

ПЕРЕКЛАД ЯК ПРОФЕСІЯ

МЕТОДИЧНИЙ ПОСІБНИК

до практичних занять та самостійної роботи
для здобувачів другого (магістерського) рівня вищої освіти
спеціальності В11 Філологія спеціалізації В11.041
Германські мови та літератури (переклад включно), перша –
англійська, освітньої програми "Переклад з англійської
мови та другої іноземної українською"

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ОДЕСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ імені І. І. МЕЧНИКОВА

ФАКУЛЬТЕТ РОМАНО ГЕРМАНСЬКОЇ ФІЛОЛОГІЇ
КАФЕДРА ТЕОРІЇ ТА ПРАКТИКИ ПЕРЕКЛАДУ

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ОДЕСА
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2026

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П617

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Методичний посібник для самостійної роботи та дистанційної роботи. У методичному посібнику розкривається програма курсу "Переклад як професія", даються рекомендації для опанування лекційним та практичним матеріалом. Методичний посібник розроблен для студентів факультету романо-германської філології, які навчаються за освітньою програмою "Переклад з англійської мови та другої іноземної українською". 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. Посібник складається з передмови, шості розділів теоретико-методологічного напрямку з контрольними запитаннями, завданнями для самостійної роботи та списку джерел.

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ПЕРЕДМОВА

Методичний посібник Олени МАТУЗКОВОЇ, Ольги ГРИНЬКО «Переклад як професія» призначено для здобувачів-магістрантів освітньої програми «Переклад з англійської та другої іноземної українською» 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 усіх тих, хто бажає поповнювати і розширювати свої знання з теорії та практики перекладу.

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

Мета даного видання – ознайомлення здобувачів 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 запропонованого методичного посібника. Він складається з передмови, шістьох розділів теоретико-методологічного напрямку з контрольними запитаннями, завданнями для самостійної роботи та списку джерел.

Методичний посібник має 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.

TOPIC 1

INTRODUCTION INTO PROFESSION

1. Translation and Interpreting: common myths

The world of translation is still the target of many myths. In this part of the lecture, 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 specialise in one direction only. Passive and active command of a language are 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: Francois Grosjean "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".

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.

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

False. Research is an essential part of translation. Translators need to analyse 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 are 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. 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.

Interpreters work at events or meetings. 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.

2. 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), localisation 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.

Not to mention ...

- TV and radio interviews
- Internet chats
- videoconferences.

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.

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.

3. The pros and cons of being a freelance translator

A 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%). A significantly smaller proportion of linguists work in-house for companies and government and agencies.

The Ukrainian Association of Translators also conducted a survey on translators' profession in 2020, with 80% of respondents considering themselves freelancers (<https://www.uati.org/survey-2020>).

In this part you will learn about pros and cons of being a freelanced translator, designing a business plan, marketing your services and finding clients, your online and offline presence, keeping abreast in a world that is constantly evolving and how to stay motivated, CPD and social media in freelance's work and the top tips for translators and interpreters who are starting their careers as freelancers.

So we consider the pros and cons of working as a freelancer in the translation profession, and find that the advantages outweigh the drawbacks.

The pros (in no particular order):

1. Setting your own working hours, which means you can have a coffee break whenever you like!
2. Being able to work in your PJs (unless you have to do a school/nursery run).
3. Learning new things every day – not just new words in both your source and target languages but also the subjects you're translating about.
4. Variety. Every day is different, unless you're translating privacy policies day in, day out – many professionals recommend finding a niche and sticking to it, but I much prefer a bit of diversity.
5. Making new contacts through agencies and networks. They're a great way to get in touch with like-minded people and they all provide excellent opportunities to meet other language professionals face to face and attend training courses, both online and in person. The conferences are fantastic for networking and gaining a deeper insight into translating, interpreting and language matters in general. The smaller networks offer these benefits on a smaller scale as well as the chance to connect with peers and ask for help or reassign jobs that you may not feel comfortable with or have time for.
6. Being your own boss, even if the work at Christmas dinner is a bit lonely and bonuses can be few and far between!
7. Working with agencies: I believe this gives you a bit more of a safety net as most will have texts revised and a lot will send feedback. It can also be a bit more reliable in terms of payment as the risk of them disappearing without paying is lower than it might be in the case of private clients if you don't charge up front.
8. CPD: watching series and reading novels in your source languages both count!
9. Being able to pick and choose (once you're well established with a number of clients). If you don't fancy spending the next three days translating a tedious text, you can opt for another more interesting job. It's obviously best to be totally honest with clients if they send you jobs that are outside of your comfort zone or areas of expertise. You will also find that even a client who needs the job doing "for yesterday" may have some flexibility in terms of deadlines and you will be able to negotiate.

10. Social media: there's a whole world out there to connect with. A wealth of tips and encouragement, peers who offer advice and inspire, and perhaps the odd potential client too.

The cons:

1. Working with agencies: deadlines can be tight, so you have to decide if the job is worthwhile. Some agencies offer quite low rates and are unwilling to budge. However, once you've established a good working relationship, it's often possible to raise your rates and adjust payment terms.
2. Getting work can be like waiting for the bus: one day your inbox might be empty and the next you get three job offers within half an hour. Rest assured that if you accept a longer tedious project because it'll pay the bills, something really interesting will come up that you no longer have the time for. Apply to as many agencies as you can so that, hopefully, you'll eventually be able to pick and choose.
3. Lack of face-to-face contact.
4. Distractions (such as dirty pots in the kitchen) if you don't have a separate office.
5. Social media: this can be a big distraction if you let it and it's all too easy to compare yourself with other seemingly more successful translators and feel like an impostor.
8. Coffee breaks anytime = too many biscuits! Is that really such a bad thing, though?

4. Starting Your Career as a Freelancer: Top Tips for Translator and Interpreter

1. Choose the field you want to work in. If you have a degree in translation or interpreting, it does not mean that you can translate absolutely anything. Having professional skills is not enough. To be a good translator or interpreter you have to possess a sound knowledge base in the field you translate for. That is why it is important to choose one that is closest to you. It is perfect if you have got another education, or even work experience, in some kind of a field, apart from translation and interpreting. If not, think about the things in which you are most interested or have some background knowledge, and start improving your expertise in it in both languages.

How exactly to find your specialization? First, think about what subject you are interested in. A primary interest in the subject is required. In addition to translating texts, you spend a lot of time reading and training to stay up to date. If you are not interested in the subject, finding material and deepening your knowledge in the field will be pure agony. Also, you need to make sure that the chosen industry is cost-

effective. Having as many different specialized areas as possible that can complement each other also plays an important role.

2. Learn how to manage your time. When you work as a freelancer, you are the boss to yourself. It means that only you are responsible for organizing your working place and time. It is hard when you work from home where the atmosphere is relaxing and full of distractions. One of the benefits of being self-employed is that you can set your own hours. Just make sure that you don't become inefficient. Try and be strict with yourself; get up early, have a decent breakfast, exercise, and then start a productive day. On the other hand, if you are a bit of an over-achiever, make sure you don't end up working 24/7. Find a healthy balance and you'll feel all the better for it.

3. Make sure that your skills are up-to-date. Before offering your service, make sure that you know and can use modern tools and software for translation or interpreting optimization. It helps you create a more qualitative product of a higher price, as well as do your work in the short term. Therefore, it increases your value as a freelancer in the market. Remember: the smarter your skills are, the better your job is.

4. Explore the market and market yourself. Spent some time surfing platforms for freelancers. Dwell on orderings for translators or interpreters, demands, and prices for them. This will help you to decide what to start with and how to value your work. You need to get used to this job and gain some experience, so try to start with small projects. One of the best ways to get work when starting out is pretty simple: get your name out there! Spend some time to identify your target clients and contact them. Make your skills known to family and acquaintances. A friend of a friend of a cousin can become your best client.

Think entrepreneurially right from the start. As a freelance translator/interpreter, you're not just a translator/interpreter, you're an entrepreneur. You are your boss and your co-worker. You are the marketing department, the accounting department, your social media expert, your caretaker. You are a whole company. And that's why it's incredibly important to think that way too. Thinking entrepreneurially starts with designing your website professionally (or having it designed). You have to adjust your prices to the current market prices, not only in order not to harm your established colleagues, but also to cover costs.

Organize your self-employment as if you were a CEO and work as if you were at the bottom of the career ladder. This mixture is sure to lead to success.

5. Brand yourself via your website or blog. The internet has been a distinctively divisive tool in helping you to brand yourself starting with creating your own website.

To begin, you should definitely aim for a clean layout, making sure that you proofread your content numerous times before publishing, ensuring it is completely error free. While you do want attention, attention in its negative sense definitely isn't something you should aim for, therefore having unnecessary images or unprofessional colours should be avoided. Having a great website, with a clean layout and useful content will additionally allow you, or help you to, be more visible in search engines such as Google.

Remember, your website is just the perfect place to showcase all of your services and to demonstrate testimonials and referrals. Having a website is also extremely advantageous in allowing translators the ability to always update their work experience, specialities or projects they recently worked on, something of an online CV.

6. Never stop developing. When you worked on all the previous tips, give up any illusions that it is enough for being an expert. The world is changing every moment, languages change, and new things regularly arise both in the field you work and in translation or interpreting, so you have to keep up with them. Remember that you never know everything. Try to pay attention to your professional upgrading in the time free from actual work. Follow the news about your field of work, explore other translators' projects, or watch other interpreters' performances, search for additional literature, share the experience with your colleagues, take part in professional conferences and forums. Just be eager to everything new.

7. Set your rates. One of the most difficult things about starting out as a translator is figuring out what to charge. Try and think about how much you (realistically) want to earn and how many hours you are willing to work per week. This will help you decide what a fair rate to charge your employers could be.

8. Use the right language in your email content. The most frequent way a translator gains job opportunities is through contacting clients and translation agencies and this begins in the body of an email. You have to sell your services without writing a book. A client wants to see the languages you cover, your native tongue, rates, specialisms and any professional associations that you may have. Being a member of public bodies such as the Chartered Institute of Linguists or the Institute of translation and Interpreting stands out to clients and agencies so never forget to mention it.

It is very important to keep the content in your emails short but appropriate and effective. If you specialise in the legal industry for instance, mentioning this as well any accreditations and experiences that you have will make your email more effective.

