

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ОДЕСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ імені І.І.МЕЧНИКОВА
ФАКУЛЬТЕТ РОМАНО-ГЕРМАНСЬКОЇ ФІЛОЛОГІЇ**

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ПЕРЕКЛАД ЯК ПРОФЕСІЯ: компетентності, цінності та виклики

**Методичні вказівки для здобувачів вищої освіти
другого (магістерського) рівня спеціальності 035 Філологія
спеціалізації "Переклад з англійської мови та другої іноземної
українською"**

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Матузкова О.П., Безпалова К.В., Семенова О.Ю.

P 15 Переклад як професія: компетентності, цінності та виклики: методичні вказівки для здобувачів вищої освіти другого (магістерського) рівня спеціальності 035 Філологія, спеціалізації "Переклад з англійської мови та другої іноземної українською". Одеса: видавець Букаєв Вадим Вікторович, 2021. 28 с.

Методичні вказівки для самостійної роботи та дистанційної роботи У методичних вказівках розкривається програма курсу "Переклад як професія", даються рекомендації для опанування лекційним та практичним матеріалом. Методичні вказівки розроблені для студентів факультету романо-германської філології, які навчаються за освітньою програмою "Переклад з англійської мови та другої іноземної українською", які допомагають розглянути проблемні питання. У цьому руслі висвітлюються такі необхідні та актуальні у сучасному середовищі аспекти професії перекладача як професійні міфи, доступні кар'єри, компетентності, цінності, м'які навички, емоційний інтелект та виклики професії. Вони складаються з передмови, п'яти розділів теоретико-методологічного напрямку з контрольними запитаннями, завданнями для самостійної роботи та списку джерел

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ПЕРЕДМОВА

Методичний вказівки О.П. Матузкової, К.В. Безпалової, О.Ю.Семенової **«Переклад як професія: компетентності, цінності та виклики»** призначено для здобувачів вищої освіти другого (магістерського) рівня освітньої програми «Переклад з англійської та другої іноземної українською» перекладацького відділення факультету РГФ, однак загальні принципи навчання професійному перекладу можуть бути корисними й для більш широкої аудиторії. Вони можуть бути ефективними й під час навчання перекладачів та філологів, а також широкого кола тих, хто бажає поповнювати і розширювати свої знання теорії та практики перекладу.

Рецензований посібник є систематизацією досвіду авторів з методології викладання фундацій професійної діяльності студентам, які продовжують поглиблення у перекладацької сфері. Ця методологія базується на основі традицій класичних напрямків теорії та практики перекладу пострадянської та зарубіжної шкіл перекладу, а також на основі загальнодержавних стандартів та вимог до методики викладання перекладу у вищій школі.

Мета даного видання – ознайомлення студентів з перекладом як професійною діяльністю. У цьому руслі висвітлюються такі необхідні та актуальні у сучасному середовищі аспекти професії перекладача як професійні міфи, доступні кар'єри, компетентності, цінності, м'які навички, емоційний інтелект та виклики професії. Отже структура та логіка подання матеріалу обумовлюються метою запропонованих методичних вказівок. Вони складаються з передмови, п'яти розділів теоретико-методологічного напрямку з контрольними запитаннями, завданнями для самостійної роботи та списку джерел.

Методичні вказівки мають чітку структуру та уніфіковану систему термінології для рішення описуваних перекладацьких проблем. Здійснена спроба показати й описати базовий набір професійних цінностей та компетентностей, особливо пов'язаних з розвитком емоційного інтелекту та критичного мислення, необхідних для виконання професійного перекладу і намітити основні шляхи їх подальшого освоєння. Також значна увага приділена особливостям спеціалізації у професії та викликам перекладу як професії майбутнього. Кожен розділ завершується питаннями для дискусії та завданнями для самостійної роботи.

CHAPTER 1

TRANSLATION AND INTERPRETING: COMMON MYTHS AND AVAILABLE CAREERS IN THE XXI CENTURY

Translation and Interpreting: common myths

The world of translation is still the target of many myths. In this part of the chapter, we have tried to shed some light on the general conceptions about translation and interpreting.

Common myths on translation

Translation is everywhere and a part of our daily lives. For Israeli author Etgar Keret, translators are like ninjas: if you notice them, they're no good. Professional translators therefore have a tendency of being discreet in their work. This is why the world of professional translation remains little known to the general public and is the target of many misconceptions. We have listed here the most common false facts to re-establish the truth about the translation profession.

1. *To translate, all you need is a good knowledge of two languages.*

False. Even if someone can speak or write in a foreign language, they can't necessarily produce a good translation. Although a few people can work into more than one target language, as a rule translators specialize in one direction only. Passive and active command of a language is not the same. Furthermore, a literary translator is not necessarily able to translate a legal contract, while a translator of management textbooks is not the obvious choice for medical literature. Just as knowing how to write in French does not make you a writer. It is not enough to be bilingual to be a translator. Translation is an independent profession that requires considerable versatility and skill: "It takes more than having two hands to be a good pianist. It takes more than knowing two languages to be a good translator or interpreter" Francois Grosjean writes.

