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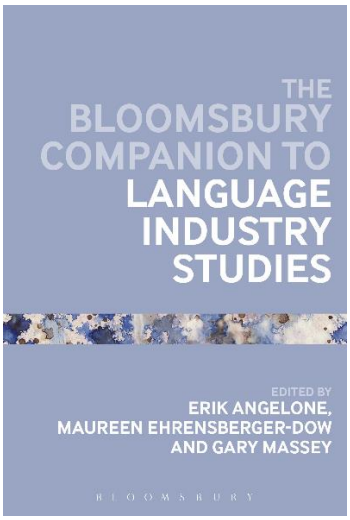

Angelone, Erik, Maureen Ehrensberger-Dow and Gary Massey (eds). *The Bloomsbury Companion to Language Industry Studies*. Bloomsbury Academic, 2020. 406 pp.

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The editors begin the book by introducing the language industry and highlighting its key components. They identify the foundational pillars of the language industry to be translation and interpreting. Past research, they posit, has majorly concentrated on the two pillars and less on other areas. They also describe the critical stakeholders in the language industry, such as translators, revisers, terminologists, interpreters, among others. The language industry has witnessed significant growth in recent years, with the increase in language-related jobs outpacing the growth of other job categories. They argue that advancements in technology have played a pivotal role in altering the language industry. This is especially true with the increased reliance on machines to provide language services such as translation.

In chapter two. *Core Research Questions and Methods*, Christian Mellinger delves into the research approaches that are commonly applied in language studies and begins by describing three key considerations in the planning process of research within the language industry. First, the need to engage industry stakeholders, then the transdisciplinary nature of the industry and finally the ill-defined and fragmented nature of the industry. Three primary research methods are described in this chapter. In the experimental method, the researcher has to test and build a case of causality between two variables. The quasi-experimental study entails testing the influence of dependent variables on different participant groups. Finally, observational studies entail observing a phenomenon in its natural

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state without influencing it. The process of data analysis for both qualitative and quantitative categories are also discussed. Mellinger concludes by stating that the area is still evolving, and new ideas may come up as the field matures.

In chapter three, *Researching Workplaces*, Hanna Risku, Regina Rogl and Jelena Milošević research the language industry based on authentic workplace environments for language professionals. This has been identified as a new research approach in its infancy, but whose results could be much enhanced relative to the traditional approaches. Three major focal approaches are the cognitive, sociological, and ergonomic. For this new *modus operandis* in language industry research, the chapter also describes the methodological developments that are relevant to studies of this nature. The research framework entails evaluating the roles of translation and interpretation in different work conditions. The contributions to the language industry that this research approach make are also analyzed.

Christina Schäffner, in *Translators' Roles and Responsibilities*, analyzes the role of translators in the ever-increasing demand for language services caused by globalization. Indeed, the language industry has witnessed considerable growth in recent years. Furthermore, the industry has expanded from the initial translation services to more contemporary language services such as transcreation, telephone interpreting, internationalization, web globalization, among others. Professional bodies like the UK's Institute of Translation and Interpreting (ITI) list the responsibilities of translators, which include honesty and integrity, confidentiality and trust, professional competence and relationship with other members. Translators' roles may also differ depending on their mode of work, whereby some may be freelancers seeking clients on their own, whereas others may work for companies offering their services. The roles of translators have shifted from purely linguistic transfer to more complex roles, such as working with virtual tools and negotiating with clients.

Michaela Albl-Mikasa distinguishes two areas in the role of interpreting, which are community interpreting and conference interpreting in chapter five, *Interpreters' Roles and Responsibilities*. In community interpreting, there is a bigger emphasis on the role of the interpreter. The guiding principles in community interpreting are mainly ethics, certification, and professionalism. However, conference interpreting is different in that the focus is usually on quality, competence, memory, aptitude, and professionalism. Thus, there is a notable difference in the orientation of the two sub-disciplines. The author also uses a diagrammatic representation of the interdependencies in different dialogical settings. She proposes a cognitive-constructivist model in dialogue interpreting. Therefore, the interpreter must rely on the knowledge of the subject of interpretation while, at the same time, be creative in practice. The chapter also establishes that some misconceptions have arisen in propagating the two different paradigms of interpretation: community and conference. For instance, ethical principles vary depending on individual and situational factors.