9. Beware of scammers. Translators-beginners are still inexperienced. Therefore, they easily fall for the bait of scammers. Since the beginning of the COVID crisis, warnings about scams have increased and these also increasingly affect language mediators. Therefore, now, in a crisis, when there are fewer orders, inexperienced translators are increasingly becoming victims of deception. Often novice translators complain about the following situation. An alleged customer posed as a representative of a reputable company, commissions an extensive project, which after delivery is not paid for. The real company, of course, has no idea about the order. That's just one of the many scams that dishonest people in the language industry use to enrich themselves. Conclusion: If it sounds too good to be true, it is mostly an attempted fraud.

10. Be visible on the net. Visibility is particularly important for novice translators with their website, blog, and social media. Show yourself! Get a Facebook page for your job as a translator and post content there that interests your target group. While you can share articles on Facebook, don't overdo it. Network with language mediators and other self-employed people in Facebook groups, be active on LinkedIn. Some translators also have their own YouTube channel. Find out which social media channels may be of interest to you.

11. Find your mentor. Almost every novice translator/interpreter needs an experienced colleague by their side. A person of trust who accompanies them over a longer period through the most important cornerstones of self-employment (from positioning to web presence, from acquisition to finances to self and time management). Someone whom they can turn to over and over again in the event of certain challenges, with trust and absolute secrecy.

Ex.1. Say "True" or "False":

1. To translate, all you need is a good knowledge of two languages.
2. To translate, all you need is a good dictionary.
3. It is not enough to be bilingual to be a translator.
4. Good translators don't need dictionaries or reference documents. They just translate.
5. Translators need to analyse and take a critical look at sources of information and terms in glossaries.
6. Translators will soon be replaced by computers.

7. It is impossible to obtain high quality translation with machine translation tools because it does not take into account the subtlety of a language.
8. Although translation and interpreting have a lot in common, they are separate professions requiring different skills and different types of training.
9. To be an interpreter, you just need to know languages.
10. Conference interpreter is the title used for interpreters who are university graduates and have been trained to a very high level.
11. Translators and interpreters can work in the public sector, in the private sector and in community groups and voluntary organisations.
12. Translators work either for-house as salaried employees or interpreters as self-employed freelancers.
13. Translators are trained for three main types of work: consecutive interpreting, simultaneous interpreting and whispering.

Ex.3. Multiple choice:

1. To be a good translator or interpreter you have to possess_____ in the field you translate for.
a) a sound knowledge base b) accuracy c) rapid reaction
2. Freelancers should learn how to manage their_____.
a) skills b) time c) adaptability
3. Freelancers should make sure that their skills are_____.
a) self-organized b) adaptable c) up-to-date
4. As a freelance translator/interpreter, you're not just a translator/interpreter, you're an_____.
a) entrepreneur b) manager c) public worker
5. When you start freelancing brand yourself via your _____.
a) computer b) website or blog c) public work
6. As a freelancer never stop_____.
a) translating b) interpreting c) developing
7. One of the most difficult things about starting out as a freelancer is figuring out what.
a) to charge b) to read c) to translate
8. It is very important to keep the content in your _____ short but appropriate and effective.
a) reports b) emails c) translations
9. Translators-beginners are still inexperienced. Therefore, they easily fall for the bait of_____.
a) professionals b) clients c) scammers
10. _____is particularly important for novice translators with their website, blog, and social media.
a) Visibility b) Accuracy c) Contactness

TOPIC 2

TRANSLATOR'S AND INTERPRETER'S COMPETENCES AND VALUES

1. Translators' and Interpreters' competences

Competence is the collection of skills that allow you to produce professional, world-class translation work that adheres to client specs and passes the “local” test in your target region.

1. Textual competence. 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. Textual competence is knowledge of regularities and convention of texts, genres and text types. It is important to distinguish texts; this is closely related to how a text is translated. For instance, translating a narrative text is different from translating expository text, because the structures of those texts are different. Having competence to distinguish texts is very crucial for a translator.

2. Linguistic competences. Translation isn't just switching words from one language to another but transferring meaning in a way that sounds natural in the target language. A translator has an in-depth knowledge and understanding of the source language so as not to miss any implicit meanings. He/she also has a perfect mastery of the target language in order to reproduce the context or tone of the original text, and a deep-rooted understanding of the etymological and linguistic correlations between the two languages required for the translation. Furthermore, professional translators are familiar with textual conventions and text types as well as with different registers and languages for special purposes.

3. Subject competence. The field of translation is broad. There's legal translation, business translation, financial translation, medical translation, and more. A translator needs to be familiar with the subject matter of the text to be translated. His/her subject knowledge should not only enable understanding what specialists say or write, but likewise being understood. Moreover, translators are often in a situation where they have to switch from one field of expertise to another.

4. Cultural competence. A language is a set of words and grammatical rules, but also an extensive system of connotations and cultural references. Translation is a communicative activity that involves the transfer of information across linguistic boundaries. In addition to knowing two languages and understanding the relationship between them, a professional translator will be able to make a text culturally relevant. Thus, he/she is also called a cultural or cross-cultural mediator. As a culture element, language contains a good number of social conventions in using and understanding words and cultural identities. A translator must have cultural competence of both source language and target language. Some of the expressions in source language may have different way to express in target language, or even does not exist at all. By having cultural competence, the translator may need not to look the substitution but enough to see the equivalence. Equivalence

means the expression in target language which is fulfill the sense intended by the originator of text of source language.

5. Transfer competence. 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).

For having transfer competence, the translator and interpreter are demanded to have enough linguistic and non-linguistic knowledge, especially which is relevant with the text content is being translated. It seems like transfer competence will be assumed as the highest competence demanded for all translators and interpreters in this world; translators and interpreters are demanded to be able to transfer not only words, or grammatical and semantic aspects of language, but also mental images implied in the text, to make the produced text makes sense as well as hoped. Transfer competence is heavily supported by four other competencies have been elaborated before.

2. Translators' competences

What makes an excellent translator? Besides proficiency in a pair of languages, translation requires many skills across multiple areas, from communication and writing to industry-specific expertise. Furthermore, a good translator is also skilled at planning and adept at managing his or her time.

1. Excellent writing skills, in order to produce texts that don't 'sound like translations'. Because translation involves reading in one language and writing in another, translators develop excellent writing skills. The use of grammar must conform to rules and standards; word choices must be accurate and appropriate, punctuation perfectly placed, spelling impeccable, expressions and idioms understood and replicated accurately and elegantly. Translators must have the ability to write with flair and will likely need to expand their writing skills across a variety of specialized texts – legal, technical, etc.

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

3. Terminology and document research. Specialized translation is impossible without terminology and document research, and liaison with specialists in the field. Translators are always researching things – terminology, wording, meanings, and subject-specific information. It is important to consider that developing good research and information processing skills takes practice because it involves learning how to find useful, relevant, and trustworthy information online. They also, if necessary, consult experts in the field of the subject matter and previous related translations.

4. CPD (безперервний професійний розвиток), initiative (ініціатива, підприємливість, винахідливість) – translators must have an enquiring mind, a desire to learn and a sense of initiative.

5. 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.

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

7. Digital competence. Increasingly, translators must be computer-literate and able to use a range of software applications to optimize their work. This is one of the must-have translation skills and abilities for a translator. In addition to advanced knowledge of word processing software (Microsoft Word, Excel, and PowerPoint), translators are familiar with various online tools and linguistic resources to support the act of translation. Secondly, translators are familiar with computer-assisted translation tools (CAT tools) which play an important part in the translation process. CAT tools are not the same as machine translation, though.

3. How to improve translator's competences

There's no universal recipe for becoming an excellent translator, especially in a highly-competitive market, where hundreds of thousands of language experts perform. But, how can you become a better professional and build a reputation in this field? Here are 10 tricks that can help you to master your translation competences and become a better language specialist.

1. Read in Your Native Language. Most translation projects are into your mother tongue, so the better your writing skills in this language, the more accurate and engaging your translation will be. The easiest way to develop writing skills is by reading as much as you can.

Not only will reading enrich your vocabulary, but it will also become a source of inspiration, as you expose yourself to new writing techniques and ways to develop ideas. Try to read all types of texts, written by multiple authors. From magazines and novels to web content; they're all necessary when looking to get familiar with more writing styles. If you've chosen a narrow niche in the language service industry, you can still benefit from reading about something other than your topic of interest.

2. Read in Your Second Language. Reading in your second language enables you to develop language sense. It's also an effective way of familiarizing yourself with multiple life situations in a different language. Again, the wider your reading habits, the better for boosting your language skills. Reading regularly in your second language gives a new perspective on how people communicate and why

they choose specific words to express themselves. It becomes easier to keep the correct meaning in translation than if you limit your reading to industry-related books.

3. Compare Other Translations. Peeking on what other translators do can help you master your language skills and make you an excellent translator. It's not copying what other people do, but simply learning from others and finding new meanings hidden behind words.

Take both the source and the target texts to see how other translators have handled the message of the book or article. Analyze their choices and try to identify the reasons the translator decided to omit or emphasize specific details of the text. Every translator has unique techniques; sometimes, they make mistakes or they come up with non-literary translations that nail the intent behind the original text perfectly. You can learn from all of them and polish your working methods.

4. Travel. Traveling changes your way of seeing new cultures and handling life situations. It allows you to meet different types of people and know them from the inside. So, next time you're required to adapt your voice to a specific audience, it will be easier to connect with the readers. Moreover, when you travel, you get to exercise your language skills outside your comfort zone. It's a different learning experience, in which you immerse yourself in new groups and adapt your language to local rules. In the long run, it will make you a better communicator and an excellent translator.

5. Listen to Your Clients. Listening skills are a must-have for translators who wish to retain customers and build a reputation in their niche. These skills enable you to understand what your clients expect to achieve with translation, as well as anticipate their needs. You should remember that often in translation, the client and the end-users aren't the same. So, the more you teach yourself to listen, the easier it becomes to deliver the benefits the end-users need without ignoring what the client wants.