2. *To translate, all you need is a good dictionary.*

False. Translation is a profession. If a good dictionary were enough, bad translations would not be so common (Think of all those incomprehensible instruction manuals or amusing hotel notices!).

3. *Good translators don't need dictionaries or reference documents. They just translate.*

False. Research is an essential part of translation. Translators need to analyze and take a critical look at sources of information and terms in glossaries.

4. *Translators will soon be replaced by computers.*

False. Some machine translations are very good, but computers will never translate as well as humans because the nuances and subtlety of human language are still beyond the grasp of artificial intelligence. Expressions, style and tone all differ completely from one language to another. It is also one of the biggest setbacks of machine translation, such as Google Translate. It is impossible to

obtain high quality translation with machine translation (MT) tools because it does not take into account the subtlety of a language. But the increasingly powerful computer applications on the market today are a great help to translators.

Common myths on interpretation

1. Translation and interpreting is the same thing.

False. Although translation and interpreting have a lot in common, they are separate professions requiring different skills and different types of training. You can be a good interpreter without being a good translator, and vice versa. Mostly, people tend to say that translators work with written language and interpreters work with spoken language. This is kind of true but leaves some important gaps. For example, you might think that creating the script for dubbing a film in another language would be a job for interpreter, as it involves spoken language. Actually, it's really a job for specialist translators, since both the original and translated scripts are written texts. So, translators work on texts. Interpreters work at events or meetings. It doesn't matter whether it is a film script, a contract or a website, texts are the preserve of the translators. They tend to do their work after something has been written down and outside of the specific situation the text will be used for.

Interpreters do their work in front of an audience, while the situation is taking place. It doesn't matter if it's an Oscar acceptance speech, a negotiation or a meeting. It's even interpreting if the interpreter isn't physically there. If you are delivering a webinar or remote training or having a Zoom call with a supplier or a client, if the meeting or event is still going on while the person is working, they are almost certainly an interpreter.

2. To be an interpreter, you just need to know languages.

False. Interpreting is a profession. If you want to interpret anything more challenging than routine conversations, you need to learn special techniques that cannot be improvised.

Interpreters must react and process information quickly and put it clearly, eloquently and without too many ums and ahs.

3. Any interpreter will do. I don't need a conference interpreter.

False. Conference interpreter is the title used for interpreters who are university graduates and have been trained to a very high level. They don't only interpret at conferences. Not all interpreters have had this training.

Where do translators and interpreters work? Available careers

Translators and interpreters can work in the **public** sector (as national, European or international civil servants), in the **private** sector (as employees of commercial companies, translation agencies, etc.) and in **community groups** and **voluntary organisations**.

Translators and interpreters work either in-house as **salaried employees** or as self-employed **freelancers**. There are many types of translation and fields of work:

- general
- financial
- legal
- technical (medical, scientific, computing, etc.)
- literary
- marketing
- media.

Not to mention ...

- film subtitles
- adverts
- patents
- software and computer games
- cartoon strips.

The **translator's job** often involves other skills too, such as revision and editing, project management, prospecting for business and the ability to manage a company.

The available careers for translators also include: revisers, sales managers and account managers (sell translation projects to existing and prospective clients), admin and support stuff, project managers (manage all stages of the translation process from start to finish. They receive a project straight from the client or sales manager and assign all the resources required to have it completed), resource managers (recruit and manage existing and freelance linguists. This role includes testing, assessment and feedback, plus negotiation of terms and rates), localization engineers (help translators and sales managers with computer-assisted translation tools).

Conference interpreters are trained for three main types of work:

- ***Consecutive interpreting***: the interpreter sits with the delegates, listens to the speech and renders it at the end, in a different language, generally with the aid of notes. Although nowadays consecutive interpreting has been largely replaced by simultaneous, it is still useful for certain kinds of meetings (working lunches, field trips, etc.).
- ***Simultaneous interpreting***: the interpreter works in a sound-proofed booth with at least one colleague. The speaker in the meeting room talks into a microphone, and the interpreter listens in through a headset and repeats the message into a microphone almost simultaneously. The delegates in the meeting room select the channel offering the language of their choice.
- ***Whispering***: this is a form of simultaneous interpreting in which the interpreter sits (or stands) between the delegates and interprets directly into the listener's ear, in most cases without using any form of interpreting equipment.

Conference interpreters have to work in all kinds of situations:

- committees and conferences,
- discussions between heads of state, prime ministers, etc.,
- business meetings and trade negotiations.

Interpreters are often called into courts, hospitals, police stations, immigration offices, etc. This is known as **public service interpreting**. In many countries it requires special qualifications because of the highly sensitive nature of the work. Not to mention ...

- TV and radio interviews
- Internet chats
- videoconferences.

