the core currencies of professional services, which are generally described as knowledge intensive. Concisely, organizations that provide professional services focus on applying their expertise (Lowendahl, 2005, p. 18). For this reason, professional services are classified as labor intensive rather than capital intensive, meaning that labor costs are often high compared with equipment costs. However, modern technology has permeated professional services as well, resulting in an increasingly fragmented sector (Von Nordenflycht et al., 2015).

Terms like "complex" and "expert" are common when discussing professional services, but this knowledge's essence can vary. This variation is critical to differentiating between professions and the organizational structure of professionals. Ethical knowledge is concerned with values, whereas technical skills are concerned with facts, which characterize scientific professions such as architecture. Relative knowledge is founded on customs and traditions, whereas general knowledge is founded on empirically verifiable truths. Hybrid knowledge is used in several professions, like accountancy (Von Nordenflycht et al., 2015).

The creation of the value propositions depends on the specialized knowledge of the provider, who is represented as a clever, knowledge-based operation. Expertise in languages, ethnicities, communication, translation process, extra-linguistic concerns, clients, innovation, information acquisition, and knowledge on how to integrate these into each translation scenario are among the skills that translators possess (Kumpulainen, 2016). Translators rely on the quality of their abilities and the availability of resources in terms of technology and social knowledge as well as their own inventiveness. Translating is by its very nature a decision-intensive process, requiring a great deal of in-depth familiarity with the subject matter. According to this definition, "knowledge-intensive services" do not include automated machine translation services. A translator's workload is comparable with that of other professionals. The core offering cannot be generated without significant investments in digital innovations; however, services currently have one or more technological tools and resources in place to handle the standard conditions for productivity improvements. The translation may

still be seen as an activity where people are at the center rather than machines (Aarikka-Stenroos, 2010, p. 23).

On the one hand, a text that is based on another language's text calls for normative understanding, which is akin to the rule of law: how different linguistics behave, relate, and are used in various communicative contexts are not governed by enduring proven evidence but by direct and indirect rules that regulate languages and translation. A cognitive task like translation relies on normative information. On the other hand, translation is a growth in the economy that relies on technology to make money. In some translation services, the use of technologies may overshadow actual translation talents (Moorkens, 2017). Nonetheless, a common understanding of languages and translations plays an important role in computer-assisted translation services as long as decision-making is engaged.

CONCLUSION

Anyone who wants to create a service-based company must think carefully about the type of services they want to offer and how they want to be governed before launching their business. A translator can specialize in various fields, each with its own unique set of texts and intended purposes for translations. For example, a translator may specialize in texts where a great degree of customization is normally requested and offer services that meet all of the requirements of a professional service. Translators may also prefer to provide less professional services, such as those specializing in repeated text patterns where technology is advantageous to the translation process. In addition, translators may opt to offer a wide range of services. A translator who offers services with less of a "professional service" is not less of an expert in the field. No one benefits from a more time-consuming, customized translation when a standard, ordinary translation will do. Hence, a professional translator's distinguishing characteristic is their ability to discern what is most beneficial to their clients and provide the appropriate services.

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