6. Build a Rich Translation Memory. An excellent translator relies on top-notch resources. Language service providers no longer translate with just their knowledge and some dictionaries on hand. Technology enables translators to store all their projects and use previous work to speed up future projects. So, don't treat every translation project as your first job. Use CAT tools to build a solid translation memory and store your knowledge. This way, you can improve the quality of your translations, while working faster and with lower costs.

7. Go to Industry Events. Translation conferences and other industry events are great opportunities to connect with new clients and collaborators in the industry. You'll learn about new trends, innovative translation tools, and better marketing techniques to get clients. You'll also meet new people, which is almost a must when

you have a relatively solitary job! Going to events can have multiple positive effects on how you feel about your work and how you choose to manage your business. It's a learning experience that comes with fun moments and pleasant memories.

8. Stay Updated About the Latest Technology. Technology is a game-changer for language service providers, regardless of their size or niche. If you don't use innovative tools, you risk being left behind by competitors, as you won't manage to deliver the best services in a short amount of time. Read magazines, subscribe to newsletters, test demos of new software. Try to keep up with the latest developments in the translation field. Otherwise, you may be underperforming before you know.

9. Exercise. Exercising is a cost-effective way of boosting your creativity. It reduces stress levels, helps you stay focused, improves your memory, and helps you become more productive. Make room in your busy schedule for exercising a couple of times a week. Not only can this new routine make you an excellent translator, but it will also contribute to keeping you healthier and happier.

10. Ask for Help. Translating may seem like a job for one person, but sometimes teamwork brings better results. If you struggle to get to the bottom of your text or meet deadlines, don't be afraid to ask for help. Whether by asking for more details from your clients or by including another translator into your project, help is sometimes necessary to reach your goals and deliver better results.

These simple tricks can help you deliver a high-quality translation service regardless of your niche or language pair. They're also useful when looking to streamline your projects, as they can help you cut translation costs and eliminate inefficient activities.

4. Interpreters' competences

This competence includes technical knowledge and capabilities that enable them to fulfil employment demands, personality traits and general skills that help them work with others.

1. Effective communication. Conference interpreters must be effective communicators, at least as spellbinding as the speakers.

2. Active listening. Listening is a core responsibility for interpreters. It's crucial that you're able to understand the speaker's exact meaning and translate it as exactly as possible. Listening skills also help you understand the speaker's emotions and state of mind. This may further your understanding of their message and improve your interactions with them.

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

4. Empathy. Because this career often involves sensitive situations and allows you to communicate on behalf of others, empathy can be essential. This skill

can allow you to help clients feel comfortable working with an interpreter. It might also bring you a deeper understanding of their situations.

5. Public speaking. Interpreters often perform in public. While you may translate during business meetings, phone conversations, or medical appointments, some interpreters work during legal hearings, conferences, and speeches. Being able to compose yourself and communicate clearly in front of large crowds could benefit you.

6. Digital competence. 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 encyclopedias: the interpreter has to be on the ball.

7. Mental agility (intuition, flexibility and rapid reactions). 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.

8. Diplomacy. 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.

9. Specialization. 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 later.

10. Multitasking. When interpreting, you listen to what the speaker says while you interpret their previous sentence. People who can perform multiple tasks at once with accuracy might excel at the role. The job also requires you to think about two languages at once, so the ability to balance both can be crucial.

11. Stress management. Interpreting at a live event can involve some pressure. It's helpful to develop an effective system for managing stress. Remaining calm and managing unexpected challenges efficiently can help you focus and present professionally.

12. Ethics. Acting as an interpreter can require a diligent sense of ethics. You may learn confidential information, attend legal hearings, and discuss sensitive matters. It's vital to approach these situations with integrity and respect.

13. Research. Research skills could allow you to update yourself on recent developments in linguistics and culture, strengthening your practice. Some assignments may also require research to prepare yourself. For example, if you're interpreting at a convention for news journalists, learning about the most recent developments in news and media could help you anticipate which topics you may encounter.

14. Objectivity. Interpreters only share the basic messages conveyed by others rather than their own feelings or opinions. It's key that you understand how to limit the expression of your own thoughts. It's also vital to approach each situation without personal bias.

5. How to improve interpreter skills

1. Practice your language skills. Practicing writing, speaking, and reading in your target languages can help you grow in your career. Interpreters might reverse-translate or perform memorized text, so it might help to translate existing texts like speeches and books. Expanding your vocabulary could also help you recognize new terms and translate them accurately.

2. Read about global trends, news, and events. Consuming news, research, and media about global issues could help you stay informed about changing cultural attitudes and ideas. This could build your cultural sensitivity and prepare you to translate at a variety of events. Read books, follow news organizations on social media, and listen to current events podcasts or radio programs.

3. Attend multicultural events. Attending events in which people speak in a variety of languages could refine your ear. You could also practice conversing in multiple target languages and gather feedback. These environments might give you experience rapidly changing between languages.

4. Take continuing education classes. Interpreters aim to maintain and strengthen their language skills over time. It could be beneficial for you to enroll in classes to refine your verbal skills in any of your target languages. This might be especially helpful if you want to expand your offerings to include more languages or have a language you work in less frequently than others.

6. 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. Interpreters represent the people they work for, so the ability to present yourself professionally can be highly beneficial. It's crucial to minimize distractions while interpreting, so dressing and behaving professionally could help guests focus on the messages delivered.

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.

Ex.1. Answer the questions:

1. What are translators' and interpreters' competences?
2. What are translators' competences?
3. How to improve translators' competences?
4. What are interpreters' competences?
5. How to improve interpreters' competences?
6. What are translators' and interpreters' professional values?

Ex.2. Say "True" or "False":

1. Textual competence is knowledge of regularities and convention of texts, genres and text types.

2. Linguistic competences of a translator and interpreter implies just switching words from one language to another.
3. A translator needs to be familiar with the subject matter of the text to be translated.
4. A professional translator will be able to make a text culturally relevant. Thus, he/she is also called a cultural or cross-cultural mediator.
5. A translator must have cultural competence of just target language.
6. For having transfer competence, the translator and interpreter are demanded to have just linguistic knowledge, especially which is relevant with the text content is being translated.
7. Translators and interpreters are demanded to be able to transfer not only words, or grammatical and semantic aspects of language, but also mental images implied in the text, to make the produced text makes sense.
8. Because translation involves reading in one language and writing in another, translators develop excellent writing skills.
9. Translators are seldom researching things – terminology, wording, meanings, and subject-specific information.
10. Translators must have an enquiring mind, a desire to learn and a sense of initiative.
11. Translators often have to work under pressure, so they must be adaptable and able to prioritize and organize their work.
12. Translators must also have the ability to market and manage their business.
13. Digital competence implies that translators must be computer-illiterate and not able to use a range of software applications to optimize their work.
14. Translators are familiar with computer-associated translation tools (CAT tools) which play an important part in the translation process.
15. CAT tools are the same as machine translation.

Ex.3. Multiple choice:

1. Conference interpreters must be effective_____
 - a) communicators b) readers c) spell-bounders
2. _____is a core responsibility for interpreters.
 - a) reading b) listening c) writing
3. Conference interpreters must keep up to date with_____ and the areas in which they work.
 - a) empathy b) communication c) world affairs
4. _____can allow you to help clients feel comfortable working with an interpreter. It might also bring you a deeper understanding of their situations.
 - a) empathy b) public speaking c) intuition
5. Digital competence implies that interpreters must be_____ and able to use a wide range of research tools.
 - a) computer-assistant b) computer-literate c) computer- associated
6. The interpreter has to be on the
 - a) top b) dole c) ball.
7. Interpreters must possess the gifts of _____, coupled with rapid reactions that enable them to tackle any subject by any speaker without being thrown.
 - a) intuition and flexibility b) intuition and management c) reading and writing
8. Interpreting at a live event can involve some pressure. It's helpful to develop an effective system for _____.

- a) rapid reaction b) stress management c) public speaking
9. Acting as an interpreter can require a diligent sense of _____ .
- a) stress b) pressure c) ethics
10. _____ could allow you to update yourself on recent developments in linguistics and culture, strengthening your practice.
- a) research skills b) top skills c) computer skills
11. Interpreters must limit the expression of their own thoughts and approach each situation with _____.
- a) subjectivity b) objectivity c) self-assurance
12. _____ implies that interpreters must not derive any personal gain from confidential information.
- a) Objectivity b) Personality c) Confidentiality
13. Professionalism begins with _____.
- a) punctuality b) personality c) diligence
14. _____ means that interpreter strives to maintain impartiality and refrains from counseling, advising or projecting personal biases or beliefs.
- a) Subjectivity b) Neutrality c) Professional development
15. Interpreting is a _____ industry and interpreters must do all they can to be flexible, to satisfy the client.
- a) heavy b) special c) service

TOPIC 3

SPECIALIZATION IN TRANSLATION

1. What does “specialize” mean in translation?

There are many different ***fields of translation***: medical, legal, technical, entertainment, literary, administrative (business), website and marketing, and finance.

Within each of these fields you have different ***sub-fields***. Medical translation could be texts for the general public, medical research and patents, legal medical documents, pharmaceuticals, healthcare, and more.

Technical translation can be broken down into engineering, automotive, chemical products, electronics, mining, telecommunications, metallurgy, and building.

Entertainment translation might be games, TV shows, movies, books, etc.

Then within those sub-fields you have ***sub-genres***!

Take games, for example. You have fighting games, adventure games, simulation games, tactical games, and board and card games, and that's just to name a few. And these games will focus on different topics, such as fantasy, science fiction, romance, drama, thriller, horror, etc.

So where do "specializations" fit in? **Specializations can be one of these sub-genres, but they can also be more granularly focused.** You might have a specialization in board and card games, but also be knowledgeable about World War II, meaning you have an even more focused specialization in board and card games related to World War II.

A specialization is a niche area of expertise that you can potentially utilize in your work. It's knowledge, rather than a skill.

2. How do you find your specialization?

Well, in the words of Maria Kondo, *does it spark joy?*

Is there a topic that you really enjoy learning about? Something you're naturally drawn to? Maybe something you've turned into a hobby?

You can incorporate these into your translation specializations!

I use plural because ***you can have more than one specialization.***

Let's say you want to get into video game translation, and you happen to have an interest in guns and how they work. Knowing the correct terminology for different gun parts and the verbs used for certain actions is *really* useful to have when translating video games (because so many games use guns.)