In chapter six, *Non-Professional Interpreting and Translation (NPIT)*, Claudia Angelelli explores the practice of interpretation and translation by individuals regarded as non-professionals due to a lack of

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certification or professional qualification in the role of an interpreter or translator. From the perspective of the language industry professionals, the non-professional interpreters and translators are viewed as naïve and untrained. However, the roles of non-professionals in the language industry cannot be wished away in settings such as the healthcare industry where translators and interpreters adopt dual roles where bilingual health-care staff (for example, lab technicians or nurses) working in a medical care organization, are asked to carry out T & I tasks for patients with whom they share a language. She also describes the differences between a non-professional interpreter and a bilingual person. The chapter further discusses the issue of NPIT and the quality of the services provided. There has been a great deal of research focusing on the role of NPIT, especially in professional undertakings, particularly attending to the concerns regarding the quality of non-professional practices.

Dedicated to defining the actual service offered by language service providers in the context of the needs of the clients or users in chapter seven, *Tailoring Translation Services for Clients and Users*, Kaisa Koskinen introduces the concept of user-centered translation (UCT), which entails a focus on the needs and expectations of users of the language services. The chapter identifies that tailored language services are an effective way of adding value and quality of the services rendered by language professionals. The author detects the limitations of machine translation (MT) in delivering tailored language services due to the linear nature of translation. Koskinen proposes that research ought to focus more on establishing a fine-grained understanding of clients' preferences and needs. As such, the evidence of user satisfaction with different modes of language services is core to this research area.

Gregory M. Shreve, in chapter eight, *Professional Translator Development from an Expertise Perspective*, reviews the professional development of practitioners working in the language industry. As with any other profession, it is expected that language services providers should increase their expertise in their area over time and perform exemplarily. However, there are practical problems that often arise in assessing the level of expertise in the language professions such as translation. These problems have to do with defining specific work roles or problem sets. The concerns about professional performance and expertise are more germane to organizations seeking these services. Therefore, the author discusses the mode of identifying professional advancement and expertise in the language industry as a research focal point. The chapter analyzes the research area as an ill-defined problem that results in research challenges. The author, however, provides some recommendations on how the language profession can be better defined.

Catherine Way focuses on crucial elements while training in the language industry, which includes translation pedagogy, curriculum design, translator education, translator self-concept, assessment, translation competence, among others, in chapter nine, *Training and Pedagogical Implications*. All these factors are key concepts in language training, which the author describes in depth throughout the chapter. As a consequence, the area of training and pedagogy in the language industry is quite extensive and comprised of broad areas of research. The author further identifies a neglected area in research, which is the aspect of the training of trainers. The chapter also explores the ways in which

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the training of translators could be much more enhanced through identifying weaknesses in graduates with their performance in the industry. Finally it is proposed to expand training in the language industry through combination with other fields such as law, science, and healthcare, among others.

In chapter ten, *Audiovisual Translation*, Jorge Diaz-Cintas focuses on audiovisual translation (AVT), which entails the use of translation services to interpret audiovisual content. He argues that translators need to convey both verbal and non-verbal communication effectively in AVT. In film, the semantic composite is much more complicated due to the combination of language, gestures, cinematic syntax, paralinguistic elements/features, all of which build up complex communication. The area of AVT has been expanding thanks to the increasing content production supported by advances in digital technology. The author reviews two defining attributes in AVT, which are re-voicing and timed text. Another unique aspect of AVT that has grown in prominence is an audio description that entails a succinct description of all visual actions happening in a video for the sake of visually impaired audiences. Subtitling is another strand of AVT that entails reproducing the spoken language in writing. The author concludes by attesting to the alliance that may exist between the AVT industry and academia.

Anna Jankowska, in chapter eleven, *Audiovisual Media Accessibility,* analyzes the area of audio-visual media accessibility that focuses on making audiovisual content available to those who cannot access it without some sort of language service-related aid. Thus, language services in this area concentrate on ways in which audiovisual media can be translated and interpreted to be accessible to those with disability or impairment. The author bases her analysis on Jakobson's three modes of translation, interlingual, intralingual and intersemiotic translation. In practice, the audiovisual media accessible to those who need it is enhanced through the audio description, extended audio description, and audio introductions for the visually impaired. Audio subtitles are also of help to visually impaired audiences. Furthermore, subtitles are used for the deaf and audiences who have difficulty in hearing. The sign language interpreting service is also appropriate for hearing impaired audiences. As a research area, audiovisual media accessibility has been growing both academically and as professional practice.