In the XXI century the huge demand is for Dubbing and Voice over, Editing, Subtitling, Creative Services, Post-production, Mixing and Sound Design, Access Services, Media processing.

A recent 2019 Chartered Institute of Linguists Languages Professions Insight Survey had found that in UK freelance work is the dominant model for language professionals, with 65% of respondents mentioning freelance for agencies followed by freelance work for end clients 35%. Significantly smaller proportion of linguists work in-house for companies and government and agencies.

Self-study:

1. Find information and write a summary on the topic :”Starting your career as a freelancer: top tips for translator and interpreter”.
2. Read the article: “10 things I wish I’d known when I first started translating”.
Режим доступу: nikkigrahamtranix.com/blog/
3. Read a 2020 Ukrainian Translators Association Survey on Translation and Interpreting Professions (<https://www.uati.org/survey-2020>).

Discussion:

1. What are common myths on translation and interpreting?
2. What are available careers for translators and interpreters in modern world?
3. What career in translation/interpreting would you like to choose?
4. How do you break through the “no experience” barrier?
5. What’s it like working with translation or interpreting agencies?
6. How can you make yourself stand out when you’re just starting out in your career?
7. Would subtitling or dubbing be good career choices?
8. What does public service interpreting imply?
9. What is the dominant model for language professionals in the UK and Ukraine?
10. What are your top tips for translators and interpreters starting their careers as freelancers?

CHAPTER 2

TRANSLATOR'S AND INTERPRETER'S COMPETENCES AND VALUES. SPECIALIZATION IN PROFESSION

Translators' and Interpreters' competences

The *ability to understand* is essential for both translation and interpreting. You can't express the content of a speech or text clearly unless you have understood it in the first place. So translators and interpreters must have a *thorough knowledge of the source language, a well-developed ability to analyze and some knowledge of the subject matter*.

But understanding is not enough. Interpreters and translators must be able to *re-express this information accurately and eloquently* so it can be used by their target audience.

They must know how to find *the right register for a given situation*, for a *document* (written) or *speech* (oral).

Translators' competences

Excellent drafting skills, in order to produce texts that don't 'sound like translations'.

Thoroughness and accuracy, so that the translation remains true to the spirit of the original and all the information it contains.

Terminology and document research. Specialized translation is impossible without terminology and document research, and liaison with specialists in the field.

CPD, initiative – translators must have an enquiring mind, a desire to learn and a sense of initiative.

Adaptability and self-organisation. Translators often have to work under pressure (to short deadlines), so they must be adaptable and able to prioritize and organize their work.

Marketing and management. Freelancers must also have the ability to market and manage their business.

Digital competence. Increasingly, translators must be computer-literate and able to use a range of software applications to optimize their work.

Interpreters' competences

Conference interpreters must be *effective communicators*, at least as spellbinding as the speakers.

Conference interpreters must *keep rigorously up to date with world affairs* and the areas in which they work.

Increasingly, interpreters must be ***computer-literate*** and able to use a wide range of research tools. When the microphone is on, there is no time to look things up in dictionaries and encyclopaedias: the interpreter has to be on the ball.

Interpreters work without a safety net and must possess the gifts of ***intuition and flexibility***, coupled with ***rapid reactions*** that enable them to tackle any subject by any speaker without being thrown.

Interpreters must possess ***diplomatic skills***, and be sensitive to the context and the situation in which they're speaking if they are to convey the speaker's intention correctly.

It is crucially important both for translators and interpreters to ***specialize*** in definite area or several foreign languages, so we tackle this aspect in more detail.

Interpreter and translator professional values

1. Confidentiality.

Interpreters sometimes receive confidential documents during meetings. The interpreter treats as confidential all information learned in the performance of their professional duties. Interpreters must not derive any personal gain from confidential information.

2. Professionalism.

Professionalism begins with punctuality. It means being on the spot at least a quarter of an hour before the start of the meeting to find their booth, to greet their colleagues, to check the language regime of the meeting, identify where relays may be provided (and whether they themselves are to provide a relay), and of course to have a look at any documents that may be in the booth but were not provided in advance. Secondly, it means interpreting from and into languages for which they are competent. Thirdly, professionalism is also expressed in having respect for all delegates.

The interpreter strives to render the message accurately, conveying the content and spirit of the original message, taking into consideration its cultural context.

3. Neutrality.

Even if a delegate says something which seems politically or morally unacceptable, even reprehensible, the interpreter must respect what the speaker says. The interpreter maintains the boundaries of the professional role, refraining from personal involvement. The interpreter strives to maintain impartiality and refrains from counseling, advising or projecting personal biases or beliefs.

4. Professional development.

The interpreter continuously strives to develop awareness of their own and other cultures encountered in the performance of their professional duties, to further their knowledge and skills.

5. Diplomacy.

Interpreters have to strike a difficult balance in relations with their clients. On the one hand they have to be demanding, insisting that working conditions are

adequate, that rules on working time are respected, that adequate documentation is provided on time, that they are not expected to perform the impossible. On the other hand, interpreting is a service industry and interpreters must do all they can to be flexible, to satisfy the client. It is obvious that there is a very fine line to be drawn here.