Or perhaps you're interested in literary translation, and you happen to have an A Level in Environmental Science. You might be the perfect person for a novel set after the apocalypse caused by global climate change.

Or maybe you love to research everything you can about cameras or speakers. You love keeping up with the latest technology. Perhaps you could advertise your specialty in translating technical documents, patents, or blogs related to cameras or speakers or photography or whatever.

Write down, either on paper or digitally, all your hobbies, interests, and any courses you've taken that you really enjoyed. Then highlight the ones you ***like*** the most.

All of these are potential specializations which you can utilize in your translation work.

You can work out your specializations by asking yourself, "Is this something I enjoy learning more about?"

3. Will having a specialization help me get hired?

Specializations have the *potential* to help you get hired for *certain* jobs, but it's no guarantee. Just like job hunting in, it's a matter of luck.

Luck that the right job will come to the right person who knows you have specialized knowledge in something that's just right for this project.

How do you increase your odds? ***By showing people you know what you're talking about.*** That's why having a website and/or blog as a freelance translator is such a great idea. You can write about the things that interest you and share them with the world. This shows people you know your stuff. It advertises that you have specializations in niche topics so when something comes across their desk that's relevant your interests, they know they can contact you.

Even if you don't have a website or blog, adding your specializations to your resume signals to potential vendors that you have knowledge about specific subjects.

4. What are the highest paying translation areas of specialization?

A common feature in all high paying translation areas of specialization is that big money is involved. These are sectors that involve heavy investment or big transactions. Here are High Paying Translation Specialties. Specializing in the following areas will bring in a higher income:

Medical

Pharmaceutical industry

Commerce

Marketing

Financial market

Patent and related fields

Copywriting

Information and communication technology (ICT)

Military

Security bodies

Corporate communication sector

Social media

Website localization

Legal

Hospitality industry

Entertainment industry

Pure sciences

Natural sciences

Special needs translators. This includes translating for people with various disabilities.

In today's rapidly evolving job market, one area of specialization that stands out as consistently in-demand is computer software and hardware engineering. With the ongoing digital transformation across industries, the need for skilled professionals who can develop, maintain, and innovate software applications and hardware systems is soaring. As businesses rely more heavily on technology to streamline business operations, reach customers, and manage data, expertise in this field becomes invaluable.

Computer software engineers design and create software solutions that drive efficiency and user experiences, while hardware engineers develop cutting-edge devices that power our digital world. From mobile apps to cloud computing to artificial intelligence, the possibilities within this specialization translation technology are vast and ever-expanding. Embracing a career in computer software and hardware engineering not only promises substantial earning potential but also provides the chance to shape the future of technology and contribute significantly to society's advancement. As long as technology continues to play a pivotal role in our lives, professionals in this field will remain indispensable.

The primary language further determines what the translator earns. The ***top earning language combination*** varies depending on the location. In the U.S, the top earning languages are:

Japanese
Arabic
Chinese
and Danish

Translating in a specialized field involving a language combination including these languages guarantees more pay.

Other Factors to Consider. Although a specialty can be appealing on the face of it, there are other factors you must take into account. Without this you can end up earning relatively less in a seemingly high paying field.

Personal interests. You need to be passionate about the subject of your chosen translation specialty. Specializing means doing more intense research for your assigned jobs. If you don't enjoy doing so it means struggling and boredom on your side.

Learning curve. Do you have the needed professional knowledge in that field or will you need to learn from the basics? With no professional knowledge it will be more difficult establishing yourself in that field. Your lack of this knowledge could easily show through your work.

Market needs. Doing market research trends will help you make informed decisions on your area of translation specialization. This includes identifying areas where major investors are putting their money. Your target market must be able to provide enough work to sustain you.

Location. You can specialize in a lucrative translation field but your location may not be in need of your services at that time. To put your translation specialty into practice you will need to move to another area.

Demand and supply. A high paying specialty can have a high demand but also a high competition ratio. This could mean few well-paying translation jobs that are far apart. A perfect scenario would be a high demand but low competition translation specialty. Considering all these factors together will help you decide which area of translation specialization to go for.

5. How to develop in specialization?

- Specialism changes through your life, don't stick to it, keep your specialism up to day, follow your interests, curiosity.
 - More languages and specializations (e.g. you can reach undergraduate level in your specialization),
 - Commitment to CPD: plan every year in it (e.g. French language – travel there, read, 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)
 - Training (conferences, web-seminars, you-tube...)
- Be passionate in learning about subject, be active.
- 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.

When you have chosen a specialization, you can improve your skills in the field by taking courses, either university courses or online courses. You can also attend workshops in the subject matter and read as much as possible about it. Try to also find a more experienced translator in the field that can mentor you and/or proofread your work in the beginning

Ex.1. Answer the questions:

1. What does “specialize” mean in translation?
2. How do you find your specialization?
3. Will having a specialization help translator get hired?
4. What are the highest paying translation areas of specialization?
5. What are the top earning language combination in the U.S?
6. How to develop in specialization?
7. How to choose a specialization if you have recently launched a freelance translation business translation program with no previous work experience?

Ex.2. Say “True” or “False”:

1. There are many different fields, sub-fields and sub-genres of translation.
2. Specializations can be one of these sub-fields.

3. A specialization is a niche area of expertise that you can potentially utilize in your work. It's knowledge, rather than a skill.
4. You can't have more than one specialization.
5. You can work out your specializations by asking yourself, "Is this something I enjoy learning more about?"
6. Specializations have the potential to help you get hired for certain jobs, but it's no guarantee.
7. In today's job market, one area of specialization that stands out as consistently in-demand is computer soft engineering.
8. With the ongoing digital transformation across industries, the need for skilled professionals who can develop, maintain, and innovate software applications and hardware systems is soaring.
9. Specializing means doing more intense research for your assigned jobs. If you enjoy doing so it means struggling and boredom on your side.
10. Doing market research trends will not help you make decisions on your area of translation specialization.
11. You can specialize in a lucrative translation field but your location may not be in need of your services at that time.
12. A perfect scenario would be a high demand and high competition translation specialty.
13. Specialism doesn't change through your life, stick to it, keep your specialism up to day, follow your interests, curiosity.
14. A highly specialized medical journal can be translated by someone without any experience in the specific medical field.
15. 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.

Ex.3. Multiple choice:

1. There are many different fields of translation. Within each of these fields you have different a) sub-fields b) sub-areas c) sub- tracks
2. A specialization is a niche area of _____ that you can potentially utilize in your work.
a) knowledge b) expertise c) skill
3. You can work out your specializations by asking yourself, "Is this something I _____ learning more about?"
a) want b) strive c) enjoy
4. Specializations have the _____ to help you get hired for certain jobs
a) potential b) guarantee c) warranty
5. As long as _____ continues to play a pivotal role in our lives, professionals in this field will remain indispensable.
a) medicine b) technology c) banking
6. You need to be _____ about the subject of your chosen translation specialty.
a) inquisitive b) an expert c) passionate
7. Online competition can be steep and by _____ you can stand out from the crowd.
a) specializing b) practicing c) learning
8. Certain subjects simply demand a specialized translator in order to be able to produce _____ translation.
a) an adequate b) a good c) a solid
9. You are going to do a lot of reading in your specialization so make sure you find it _____

- a) useful b) profitable c) interesting
10. _____ the areas you do not want to specialize in, that you have no interest in learning more about and do not feel competent translating.
- a) weed out b) put out c) write out
11. It is wise to focus on an _____ in which clients have to translate texts in order to do business with other countries and cultures.
- a) area b) industry c) field
12. We usually know a lot about subjects we are interested in and our _____.
- a) rules b) expertise c) hobbies
13. When you have chosen _____, you can improve your skills in the field by taking courses, either university courses or online courses.
- a) specialization b) a hobby c) an interest
14. You can also attend workshops in the subject matter and _____ as much as possible about it.
- a) do b) read c) improve
15. Try to also find a more experienced in the field that can mentor you and/or proofread your work in the beginning.
- a) colleague b) teacher c) translator

TOPIC 4

SOFT SKILLS FOR TRANSLATORS AND INTERPRETERS

1. Hard skills versus soft skills

Hard skills

So, you need hard skills (the narrow professional skills) to solve particular problems in their daily business activity. For a translator, an example of a hard skill is the ability to work with CAT tools. You can study hard skills in a few weeks and measure their effectiveness. In addition, hard skills are required for specific professional tasks and are based on technical knowledge.

Soft skills

That is to say, soft skills are additional professional talents that help solve life problems and communicate with other people. Regardless of your specialty, you will

need at least a few “flexible skills”. Thus, to succeed at work, you need to be able to get along well with your colleagues, clients, managers, and boss. You cannot achieve soft skills by learning from a workshop or at school. They are introduced in childhood and are improved throughout life. So, soft skills are useful in all areas and are associated with emotional intelligence.

Scientists from Harvard, Stanford, and the Carnegie universities have found that “flexible skills” represent 85% of a person’s professional success, while hard skills make up only 15%. Soft and hard skills should complement each other to solve tasks of differing complexity. For example, it will be useful for a translator to master such soft skills as communication, creative thinking, empathy, and such hard skills as mastery of SDL Trados, website localisation, Office apps, and so on.

2. 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 as “general characteristics that help employees thrive in the workplace, no matter their seniority level, role or industry”.

Soft skills are a broad concept that includes the ability to solve complex tasks, think creatively, communicate and collaborate. These are human skills that do not belong to professional or narrowly specialized competencies.

A list of some important “flexible skills”

- Nonviolent Communication with Different People
- Critical Thinking
- Active Customer Orientation
- Creative and Non-standard Approach to Problem Solving
- Powerful Self-Management
- Ability to Mentoring Newbies
- Understanding How to Cope With Fear and Uncertainty
- Powerful Decision Making
- Emotional Intelligence
- Environmental Thinking
- Introspection and Self-Reflection

- Empathy
- Goodwill and the Ability to Compromise in Conflict Situations

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.

Above all, soft skills help to establish relations, to fulfill personal and professional tasks. Moreover, a peaceful, friendly, and respectful spirit at work will make the time you spend in the office not only enjoyable but also more productive. In other words, even if you work remotely, you still need to communicate online and present your best soft skills so your clients and partners would want to cooperate with you. At this time when there are so many awful events going on, we should be kinder, and this will not only save our businesses but also allow us to make new friends. To sum up, your soft skills can boost your growth personally and professionally – develop them!