In chapter twelve, Lynne Bowker concentrates on terminology management. The main focus of terminology management is to preserve the meanings of key terms in a project or a field when different languages are used. The terminology profession is closely linked to translation, as terminologists are mainly included in professional bodies for translators. The author uses statistics to show how the terminology and translation professions are intertwined in different parts of the world. Terminological work has increasingly shifted from the academic domain to commercial environments as the need for these professionals continues to rise. Although Bowker does not describe professional terminology activities at length, she suggests the need for increased dialogue between communities in enhancing the quality of terminology work for the benefit of researchers and practitioners.

In chapter thirteen, *Translation Technology – Past, Present and Future*, Jaap van der Meer evaluates the role that technology has played in enhancing the field of translation. The concept of machine

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translation was introduced in the 1950s and since then has gained much prominence. The author provides a description of the changes in machine translation technologies over the years, as information technology continued to advance. Research in the area of translation technology has also been quite broad, given the existence of several different translation platforms that are used today, e.g., localization systems, community-translation platforms, audio-video captioning, globalization management systems, controlled authoring tools, post-editing tools, quality assurance tools, to name a few. Newer translation technologies such as localization apps, audio captioning technologies have also been incorporated in today's IT systems. Terminology management tools such as databases and repositories are also part of the translation technology that is used today. New technologies, such as cloud computing, have enriched this area through the enabling of real-time sharing of information amongst professionals. The chapter provides a vast description of translation technologies as well as their transition over time.

In chapter fourteen, *Machine translation: Where are we at today?,* Andy Way acknowledges the tremendous impact that machine translation has had on the translation profession with the sharply increasing usage of MT platforms such as Google Translate. The author also describes that machine translation has shifted from being driven by grammatical rules to a state where it is now data driven. In particular, the concept of neural machine translation (NMT) has significantly increased the quality and accuracy of the translation. MT has played a role in assisting human translators in areas such as the use of translation memory systems. He also describes how the quality of MT is measured. The author presents a chart illustrating the rise in the quality of machine translation over time with changes in MT technologies. Way concludes that NMT has emerged as the dominant force in the area of MT.

In chapter fifteen, *Pre-editing and Post-editing*, Ana Guerberof Arenas analyzes the concepts of pre-editing and post-editing. These are key terms of machine translation in both academic and professional environments. Pre-editing refers to the process of using stylistic terminological guidelines on a text before it is subjected to translation to preserve the intended meaning. Post-editing, on the other hand, involves the modification or correction of pre-translated texts, which helps in the correction of errors, and aligning the language with grammatical and lexical rules. The research on post-editing and pre-editing is premised upon the quality of the end product that it achieves. The author describes the various deliverables of pre-editing and post-editing, which are useful for language professionals to understand. The service ensures that vital information is neither added nor omitted during translation, and translated information is syntactically and semantically correct. The process also helps to eliminate any culturally offensive information, which all results in a better output.

Michael Carl and Emmanuel Planas, in chapter sixteen, *Advances in Interactive Translation Technology,* discuss interactive machine translation (IMT). IMT entails a system whereby a human translator intervenes to disambiguate specific texts that could be semantically unclear. Therefore, interactive translation entails a level of interaction between human and machine during the translation process. Advances in IMT have resulted in the development of state-of-the-art systems with an iterative prediction-correction cycle. IMT engine dynamically generates new translation patterns based

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on the correction history of the human translator. The authors note that while human translators have not always been positive about the role of machine translation, MT is here to stay. IMT engines, in particular, can predict human translation patterns, which makes them powerful in increasing the efficiency of the process while at the same time building on the level of quality. The authors conclude by noting that the potentials of MT are not fully explored, which points to the need for further research in the area.

When considering the book in its entirety, it is possible to point out that it is an enriching publication for the study of the language industry. The information is more precise in some chapters than in others, where the reader is invited to participate more actively in the projections linked to the language industry (translation agencies, freelance translators, terminologists, companies requiring the language services) and in the academic world (teachers, researchers, and students). The relevance of the themes and the depth of the analyses are a valuable contribution to the field of translation studies, translation technologies, and language industries that will allow professors, students, and language companies to update their knowledge based on the conclusions reached by the thoughtful questions, measurements, and analyses of the authors.

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