Specialisation in translation: how can it help your career?

This part of the chapter will tackle the issue of specialization in translation: how do you develop a specialist field of knowledge, how do you use it to your advantage in the translation marketplace, and how do you keep your knowledge up to date? Both professions require specific competences, the basic of which are perfect mastery of the language into which you work and a thorough knowledge of one or more modern languages. It could also be useful to have specialized knowledge of a scientific or technical field, or of law or economics, depending on the area in which you want to work.

Development in specialization

1. Specialism changes through your life, don't stick to it, keep your specialism up to date, and follow your interests, curiosity.
2. More languages and specializations (e.g. you can reach undergraduate level in your specialization).
3. Commitment to CPD: plan every year in it (e.g. French language – travel there, read, and listen to radio. Periods spent living — either studying or working — abroad are a big advantage for translators, and essential for interpreters), take evening courses in creative writing, broaden your language skills and in mother tongue too).
4. Training (conferences, web-seminars, you-tube...).
5. Be passionate in learning about subject, be active.
6. Competition is hard – use your specialization in your market, develop your unique packet sale, market your services.

Is it important to specialize if you are a new translator without much experience? The answer is yes. Online competition can be steep and by specializing you can stand out from the crowd. But that is not the only reason. Certain subjects simply demand a specialized translator in order to be able to produce a good translation. A highly specialized medical journal simply cannot be translated by someone without any experience in the specific medical field. Some people become freelance translators after having pursued another career, and for them it is easy to choose a specialization. But how do we choose a specialization if we have recently graduated from a translation education, or have recently launched our freelance translation business translation program, with no previous work experience?

1. Base it on your previous experience.
2. Pick an area that you enjoy reading about and researching. You are going to do a lot of reading in your specialization so make sure you find it interesting. If

you cannot relate strongly to the subject you are not likely to become a real specialist in it either.

3. Weed out the areas you do not want to specialize in, that you have no interest in learning more about and do not feel competent translating. For me it is legal translations. I do not have any legal experience to start with and I think many legal texts are difficult to read and plain boring, but that is my personal opinion.

4. Pick a profitable field. This point does not exclude the previous ones, but is worth considering. If you specialize in an area where there is not much need for translation in your languages or that does not have money to pay for translations, it will not be profitable for you. It is wise to focus on an industry (law, IT, pharmaceuticals, building) in which clients have to translate texts in order to do business with other countries and cultures. It is also smart to focus on an industry (corporate communications, hospitality, tourism) where clients hope that a good translation will bring them more business and profit.

5. Think of your interests and hobbies. We usually know a lot about subjects we are interested in and our hobbies. For example I could probably translate yoga material quite well since I have done yoga and I love reading about it. I am also fairly well versed in nutrition and could make this an area of expertise if I really wanted to.

Self-study:

1. Find and digest information on translator's and interpreter's professional values. Make your list of 5-10 top values.
2. Read the article "6 tips for choosing a specialization for your freelance translation career": <https://marketingtipsfortranslators.com/six-tips-freelance-translation-career/>

Discussion:

1. What are translators' competences?
2. What are interpreters' competences?
3. What are interpreter and translator professional values?
4. How to choose a specialization for your freelance translation career?
5. Why is it important to specialize? How can specialization help your career?
6. How do you develop a specialist field of knowledge, how do you use it to your advantage in the translation marketplace?
7. How do you keep your knowledge up to date?
8. Is it important to specialize if you are a new translator without much experience?
9. How do we choose a specialization?
10. How to pick a profitable field while specializing?

CHAPTER 3

SOFT SKILLS FOR TRANSLATORS AND INTERPRETERS

Whilst technological change occurs at an exponential rate, clients become keener on human contact. So what are the soft skills (SS) that are most wanted in a data -driven world and how can those skills be used by translators and interpreters to land and retain ideal clients? In this chapter we will talk about those top SS that set your business apart. What works best in a soft sell approach and why a soft skills set is the new strength for emerging entrepreneurs in the digital age.

Top 10 skills from 2020 Future of Jobs Report, World Economic Forum

1. Complex problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating With Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

It all comes down to communication

According to the analysis, the top soft skills across most industries include *Critical Thinking, Service Orientation, Social Awareness, Relationship or People Management and Stress Tolerance*. The ability to communicate effectively is foundation to many of these skills. The bottom line is that employers place a hard value on people who have excellent interpersonal and communication skills.

In today's extremely competitive job marketplace, many candidates will possess similar technical competencies. These not-so-soft skills are what can set you apart – and put you in the best position possible to land the job.

What is a soft skill? Why do you need them?

Soft skills aren't as soft as they sound. In fact, they can make or break your career—especially when it comes to remote work or freelance.

Soft skills are defined by Workable as “general characteristics that help employees thrive in the workplace, no matter their seniority level, role or industry”.