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.

3. What are top soft skills for translators?

Soft skills indicate an individual's ability to work with others, grow within a company, build relationships, and solve problems. Listing soft skills on a CV,

demonstrating them in an interview, and developing them in the workplace can support a translator's career and open new doors. With that in mind, here are the most in-demand soft skills you can develop to support your career.

1. Attention to detail

Thinking through the fine points of a translation project or task can help you visualize the big picture and have a better idea of what the result might look like. Maintaining attention to detail also helps increase productivity and reduces errors.

2. Organizational skills

Considering that these are the abilities that let a translator stay focused on different tasks and use their time, energy, strength, mental capacity, and physical space as effectively as possible, it's easy to see why translation agencies value them so highly.

3. Self-motivation

Self-motivation drives people to keep going even in the face of setbacks, take up opportunities, and show commitment to what they want to achieve. It's vital to any self-employed individual, including translators.

4. Communication skills

Communication skills allow you to interact with people effectively and make your presence felt. In a team, being able to communicate effectively with colleagues helps to build trust, strengthen professional relationships, boost teamwork, develop a sense of belonging, and become more productive. In addition, being a good listener (an often-overlooked aspect of communication) makes it easy to receive instructions and helps you respond correctly to changing circumstances.

5. Flexibility

Flexibility is an important soft skill, since it demonstrates an ability and willingness to embrace new tasks and new challenges calmly and without fuss. A flexible translator is willing to help out wherever they're needed, take on extra responsibilities, and adapt quickly when plans change. Employers in every industry are looking for candidates who can show a willing and upbeat attitude and who are unfazed by change, and the localization industry is no different.

6. Dependability

Simply put, being dependable means that you do what you say you will, when you say you will. You can be trusted to complete any task, and you will do it well. In a world of continuous change, staying dependable means managing expectations and always being accountable.

7. Integrity

Do your job with integrity, and you also exemplify honesty, independence, approachability, and pride in your work – all traits that help you stand out from the competition.

4. What are top SS for interpreters?

Interpreter skills are divided into two categories: soft skills and hard skills. Hard skills refer to concrete abilities and knowledge an interpreter must possess, such as fluency in at least two languages, understanding the cultural context and familiarity with the field they are interpreting for. On the other hand, soft skills are more intangible and personality-related, such as listening skills, empathy and flexibility. Each of these categories holds an equal importance in interpreting.

Just as a building needs a strong foundation, an interpreter's success relies heavily on soft skills. These skills enable you to interact and communicate with others effectively. Below is a list of essential interpreter soft skills.

1. Listening skills

The ability to listen is one of the most important skills in an interpreter's repertoire. Good listeners don't just hear the words that are spoken, but they truly understand their meaning and context. They also listen for nonverbal clues, like tone and body language, and they try to understand what isn't said as much as what is said.

2. Empathy

When interpreting between two people, empathy is important in order to convey the speaker's message accurately. It involves understanding their emotions, motivations and intentions. Recognizing these elements can help you understand the speaker better and convey their message more accurately.

3. Flexibility

An interpreter's work can be unpredictable. They may be called on to interpret at short notice or in unfamiliar surroundings or situations. They should always be flexible and be prepared to adapt to changing circumstances while maintaining high accuracy and professionalism.

4. Critical thinking

Applying logic and reasoning in interpreting tasks, making judgement calls when direct translations aren't possible.

5. Creativity

In simultaneous interpretation, time is of the essence, and creativity plays a crucial role in ensuring a smooth and accurate process. By creatively adapting language and using analogies, we can make difficult concepts more accessible and relatable to the audience in real-time, despite the pressure of the ticking clock.

6. Leadership

Steering interpretation projects, guiding teams, and influencing positive outcomes.

5. What are the top SS for translators and interpreters?

1. FLEXIBILITY

Being flexible and embracing changes, whether it's evolving language trends or new tech in the field. This skill helps T&I to adapt to changes during their working process and avoid frustration. Moreover, being flexible is a rather important skill in the modern world where tendencies and values change quickly, so it is necessary to be able to work under new circumstances.

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*

This is the main skill for building relationships with other people. Without relationships, the T&I job is impossible. Empathy is an essential tool for a clear understanding of a person's needs and the right idea of his or her speech, both oral or written. So, empathy is a base of qualitative and efficient communication and an essential part of any collaboration.

3. CREATIVITY

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. CRITICAL THINKING

This skill allows T&I to analyze the given information quickly, highlight the key aspects of the text of the speech at once, and find the most correct variant of its rendering into another language. Moreover, critical thinking for cooperation with people, and clear assessment of circumstances, demands and one's abilities. Applying logic and reasoning in interpreting tasks, making judgement calls when direct translations aren't possible.

5. SELF-MANAGEMENT

This skill is rather important for T&I productivity and effectiveness of work. Self-management includes the ability to motivate and discipline oneself, to form a working habit, to plan one's working process, to keep the balance between work and personal life, and to plan resting hours. Self-management skills help to maintain one's well-being, which is rather important not only for human health, but also for relationships, communication, and work productivity.

- Discipline
- Motivation
- Commitment
- Balance
- Working habit
- Initiative
- CPD
- Well-being.

6. COLLABORATION

Collaborating with fellow translators and interpreters, sharing knowledge and supporting each other. We are Service-providers.

Service: Clients, Colleagues, Community

- Selfless interest for helping
- Volunteer
- Co-working

7. STRESS TOLERANCE

This skill is responsible for T&I ability to cope with unexpected problems, work under pressing circumstances and deadlines, and cooperate with toxic people. It requires a high level of emotional intelligence to deal with one's negative feelings and not allow them to violate the working process.

8. OPEN COMMUNICATION

Keeping lines of communication open with clients and teams, ensuring clarity and mutual understanding.

9. EMOTIONAL INTELLIGENCE

Recognising and navigating sensitive cultural nuances, understanding client emotions, and responding in a considerate manner.

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

6. What is a soft sell?

The soft sell approach involves building a relationship with the customer so they're comfortable buying the product, while a hard sell approach involves shorter

interactions and more pressure on customers. Learning about soft selling is important if you're starting out in translation sales, or looking for a new sales approach for your team. In this part, we discuss soft sell versus hard sell and how to implement a soft sell sales approach in six steps, and we provide examples and tips for increased effectiveness.

A soft sell is a sales technique that prioritizes the customer's needs, information and trust by:

- **Building a relationship with the prospective customer**
- **Learning about their challenges**
- **Using subtle persuasion techniques to propose how their translation can solve the customer's problems**

A soft sell technique can be helpful in businesses where the long-term relationship with the customer is important.

The hard sell is an older sales technique that involves a shorter time span and more aggressive, standardized communication. Both methods require persistence and aim to close a deal with the customer, but they have different priorities and methods.

7. How to use the soft sell technique?

The soft sell technique can apply to everything. Here is a method for applying the soft sell technique to your translation sales:

1. Research the potential customer

The first step in the soft sell process is to research the customer and their needs. If you met them at a professional networking event or online, you might do more research into their company and industry, especially if it's different from your own. Here are some research tips:

- When you meet someone, ask for a business card or make note of their full name. This can make them easier to find later.
- Check their professional social media accounts to learn more about them.
- When researching a potential future customer, pay attention to their personality, interests and hobbies.

This research can help you think about questions to ask in your first conversation, and whether they have problems that your translation could help solve.

2. Establish a relationship

A soft sell technique prioritizes the customer and the relationship, so building that relationship is an important part of the process. For first contact, you might reach out for a casual phone call or meeting. Keep your tone friendly and empathetic and concentrate on asking good questions. As they answer questions, the customer provides you with information that can help you get to know them as a person and as a professional.

3. Consult to find out their needs

Once you get to know a customer, you can have a better idea of whether your translation can solve any challenges or improve their business practices. As you continue to communicate with them, you might ask about the following:

- Challenges they face
- Their interest in pursuing solutions
- How well their current providers and services are working for them.

When you have a good idea of their challenges and how your translation can help, you can send a personalized email or call them and ask for an opportunity to demonstrate your resume. As you shift into direct references to your translations, make sure to maintain your friendly tone, empathy and active listening.

4. Make a recommendation

You can recommend your translation services via a formal presentation and demo or through a more informal conversation. Either way, personalize your information to respond to this customer and their business needs. You can do so by:

- Focusing on information on the translations that address their immediate needs
- Keeping their budget in mind
- Paying attention to the customer's verbal response to see what they are specifically interested in
- Noting the customer's nonverbal clues and using that information to modify your offer as you go, focusing on information that is interesting and relevant to the customer and moving more quickly through less relevant information

5. Answer questions and educate the client

Next, answer any questions the customer may have. Make sure to send any information they request or that seemed relevant after the presentation. Responding promptly and continuing to demonstrate your knowledge of your translations can help build trust with the customer, show professionalism and help them want to work with you again.

6. Make a sale or provide a contact opportunity

Make it as easy as possible for the customer to purchase your translation services by staying in contact with them. If they decide not to purchase right away, you might create opportunities for a future sale by keeping in contact with them and following their business needs to see if there might be a new chance to reach out to them.

Soft sell technique examples

Here are a few hypothetical examples of the soft sell technique in action:

Soft sell techniques:

- 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.

-Soft Sell Offers:

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

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

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

7. How to improve soft sell?

Here are some tips to keep in mind during the soft sell process:

Practice active listening

Active listening is the practice of paying attention to another person to understand their meaning and retain it. During a conversation, this can mean:

- Removing external distractions, like phone use and interruptions
- Minimizing internal distractions, like trying to plan your responses and comments
- Asking good questions
- Repeating important points to make sure you understand.

Build personal relationships

Building long-term relationships with your clients can help you improve your soft sales record in the future. With a soft sell philosophy, you don't need to focus on your sales as quickly as possible, so you can take a personal interest in what customers have to say. Specifically, ask questions to learn about the clients:

- Families
- Hobbies
- Background
- Interests

If you have trouble remembering these things, you might make simple notes about your conversations to review before you next connect.

Provide value

One way that you can keep customers interested between sales or before they've decided to purchase from you is to provide something to them that they find valuable. Here are some strategies you can use to do so:

- Include information about industry trends and tools in translation and interpreting
- Feature useful information or exciting offers in email and social media so clients may be more eager to open your emails and hear from you

Give customers time

One of the key ways to provide a low-pressure experience for clients is by giving them time to consider their choices. If you communicate less frequently than you would with a hard sell approach, clients can feel more relaxed about making their own decision.

Stay in contact until and after the sale

Since relationships are crucial for the soft sell approach, it's important to maintain casual, friendly contact with clients. Before translation you might occasionally

email the customer to check in, see if their needs are the same and if you can answer any questions. After the translation, you might send an occasional email and interact on professional social media sites.

Ex.1. Answer the questions:

1. What does the opposition “Hard skills versus soft skills” imply?
2. What is a soft skill? Why do you need them?
3. What are top soft skills for translators?
4. What are top SS for interpreters?
5. What are the top SS for translators and interpreters?
6. What is a soft sell?
7. How to use the soft sell technique?
8. How to improve soft sell?

Ex.2. Say “True“ or “False”:

1. For a translator, an example of a hard skill is the ability to work with CAT tools.
2. You can achieve soft skills by learning from a workshop or at school.
3. Soft skills are a narrow concept that includes the ability to solve complex tasks, think creatively, communicate and collaborate.
4. Soft skills are human skills that do not belong to professional or narrowly specialized competencies.
5. The top soft skills across most industries include Critical Thinking, Service Orientation, Social Awareness, Relationship or People Management and Stress Tolerance.
6. Above all, hard skills help to establish relations, to fulfill personal and professional tasks.
7. The main reason millennials get fired is because they can’t collaborate, they lack confidence in themselves and their decisions.
8. 92% of talent professionals and hiring managers say that soft skills are just as important, if not more important, than hard skills.
9. Soft skills never indicate an individual’s ability to work with others, grow within a company, build relationships, and solve problems.
10. Self-motivation as a soft skill is vital to any self-employed individual, including translators.
11. Communication skills allow you to interact with people effectively and make your presence felt.
12. Communication is an important soft skill, since it demonstrates an ability and willingness to embrace new tasks and new challenges calmly and without fuss.
13. A flexible translator is willing to help out wherever they’re needed, take on extra responsibilities, and adapt quickly when plans change.
14. In a world of continuous change, staying dependable means managing expectations and always being accountable.
15. Do your job with interest, and you also exemplify honesty, independence, approachability, and pride in your work – all traits that help you stand out from the competition.

Ex.3. Multiple choice:

1. _____ refer to concrete abilities and knowledge an interpreter must possess, such as fluency in at least two languages, understanding the cultural context and familiarity with the field they are interpreting for.
a) Hard skills b) Soft skills c) Flexible skills
2. _____ are more intangible and personality-related, such as listening skills, empathy and flexibility.
a) Hard skills b) Soft skills c) General skills
3. The ability to _____ is one of the most important soft skills in an interpreter's repertoire.
a) write b) comprehend c) listen
4. _____ involves understanding their emotions, motivations and intentions.
a) Empathy b) Flexibility c) Listening
5. _____ implies applying logic and reasoning in interpreting tasks, making judgment calls when direct translations aren't possible.
a) Flexibility b) Critical thinking c) Empathy
6. In simultaneous interpretation, time is of the essence, and _____ plays a crucial role in ensuring a smooth and accurate process.
a) Critical thinking b) empathy c) creativity
7. Being _____ is a rather important skill in the modern world where tendencies and values change quickly, so it is necessary to be able to work under new circumstances.
a) flexible b) creative c) integral
8. _____ is a base of qualitative and efficient communication and an essential part of any collaboration.
a) Listening b) Empathy c) Writing
9. _____ allows T&I to analyze the given information quickly, highlight the key aspects of the text of the speech at once, and find the most correct variant of its rendering into another language.
a) Creativity b) Flexibility c) Critical thinking
10. _____ includes the ability to motivate and discipline oneself, to form a working habit, to plan one's working process, to keep the balance between work and personal life, and to plan resting hours.
a) Self-management b) Self-assurance c) Self-promotion
11. _____ is responsible for T&I ability to cope with unexpected problems, work under pressing circumstances and deadlines, and cooperate with toxic people.
a) Stress intolerance b) Stress tolerance c) Low stress tolerance
12. The _____ approach involves building a relationship with the customer so they're comfortable buying the product, while a hard sell approach involves shorter interactions and more pressure on customers.
a) soft spell b) soft skill c) soft sell
13. The _____ is an older sales technique that involves a shorter time span and more aggressive, standardized communication.
a) hard sell b) soft sell c) hard skill
14. The first step in the soft sell process is to _____ the customer and their needs.
a) write to b) research c) address
15. Since _____ are crucial for the soft sell approach, it's important to maintain casual, friendly contact with clients.

a) contacts

b) customers

c) relationships



TOPIC 5

EMOTIONAL INTELLIGENCE

1. What is EI?

EI is a group of mental abilities that are involved in recognizing and understanding one's own emotions as well as the emotions of others and expressing them in ways that are respectful and helpful to those around you. It is a set of competencies demonstrating the ability to recognize behaviours and moods, and knowing how best to manage them. Understanding your emotions and those of others can help you better relate to others in a personal or professional setting.

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.

People with a high level of this intelligence understand feelings well and effectively manage their emotional sphere. That is why, during interaction with others, their behavior is more adaptive, they find compromises more easily in situations where conflict is unnecessary in principle. As a result, communication

with the surrounding world becomes easier and better, and goals are achieved faster and more effectively.

Researchers John Mayer and Peter Salovey, who first described this concept at the end of the 20th century, identify four main directions (components) of emotional intelligence:

- how we evaluate and express emotions;
- what we know about them;
- how we manage them;
- how we make decisions based on them.

2. What are the main elements of EI?

The 5 elements of emotional intelligence are

1. Self-awareness

Self-awareness is about recognising and understanding your emotions – what you're feeling and why – as well as appreciating how they affect those around you. It's the basis of good intuition and decision-making, helping you to instinctively make the right choices for you in all aspects of life. Self-awareness is also about knowing your strengths and weaknesses, and what is important to you – your values or moral compass.

2. Self-regulation

Once you've mastered emotional awareness, the next step is managing those emotions – particularly the negative ones – effectively. Always treat others with respect and try to stay in control. If you have a tendency to emotional outbursts, practise being calm: step back and take a deep breath. It's also important to stay true to your values, and hold yourself personally accountable for any mistakes.

3. Motivation

The third 'personal' element, motivation is about your drive to improve and achieve: setting high standards for yourself and working consistently towards your goals. Take the initiative: be ready to act on opportunities as they come along, and practise being assertive. Motivation is also about optimism and resilience, and finding the positive in a situation, even – or especially – those that didn't go well.

4. Empathy

A key interpersonal skill, empathy is the ability to put yourself in someone else's shoes and see a situation from their perspective. As well as having an awareness of others' feelings, it's important to acknowledge and respond to them – even if you don't agree with them. Respecting diversity and inclusion is a vital aspect of empathy, as is communication: pay close attention to what you and others say, whether verbally or through body language.

5. Social skills

Often described as a 'people person', those who are socially skilled are adept at dealing with others. They are trustworthy team players and confident communicators: as good at listening to other people as they are at speaking themselves. They also make great leaders, inspiring and motivating colleagues, managing change and resolving conflict effectively, and giving praise where it's due.

3. How to improve emotional intelligence?

Use the following steps to improve your emotional intelligence both at and outside of work:

1. Be more self-aware

Being aware of your emotions and emotional responses to those around you can greatly improve your emotional intelligence. Knowing when you're feeling anxious or angry can help you process and communicate those feelings in a way that promotes healthy results. To improve your awareness, consider tracking any time you feel a strong emotion and taking notes about what caused your feeling.

2. Recognize how others feel

Emotional intelligence may start with self-reflection, but it's also important to gauge how others perceive your behavior and communication. Knowing how to adjust your own message based on how you're received is an important part of being emotionally intelligent. If you're unsure, you can always ask others how they feel to show that you prioritize their reactions.

3. Practice active listening

People communicate via both verbal and nonverbal communication, so it's important to listen and watch for potentially positive and negative reactions. Taking the time to listen to others also indicates a level of respect that can form the foundation for healthy relationships. To show that you're actively listening, try asking questions, nodding along or repeating back important points to show that you've understood them.

4. Communicate clearly

Strong communication skills are essential for emotional intelligence. Knowing what to say or write and when to deliver information is crucial for building strong relationships. For example, as a manager in a work environment, communicating expectations and goals is necessary to keep everyone on the same page. Try to be as communicative as possible and create multiple channels for others to communicate their feelings with you.

5. Stay positive

Emotionally intelligent people understand the power of a positive word, an encouraging email and a kind gesture. When you're able to also stay positive in a stressful situation, you can help others around you remain calm. This attitude can also encourage further problem-solving and teamwork. While negative emotions can be normal, consider developing strategies to minimize their effects and look for solutions.

6. Empathize

Considering how others might be feeling is an important quality of emotional intelligence. It means you can empathize with feelings that you may not be feeling yourself and respond in a way that's respectful and comforting to others. Try to imagine yourself in others' positions so that you can consider how you might feel if in their situation.

7. Be open-minded

Emotionally intelligent people are often easy to approach because they're good listeners and able to consider and understand other perspectives. They're also open to learning new things and embracing new ideas. Even if you're unsure of a new idea or concept, try to consider what it may look like to implement it into daily work.

8. Listen to feedback

It's important to be the kind of person who can hear feedback, whether it's positive feedback on a recent presentation or more critical recommendations on how you should delegate tasks more efficiently. Being open to feedback means you can take responsibility for your actions and are willing to improve how you communicate with others. While some feedback may be challenging to receive, you can try to think of it as an opportunity to learn and grow professionally.

9. Stay calm under pressure

It's important to be able to approach stressful situations with a calm and positive attitude. Tensions can easily escalate, especially when people are working under deadlines, so keeping steady and focusing on finding a solution can help everyone meet their goals. Try to develop strategies like taking a deep breath or asking for help when in a stressful situation to help you stay calm and thoughtful.