As the professional world settles into a new norm of working from home soft skills have come to the forefront in hiring and recruitment decisions.

There are more remote jobs than ever before and freelancing is one of them, but there are also more remote job-seekers. Between a steady unemployment rate and the geographic flexibility of remote work, the market is saturated with candidates, many of whom are equally qualified from a technical standpoint. In this world, hard skills matter—but *soft skills can help you rise to the top*.

Essentially, the main reason millennials get fired is because they can't collaborate, they lack confidence in themselves and their decisions, which can lead to anxiety, they struggle presenting and communicating, and are not critically thinking to see overall goals and vision.

I think it's time we stop calling communication, collaboration, critical thinking, work ethic, and confidence soft skills, because there's nothing soft about getting fired from your job, or never getting a job. Instead, let's call them "essential skills." Because they are essential, arguably more essential than your ability to memorize facts and equations. [92%](#) of talent professionals and hiring managers say that soft skills are just as important, if not more important, than hard skills.

Top 5 soft skills

1. Flexibility – the ability to adapt to changes, stretch, to go out of comfort zone, reach other people = expand, grow. Changes in everything = you should be flexible to adapt:

- Overcome fear;
- Be open to fail, learn and grow (make mistakes);
- Focus your attention outwards (don't be self-centered, and think I'll fail/ I can't).

2. Empathy – to anticipate and meet clients' needs (in general, understanding other people), why is it important in business – because related to problem solving.

- Active listening/reading (fiction, how characters deal);
- No judgement (everybody is fighting a battle now that we don't know);
- *Imagination*.

3. Creativity – the ability to stand out from the crowd, not colouring your site or not artistry but how to develop. Creativity is seeing what everyone else has seen, and thinking what no one else has thought (Albert Einstein):

- Believe in your ideas (that no one has thought about before),
- Trial and error (explore!),
- Think critically (question everything, but do not overthink=procrastination-enemy of the translator).

4. Self-management:

- Discipline;
- Motivation;

- Commitment;
 - Balance;
 - Working habit;
 - Initiative;
 - CPD;
 - Well-being;
 - Planning;
 - Take action instead of overthinking, just go and tidy up your desk.
- 5. Collaboration** – work with others, we are service-providers:
- Selfless interest for helping;
 - Volunteer;
 - Co-working.

What is a soft sell?

All these skills constitute **SOFT SELL** – non-aggressive way of promoting your services:

- Relationships;
- Service-oriented;
- Consultation (with your clients).

Soft sell techniques:

1. Soft Warm emails – not focusing on yourself and your achievements, e.g.:

Dear (Name),

I recently read in Global Networks about your plans to export to Argentina. Congratulations!

I'm writing because I may be able to help you better manage your process of communications with Latin America.

As a Chartered Spanish Translator originally from Argentina, I have in-depth knowledge about the region and culture as well as the qualifications and experience required to translate export documentation and customs policies.

You can read our clients' feedback here: [LINK TO CLIENTS' FEEDBACK](#)

Would you be interested in scheduling a 15-minute call this week to learn more about how I can help?

Thanks,

Your Name.

2. Soft Sell Offers, e.g.:

My translation rate is XY, but you can get a X% discount if:

A. You confirm the project by EoB (end of business).

B. Delivery could be agreed for XX/YY/2020.

C. You send me the word files.

My interpreting rate is XY, but you can get a X% discount if:

A. You confirm the project by EoB

B. You hire me for the three days of the event

C. The starting time can be changed to 10.00am

-Soft Sell Quote=soft customized quotations

Quality, Time, Price = options

So, Soft sell implies FLEXIBILITY+CREATIVITY+EMPATHY =
OPTIONS.

Soft skills are crucially important in a MT world to promote your services effectively, to communicate well with clients, to collaborate with your colleagues, to manage your emotions, to be better at being human, and to succeed as a freelancer.

Maybe you already know the skills you could grow in. So how do you get started growing your SS? There is some advice.

- ***Identify the soft skills you already possess.*** Starting with a positive assessment will encourage you in the growth you've already experienced and motivate you to attain more soft skills. Identify your areas of strength and where you can improve. Asking people close to you, such as friends, family and coworkers, can also give you insights on where to go from here.
- ***Take a class.*** There are plenty of free, online short and longer courses to help you strengthen your skills. Then, once you've got a course under your belt, it's time to practice—at work and in your personal life. You might also seek out new tasks or projects at work, in volunteering, in your community or at home where you can put these newer skills to use.
- ***Interview someone who has the skill you want.*** Informational interviews are also a great way to learn from other people who are already strong in the skills you want to build. For example, if your sister-in-law has excellent stress tolerance and you've witnessed her staying calm in stressful situations, ask her how she approaches stress and what her advice would be for you to get better in this area.

Self-study:

1. Find and digest information on “Top soft skills for translators and interpreters working as freelancers”. Write a list.