4. How Emotional Intelligence Can Help Interpreters ?

Interpreting is a unique and challenging profession that requires a deep understanding of language and emotions. As interpreters, we are constantly interpreting not only words or signs but also emotions, tone, and cultural context, making it particularly emotionally demanding. Emotional intelligence is a powerful tool that allows us to navigate these emotional complexities effectively, but it can also be a double-edged sword.

Emotional intelligence is a crucial skill for interpreters because it enables us to stay grounded and focused, especially in high-stress situations. However, it can lead to burnout and emotional exhaustion if not properly managed.

To maintain a healthy balance and make the interpreting experience positive for ourselves and others, here are five tips for developing and utilizing emotional intelligence:

1. Practice self-awareness: The first step to developing emotional intelligence is to take the time to understand your own emotions and how they affect your work. This includes recognizing your triggers and emotional responses and knowing how they might impact your interpretation.

2. Develop empathy: Interpreting requires understanding the emotions of those we are interpreting for, but it's important not to let their emotions consume you. Seek to understand, not absorb.

3. Establish boundaries: To avoid burnout, it's important to take breaks and set boundaries. This means setting limits on how much time you spend interpreting and being clear about what you are and aren't willing to take on emotionally.

4. Practice mindfulness: Techniques like deep breathing and meditation can help you stay present and focused in the moment, which is essential for interpreting. This will help you to stay grounded and avoid getting caught up in the emotions of others.

5. Seek support: Interpreting can be emotionally demanding, so it's important to surround yourself with a strong support network. This might include friends, family, colleagues, or a therapist. Never be afraid to ask for help when you need it.

Emotional intelligence is a powerful tool for effectively navigating the emotional complexities of interpreting. By taking the time to understand our emotions, develop empathy, establish boundaries, practice mindfulness and seek support, we can make the interpreting experience positive for ourselves and others. And by following these tips, we can help ensure that we maintain a healthy balance and prevent burnout.

Ex.1. Answer the questions:

1. What is EI?
2. What are the main elements of EI?
3. How to improve emotional intelligence?
4. How Emotional Intelligence Can Help Interpreters?

Ex.2. Say “True“ or “False”:

1. EI is a group of physical abilities that are involved in recognizing and understanding one's own emotions.
2. 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.
3. Researchers John Mayer and Peter Salovey first described this concept at the end of the 20th century.
4. Self-assurance is about recognizing and understanding your emotions – what you're feeling and why – as well as appreciating how they affect those around you.
5. Self-awareness is also about lacking your strengths and weaknesses, and what is important to you – your values or moral compass.
6. The third 'personal' element, motivation is about your drive to improve and achieve: setting high standards for yourself and working consistently towards your goals.
7. Empathy is also about optimism and resilience, and finding the positive in a situation, even – or especially – those that didn't go well.
8. A key interpersonal skill, flexibility is the ability to put yourself in someone else's shoes and see a situation from their perspective.
9. Respecting diversity and inclusion is a vital aspect of empathy, as is communication.
10. Often described as a 'people person', those who are socially skilled are adept at dealing with others.
11. Being aware of your emotions and emotional responses to those around you can greatly improve your mental intelligence
12. Emotional intelligence may start with self-reflection, but it's also important to gauge how others perceive your behavior and communication.
13. Knowing how to adjust your own message based on how you're received is an important part of being emotionally intelligent.
14. Strong listening skills are essential for emotional intelligence. Knowing what to say or write and when to deliver information is crucial for building strong relationships.
15. Emotionally intelligent people understand the power of a positive word, an encouraging email and a kind gesture.

Ex.3. Multiple choice:

1. Considering how others might be _____ is an important quality of emotional intelligence.
a) feeling b) saying c) listening
2. Emotionally intelligent people are often _____ because they're good listeners and able to consider and understand other perspectives.
a) broad-minded b) open-minded c) open-hearted
3. Being _____ to feedback means you can take responsibility for your actions and are willing to improve how you communicate with others.
a) close b) open-minded c) open
4. It's important to be able to approach stressful situations with a _____ and positive attitude.
a) calm b) good c) smooth
5. The first step to developing emotional intelligence is to take the time to understand your own _____ and how they affect your work.
a) needs b) emotions c) rights

[illegible]

a) boundaries b) goals c) empathy

a) openness b) mindfulness c) listening

a) client b) sales c) support

a) navigating b) managing c) dealing with

[illegible]

a) difficult b) different c) high-stress

[illegible][illegible]

a) rules b) emotions c) competencies

TOPIC 6

TRANSLATOR AND INTERPRETER AS JOBS WITH A FUTURE: PROFESSIONAL CHALLENGES AND MACHINE TRANSLATION

1. What are professional challenges for translators and interpreters in the XXI century?

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 professional challenges. 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.

Freelance translators and interpreters were asked to select the 4 main professional challenges they had faced.

So, the 4 main challenges concern:

1. Business and financial issues
2. Personal concerns, health and well-being
3. Technological developments
4. Making time for continuing professional development

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 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 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*.

2. What are professional challengers for translators and interpreters working as freelancers in the XXI century?

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.

8. Competition. One of the biggest challenges of being a freelance translator is the competition. There are many other freelance translators out there, which can make it difficult to stand out and find work. Freelance translators need to find ways to differentiate themselves from the competition and showcase their unique skills and expertise.

9. Language proficiency. Another challenge of being a freelance translator is maintaining language proficiency. Freelance translators need to be fluent in both the source and target languages, and they need to stay up-to-date with changes in the languages and cultures they work with. This requires ongoing learning and professional development.

10. Specialization. Many freelance translators choose to specialize in a particular niche area, such as legal or medical translation. While specializing can help freelance translators stand out and command higher rates, it can also be challenging. Freelance translators need to have a deep understanding of the terminology and concepts in their niche area, which can require significant research and study.

3. How to respond to current and future challenges?

While freelance translators face many challenges, there are ways to overcome them. Some tips for overcoming the challenges of being a freelance translator include:

1. Networking. Networking is key to finding consistent work as a freelance translator. Freelance translators can join professional organizations or attend industry events to meet potential clients and colleagues. They can also use social media and other online platforms to connect with others in their industry.

2. LEAD: Learn (CPD, tools, read articles)) – Engage (with clients, academics, software companies,...) - Adapt - Diversify

3. A new approach to CPD. Think CPD (Continuing Professional Development) and you tend to think workshops, webinars, courses and conferences. But there's so much more to CPD than that. Here I delve into our 9 suggestions you may not have thought of as CPD:

9 forms of CPD you might not have thought of

1. Virtual conversation practice

Regular Skype or Zoom conversation sessions with a native speaker of your source language. This is a great opportunity to practice and build up your confidence ready for when you, for example, need to jump on a call with a client.

2. TV, podcasts, YouTube

Watching YouTube videos and foreign language TV and listening to podcasts are a great way to keep your source language skills on track — or your target language, if you live in your source language country. But tempting though it may be to log a 30-hour TV series as your CPD for the year, always aim for a variety of CPD activities.

3. Organising a professional event

Any relevant role that involves communicating or writing in your source or target language, such as organizing a professional event for some network or an external business group such as a Chamber of Commerce, counts as CPD. This could fall under 'professional contribution' or 'language skills'.

4. Preparing for talks, webinars, etc.

All stages involved in preparing a presentation, conference talk or webinar count as CPD: not simply researching and writing the content but also writing an abstract for submission and checking that the content of your presentation is up to date before you deliver it. That can take up a lot of time, so don't forget to keep track of the hours you spend on it.

5. Writing articles, blogs or reviews

Writing anything for publication in a journal, newsletter or industry blog counts as CPD. Translation organisations always appreciate receiving reviews of recent events for publication in the Bulletin or the network newsletter, and they are always looking for blog contributors. Having an article or review published is also a great way to raise your profile in the industry.

6. Pro-bono work . I recommend pro-bono translation and interpreting work not only as a way of gaining experience early on in your career but also as an entrée to many different and new areas of expertise. All pro-bono translation/interpreting assignments, including the preparation and research you undertake for them, count as CPD.

7. Trips to your target language country

Providing you make a link with your work in some way, such as forging or maintaining client relationships or actively practising your target language skills, trips to your target language country can count as CPD.

8. Taking qualifications in your specialist field

Whether it's a short hands-on course, an evening class or a qualification in a related subject, all the time spent attending, reading, learning, revising, taking tests or sitting exams is CPD.

9. Outreach work with schools

There are professionals in different industries who are happy to go into schools and colleges and talk to students about their industry. Time spent preparing for and attending these events counts as CPD.

4. Finding new clients

How to attract new clients: 6 top tips that really work

Finding new clients as a freelancer is tough. Growing your network and building a solid customer base starts with putting yourself out there! Here are 6 steps to attract new freelance clients.

1. Invest in your website. Your website is often the first place people go to find out more about your business. It's worth investing in a quality website that'll help you make a great first impression and stand out from the crowd.

- Is your site easy to navigate? Bear in mind, the average time spent visiting a website is just over two minutes.
- Does it communicate what you do, who you do it for, and the value you deliver?
- Do you come across as someone clients can rely on?

- Is your message clear and concise?
- Does your website reflect your personality and values? Trying to be something you're not can be exhausting, so don't strive for a serious, formal tone if you're more of a chatty, friendly type and vice versa.

2. Ask for recommendations. Testimonials are one of the best free marketing tools your business has, so don't be afraid to ask your clients to recommend you! It takes time to build your reputation when you're starting out. With recommendations and referrals each job can be a stepping-stone to the next client and the next project. As soon as you've completed a project, ask the client if they'd be willing to review your service for LinkedIn, Google or Facebook. Chances are they'll be happy to help.

If you want to take things a step further, build your testimonials into project profiles or case studies to share on your website and social media. They can be a great way to showcase your services and the problems you solve for your clients.

3. Use social media: don't let it use you! Platforms such as LinkedIn, Twitter and Facebook can be a great way to build your brand, raise awareness of your business and grow your customer base – but if you're not careful, social media can be a dangerous distraction and a drain on your time and productivity.

Instead of trying to master every platform, pick a couple and do them really well. Do your research to find out where your dream clients hang out, and focus your efforts there. (Make sure you pick platforms you enjoy using as you're going to spend a fair amount of time there!)