2. Read the article : “The Top 25 Soft Skills Remote Workers Need in 2021 – And 3 Ways To Get Them”. <https://www.forbes.com/sites/markcperna/2021/01/12/the-top-25-soft-skills-remote-workers-need-in-2021-and-3-ways-to-get-them/?sh=5a96a0e6d78b>.

3. Read the article: ”Stop calling them soft skills; they are essential skills”: <https://trevormuir.com/2019/02/07/soft-skills/>

Discussion:

1. What are Top 10 job skills from 2020 Future of Jobs Report?
2. Why is the communication all important today?
3. What is a soft skill?
4. Why do we need SS?
5. What are Top 5 soft skills crucial for translators and interpreters?
6. What is a soft sell?
7. What are soft self techniques?
8. Why are SS important in a MT world?
9. How do you get started growing your SS?
10. What is the other term for soft skills? Do you agree with it?

CHAPTER 4

EMOTIONAL INTELLIGENCE

This chapter demonstrates what place should be given to emotional intelligence (EI) in the translator and interpreter (T&I) workplace, and how language professionals can learn to behave in more emotionally intelligent ways in this increasingly competitive and technological industry, where face-to-face interactions are becoming a thing of the past.

What is EI? What does it involve?

EI can be defined as a set of competencies demonstrating the ability to recognize behaviours and moods, and knowing how best to manage them. Competent T&I need emotional empathy coupled with good social and communication skills to mediate effectively between cultures, to understand a client's expectations, and to communicate messages successfully.

EI involves:

- emotional empathy;
- attention to one's emotions;
- accurate recognition of others' moods/emotions;
- responding with appropriate emotions and behaviours;
- possession of good social/communication skills.

Emotional intelligence is the capability of individuals to recognize their own emotions and those of others, discern between different feelings and label them appropriately, use emotional information to guide thinking and behaviour, and adjust emotions to adapt to environments. In other words, this is the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict.

As we can see from the definition, EI is an essential skill of any successful human, and it is rather important for T&I, whose job always demands communication with people and working under pressing circumstances.

EI is a key aspect of T&I image. Professional T&I possess such skills as stress tolerance, creativity, flexibility, empathy, cooperation, and the ability to understand oneself. These EI skills provide self-perception of the T&I, confident communication with colleagues and employers, as well as the perception of the T&I by the groups of colleagues.

As for interpreters, they can rightfully be called public people, since all their work requires direct contact with participants in intercultural communication. Working in such conditions, interpreters often bear diplomatic responsibility, therefore their image fully reflects their EI skills.

When it comes to translators, they work more with texts than with actual oral speech and communication. Their image depends on such EI skills as self-

discipline and self-motivation, as well as the ability to see the clear idea of the text, and the ability to render it clearly in the target language.

Therefore, EI is extremely important for both translators and interpreters to be successful in their career. But, the difference in their duties makes different sets of EI skills for them. While interpreters should emphasize their social communication, translators should develop their ability to feel the emotions put in written texts.

Why is EI relevant?

EI affects 58% of performance in all types of jobs, 90% of high performers are also high in EI with only 20% of low performers are high in EI. Correlation between EI and earning potential is also important (Bredberry, T&J.Greaves,2009).

EI is included in T&I competence models. National Occupational Standards in Translation 2007 says: sensitive to the needs of translators and clients, interpersonal skills and how to build and maintain good communication skills. National Occupational Standards in Interpreting 2006 also reports: anticipating sensitive and/or emotional aspects of the interaction, reflecting on interaction dynamics and the emotional impact of assignments on your professional and private self, self-awareness, adapting.

EI is included in job adverts and specs. Senior Translators at United Nations development: EI, positive attitude. Language specialists at MI6: strong EI. Interpreters for the Red Cross: empathy, positive body language, calm and caring approach.

How to practice EI?

Roberts (2015) study of interpreters in public service settings: Interpreters reported being able to cope with the emotional impact of the conversations they were interpreting and translating because of the technical and professional elements of the texts and conversations which gave them focus. It was the intellectual input required which helped them to manage the emotional demands of the work.

Ndongo-Keller (2015) on interpreters and translators at the International Tribunals for the former Yugoslavia and Rwanda: They used a range of coping strategies in order to be able to reproduce the harrowing testimony in detail, including such things as pretending the testimony was unreal, connecting the tales to similar accounts read in books, and ensuring that they engaged in completely unrelated tasks when they weren't working.

- Practice literary translation to enhance your skills in emotion perception and expression;
- Reflect on your own emotional triggers: what texts/situations would you prefer to avoid;

- Partake in group discussions, role plays, vignettes, journal writing, self-observations;
- Be self-aware and proactive: ask for extra time, refuse a job, take regular breaks, speak about it with a mentor, and assess the emotional potential of the text/situation.

The emotional intelligence is crucial for both translators and interpreters outside of the translation/interpreting process; namely when it comes to receiving orders, negotiating prices/fees, building a network, maintaining contacts, or promoting yourself. You should understand your customers' feelings, read their faces and interpret their emotions. And then you can understand all their needs, they take a liking to you, and as a consequence of this, you will get more orders. So, that is a kind of tricky lifehack for everyone. Don't be afraid to benefit from whatever comes your way. Who knows, maybe emotional intelligence was created for this!

Self study:

1. Find and digest information on “The value of Emotional intelligence for the translation and interpreting freelancers”.
2. Read the article:” Що таке емоційний інтелект та як він впливає на життя. Режим доступу: <https://life.pravda.com.ua/health/2017/10/15/226957/>
3. Read the article:” Що таке емоційний інтелект та як він впливає на добробут людини”. Режим доступу: <https://life.pravda.com.ua/columns/2021/01/17/243676/#>
4. Read the article by Hubscher-Davidson,S. (2020).” Ethical Stress in the Translation and Interpreting Professions” In K.Koskinen and N.Pokorn (eds.) *The Routledge Book of Translation and Ethics*. Taylor&Francis.

Discussion:

1. What is EI? What does it involve?
2. What place should be given to emotional intelligence (EI) in the translator and interpreter (T&I) workplace?
3. How language professionals can learn to behave in more emotionally intelligent ways
4. What are EI skills for translators?
5. What are EI skills for interpreters?
6. Why is EI relevant?
7. How to practice EI?
8. How is the emotional intelligence crucial for both translators and interpreters outside of the translation/interpreting process?

CHAPTER 5

TRANSLATOR AND INTERPRETER AS JOBS WITH A FUTURE: WORKING ENVIRONMENT AND PROFESSIONAL CHALLENGES

In 2019-2020, the Chartered Institute of Linguists (CIOL) commissioned research *The Language Professions* which took an in depth look at the professional lives of linguists, the challenges they are facing, and how they source their work. Some key findings revealed how much linguists typically charge, where their work originates from, and what industries are utilizing language services the most. Using this data as a basis we will talk about the implications this has for the profession and how you can prepare for future challenges you may face.

Working environment.

The survey results provide a snapshot of the languages professions in mid-2019.

- 431 respondents
- 65% UK, 24% rest of Europe, 11% rest of world
- 70% translators and/or interpreters, 9% teachers/lecturers, 15% other linguists, 5% students

Income and sources of work

- Primary sources of work: agencies (69%), word of mouth (67%) and previous clients (58%)
- Language professionals appear to be relatively poor paid and in many cases, reliant on other activities to supplement their income. Average hourly rates UK: £28/agencies/ £31 word of mouth/previous clients

Breakdown of income, working hours, and remote working

Freelance work still the dominant model for language professionals

- Average 27 hours per week on language-related work
- 86% of respondents able to work remotely

Professional challenges

Freelance translators and interpreters were asked to select the three main professional challenges they had faced from the following list:

- Marketing/selling my services;
- Administrative tasks;
- Negotiating rates and/or deadlines;
- Time management;
- Balancing their work and personal life;
- Making time for continuing professional development;
- Dealing with other language professionals, such as revisers and proofreaders;
- Dealing with other (non-language) professionals;
- Keeping up to date with technology;

- Keeping their subject knowledge up to date;
- Other challenges.

So, the 3 main challenges concern:

1. Business and financial issues
2. Technological developments
3. Personal concerns, health and well-being

Business issues topped the list of challenges, with over 48% of respondents citing “Marketing/selling my services” as a concern. This was closely followed by “Negotiating rates and/or deadlines” (43%), reflecting the fact that many translators and interpreters feel ill-equipped in this area. Respondents also frequently expressed concerns over downward pressure on rates, pressure to use machine translation, post-edit MT, unrealistic deadlines and increasing market consolidation (when large agencies buy up smaller ones). Increased competition from cheaper, less experienced and less qualified providers was also seen as a threat. The need for good business skills and constant marketing emerged as another concern.

Other significant challenge for freelance translators and interpreters was **balancing their personal and professional lives** (27%), for example “maintaining a healthy work-life balance, ensuring continuity and stability of income, juggling work and private life, not getting overworked” in order to leave enough time for CPD, marketing, etc.

Other significant challenge for freelance translators and interpreters was **keeping up to date with technology** (21%). Respondents referred to the *Increasing use of artificial intelligence, the need to adapt to MT and post-editing*, particularly as the quality of MT improves, and the *increasing requirement* for translators to *use computer-aided translation (CAT)*.

Finally, one more significant challenge for freelance translators and interpreters was **making time for continuing professional development** (17%). Types of CPD included: *informal activities*, such as listening to the radio, reading books and newspaper articles in other languages, *formal activities*, such as formal study to gain further qualifications, attending webinars and watching training videos, and ongoing *self-study for increased proficiency in using work-related technology, such as CAT tools*.

Positive challenges. Respondents also commented on the challenges they had set for themselves : diversification, improving cultural and linguistic knowledge, gaining qualifications, promoting their services, increasing rates, adding more value to their existing services, improving their market positioning and expanding their range of specialist fields.