4. Grow your network. The best way to grow your business is by building relationships. How? Join online groups, take part in Twitter chats, attend networking events, or offer to speak at conferences and events.

Rather than focusing on what you can get out of it, look to **give before you take**. Be helpful, approachable and friendly and you'll quickly grow your network.

Finally, stay curious about the people you meet. Okay, so that guy you got chatting to at the bus stop may not be in the market for a new website or social media management, but he may know someone who is! Focus on being memorable and generous with your knowledge and advice – you never know where it might lead.

5. Choose community over competition. There are two ways to look at those who do the same job as you. You can regard them as your competition, and close off for fear of them poaching your projects or clients, or you can see them as your community.

From my own experience, the latter option makes for a happier, more fulfilled freelance life – not to mention the chance to grow your customer base.

Other freelancers have been through the same challenges as you have – the isolation and unpredictable workloads. They understand. They can provide support and advice when things get tough; the chance to share and collaborate; and, when they're too busy to take on that new project, chances are they'll refer the client to a trusted colleague.

6. Add value. It may sound absurd, but your marketing isn't all about you! Clients care less about your skills, qualifications and experience and more about how you can make their lives easier.

Focus on answering the question, "What's in it for me?"

What can you offer that solves a problem for the client, makes them look good, or boosts their sales figures? Provide practical, workable solutions to the challenges they face, ask the right questions and spend more time listening than you do talking. Focusing on your customers and delivering a quality service that goes above and beyond will earn you loyal clients who come back time and time again.

4. What is the future of translator jobs?

What does the future hold for the translation industry? Well, according to the US Bureau of Labor Statistics, the job outlook for translators and interpreters is very positive, with anticipated growth of 20% between 2021 and 2031. That's an employment change of some 14,000 jobs. But what does this huge growth look like in practice? What will be the top translation industry trends for future? Let's find out.

How will technology affect the translation industry?

Technology has played a role in translation for decades, with computer-assisted translation (CAT) tools supporting translators to work faster and more efficiently. CAT tools also support consistency and quality across translation projects, including those undertaken by individual translators and by larger project teams.

In recent years, the other major development in terms of technology for translation projects is machine translation. This fast-growing market will continue to evolve and will be one of the major translation trends in future.

How fast is machine translation evolving?

The global machine translation market was worth \$1.1 billion in 2022, having grown from a market value of \$450 million in 2017. The huge growth reflects companies' increasing acceptance of machine translation, as well as the increasing quality of the output that machines generate. Evolving neural networks and AI-

inspired translation models will continue to drive up quality standards in 2023 and beyond.

Will post-editing overtake the translation industry?

The growth of machine translation has inspired the growth of another service: post-editing machine translation (PEMT). This is where a professional translator takes the machine-translated copy and works with it to enhance its quality. It is an approach that combines the benefits of using computers to translate (namely, speed and affordability), with the nuance and skill that humans bring to the craft. As such, PEMT is set to continue growing in future. Will it take over the translation industry? Not in the year ahead, but it is certainly becoming an increasingly important component of it.

Which types of translation will not be as impacted by machine translation?

Machine translation works better for some translation tasks than others. As such, not all types of translation will be impacted equally by it. Those where the form and flow of the words is as important as conveying the meaning, such as literary and poetry translation, can be harder for machines to translate with the necessary subtlety. Also, translations where the subject matter is something medical, scientific, legal, or financial – that is, documents that require a degree of human expertise that (as yet) machine translation cannot match – will also continue to be dealt with largely by human translators. That said, machine translation continues to evolve rapidly, so it is likely that it will be capable of undertaking more complex and nuanced tasks over the coming years.

Is translation a growing industry?

The last of our translation trends for 2023 is the growth of the translation industry itself. The global population is increasing and international trade is growing – by 3.5% in 2022 and by 1.0% in 2023, according to the World Trade Organization.

The pace of global population growth means there is a huge need for new, innovative solutions to tackle urgent issues such as climate change, food insecurity, and antibiotic resistance. All of this means greater demand for translation, as governments and companies work across international borders in order to create joint solutions to these global issues.

5. Will Artificial Intelligence Replace the World's Second Oldest Profession?

Despite all of the fears and uncertainties of the language industry when it comes to AI, there's a fundamental aspect of translation that machines have yet to master: the human touch. Translation is not just about converting words and meanings directly one-for-one, it's also making sure that the translation still carries the detailed nuance, cultural subtleties, and emotional undertones from the source language. This

knowledge is something human translators and interpreters still have an abundance of, and that AI technology cannot replicate.

For instance, consider literary translations. You don't even have to look at another language; the first book of the Harry Potter series by J.K. Rowling is known to many by either two titles: *Sorcerer's Stone* in the U.S., and *the Philosopher's Stone* in the U.K. Despite being published in the same language, English, the books have minor differences in vocabulary for better comprehension in their respective markets: "trainers" vs. "sneakers", "notes" vs. "bills", and "motorcycle" vs "motorbike".

This highlights the translator's role as just not an instrument of understanding another language, but to recreate the author's world and voice in a completely different linguistic and cultural landscape. This task requires a level of empathy and creative interpretation that AI cannot replicate.

This brings us to the core of why human translation remains irreplaceable in any situation:

Varieties in Culture. Languages are deeply rooted in culture, and change and evolve continuously depending on the actions and events happening in smaller communities, and society on a larger scale. There are also concepts and ideas in certain cultures that might not simply exist in another, making a direct translation hard, if not impossible.

Emotional Intelligence. Translation often requires emotional intelligence, especially in literary works, marketing, and media. A funny example would be the international brand Cola-Cola: when the soft drink was first shipped to China, they named the product with characters that sound the same as the eponymous drink name. But a problem soon arose: the characters the Chinese used meant "Bite The Wax Tadpole," when read. They later changed to a set of characters that mean "Happiness In The Mouth," which is a much more tasteful (if less amusing) brand slogan. This shows that humans can perceive and convey meanings in a way that resonates with the target audience, a subtlety that AI often misses.

Contextual Understanding. Everything that is communicated in this world is surrounded by context. A hilarious example is this sign in Arabic, simply saying "Dead Slow Children Playing". A native English speaker might think that there are children who just play very, very cautiously, or more outlandishly, there are "zombie children" playing around, but the context illuminates the words better: this is a road, and drivers are asked to drive more carefully since there might be children playing.

This is a type of mistake machine translation technology would make more often. AI is much better at reading the language room these days, but it can often miss the mark, leading to translations that are technically correct but contextually off. Humans can understand and interpret these unstated cues better, which leads to better overall translated text.

Interpreting. Interpretation is an art and science in itself, a branch of language services which deals with spoken languages in real-time compared to translation, which focuses more on the written text.

AI has been making waves in this part of the language world as well. Magazine company WIRED put this to the test, by comparing speech translations between professional interpreters and an AI called KUDO. While the AI was able to keep up with the speed of a teleprompter, it fails against a human interpreter when it comes to “emotional” and “spontaneous” speeches.

This showcases the depths to which language is intertwined with human experience and understanding. It's not just about the language itself, but about how it's used to connect, persuade, inform, and evoke emotion. In these scenarios, AI, despite its growing capabilities, still falls short, unable to switch tracks as easily as humans do, and lacking the depth of understanding that humans inherently have when it comes to different topics.

Ethical Considerations. As relatively new technology, the use of AI in sensitive areas like the legal and healthcare industries bring up potential disastrous consequences. The stakes are high in these sectors, as inaccurate or incorrect translations can mean a person's life or death in extreme scenarios. They also bring up the issue of data privacy, as technology is always at the risk of being hacked or doxxed.

Human translators and interpreters, on the other hand, can make ethical judgments and understand the gravity of their translations, which is beyond AI's current capabilities. They can also be held to confidentiality laws and non-disclosure agreements, which is useful for topics like corporate patents and copyright, and high profile criminal cases.

6. The Synergy of AI and Humans – The Future of Translation

Where does this leave AI then, if it's not going to replace human interpreters and translators? It would be more productive to see it as a tool that complements and helps human translators and interpreters, instead of treating it as a probable evil overlord. There are some parts of the translation process that AI can handle better: speed, multiple languages, basic format and style, and putting out the initial raw translations of the text. This allows the human translator to focus on the more

complex, more detail-oriented tasks, such as fact checking and context adding. This combination could lead to more efficient workflows and higher-quality translations overall, with both parties using their strengths to provide the best possible result.

As AI continues to evolve, the role of human interpreters and translators will undoubtedly change. But it will not disappear. The future of translation lies in the collaboration between human expertise and the continued potential of AI technology. This partnership promises a world where language barriers are diminished, but the beauty and depth of human languages are preserved and celebrated.

In total, while AI in translation is advancing rapidly, it is not going to replace human translators and interpreters any time soon. Instead, it serves as a valuable tool that, when combined with the human experience, can lead to a more connected and linguistically diverse world. The art of translation is still inherently human, with emotions, context and culture still creating the tapestry that we're all a part of. So don't worry for now. Humans are – and will always be – irreplaceable. Because no matter how much technology has advanced, it can never take the place of genuine connection – the most important feature of a more peaceful and connected world.

Ex.1. Answer the questions:

1. What are professional challengers for translators and interpreters in the XXI century?
2. What are professional challengers for translators and interpreters working as freelancers in the XXI century?
3. How to respond to current and future challenges?
4. What is the future of translator jobs?
5. Will Artificial Intelligence Replace the World's Second Oldest Profession?

Ex.2. Say "True" or "False":

1. Business issues topped the list of challenges, with over 48% of respondents citing "Marketing/selling my services" as a concern.
2. This was closely followed by "Negotiating rates and/or deadlines" (43%), reflecting the fact that many translators and interpreters feel good-equipped in this area.
3. 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).
4. Increased competition from cheaper, more experienced and more qualified providers was also seen as a threat. The need for good business skills and constant marketing emerged as another concern.
5. 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.
6. Other significant challenge for translators and interpreters was keeping up to date with professionalism (21%).

a) website b) skill c) networking

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Навчальне видання

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ПЕРЕКЛАД ЯК ПРОФЕСІЯ

**Методичний посібник
для здобувачів вищої освіти
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