Responding to current and future challenges

- A new approach to CPD
- **LEAD:** Learn (CPD, tools, read articles)) – Engage (with clients, academics, software companies,...) - Adapt - Diversify

- Relevance of education and qualifications
- Awareness-raising and promotion

Whether you have a job and want to keep it or you're looking to upgrade your career over the next few years, it's time to take notice of what future skills will be in demand. According to the World Economic Forum's "Future of Jobs Report," 84% of respondents plan to hire new staff to address the work skills gap and 72% plan to retrain existing employees. Technology is a driver for the shifting skills need, especially [automation technology](#).

Key to the success of companies in the future of work is an agile workforce, one that is motivated to upskill and continuously retrain. The "[Future of Jobs Report](#)" found that only about 30% of employees in today's job roles with the highest probability of technological disruption have received professional training in the past year. But employers reported no less than 54% of all employees will require significant [reskilling and upskilling](#) by 2022. The majority expect training to last six months. To get a jumpstart on learning the good skills to have as we near 2022, check out this list of job skills which will be useful for T&I as well.

The Top 10 Job Skills To Learn Before 2022

Analytical thinking and innovation: This requires analyzing information and using and applying creative thinking to come up with solutions for work-related problems.

Active learning and learning strategies: This requires an understanding of the implications of new information for problem-solving and decision-making, as well as selecting [training methods](#) for instruction.

Creativity, originality and initiative: This requires a willingness to take on responsibilities and challenges and the ability to develop smart ways to solve problems. It expects workers to make decisions on their own and try out their own ideas.

Technology design and programming: This requires writing computer programs and adapting equipment and technology to serve user needs.

Critical thinking and analysis: This requires using logic and reasoning to identify strengths and weaknesses of approaches to problems then assessing the effectiveness of the solutions.

Complex problem-solving: This requires developing and evaluating options and implementing solutions.

Leadership and social influence: This requires the ability to offer opinions and direction, as well as displaying influential energy to others in the organization.

Emotional intelligence: This requires being cooperative, having concern for others and understanding why people have the reactions they do.

Reasoning, problem-solving and ideation: This requires generating ideas and manipulating information in problem-solving as well as having quantitative abilities.

Systems analysis and evaluation: This requires considering the costs and benefits of potential actions and choosing the one that results in the best outcome.

Professional Challenges for Translators and Interpreters Working as Freelancers

Marketing and selling services. Apart from their professional skills, T&I freelancers should have also good business and marketing skills. These skills are essential for those who want to promote themselves on the labour market, and to be widely known for employers.

Negotiating rates and deadlines. T&I freelancers face the pressure of tough deadlines and low rates. Especially, it becomes a real problem when they have to compete for orders with less experienced and less qualified beginners who are usually ready to work for below-average pay.

Balancing between personal and professional lives. The job of a freelancer often requires working from home, particularly when it comes to translators. It is hard for them to separate their personal life from work, being at home. These two aspects may affect each other, which results in worse productivity and professional burnout.

Time management. This is a real challenge for all freelancers. It is partially connected with the previous one. T&I freelancers schedule their working hours and working place themselves, so they should make sure they can avoid distractions, set daily deadlines and motivate themselves to meet them.

Keeping up-to-date with technology. The development of artificial intelligence causes changes in the translation industry, and T&I should keep up with them to work efficiently. Nowadays, there is a tendency of using machine translation, and actual translators' job is often editing it. So, they need to have skills in operating CAT tools.

Making time for continuing professional development. Working as freelancers, T&I should not only strictly separate their personal and professional lives but also arrange some time for their professional development. This includes self-study activities, such as reading job- and subject-related literature, watching webinars, listening to lectures, and learning how to operate modern tools.

Dealing with other professionals. T&I freelancers' work also requires collaboration with other professionals. In the modern world, it may be a real challenge. So, T&I need to have good emotional intelligence and communication skills.

There are also ***positive challenges*** of T&I freelance work. These are improving their awareness of languages and cultures, making their services more valuable and marketing them, increasing rates, gaining the qualification, and expanding their field of expertise.

Self-study:

1. Find information and compose your own list of Professional challenges for translators and interpreters working as freelancers

2. Read the information: Опитування Української асоціації перекладачів в 2020 році <https://www.uati.org/survey-2020>.
3. Read the article: “The Top 10 Job Skills To Learn Before 2022”: www.gqrgm.com.

Discussion:

1. What is the working environment of XXI century translators and interpreters.
2. What are the main professional challengers for translators and interpreters in the XXI century?
3. What challenge tops the list?
4. What is the second most frequent challenge and why?
5. What positive challenges do translators and interpreters face?
6. What are types of CPD?
7. What are the Top10 Job Skills crucial for future of profession?
8. What are the professional challenges for translators and interpreters working as freelancers?

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другого (магістерського) рівня спеціальності 035 Філологія
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