

Translation Studies at a Crossroads: Innovation, Transformation, and Employability in the AI Era

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Abstract

The translation industry and Translation Studies as an academic discipline have been significantly impacted by digitalization in recent years. No business can successfully expand globally without translation services, leading to a rising demand for accurate, efficient translations. The digital landscape has broadened the global market, requiring translations for websites, mobile apps, social media, and e-commerce. Translators must adapt to new formats, work in real time, and understand SEO while maintaining cultural nuances.

Despite advances in machine translation, human expertise remains essential for accuracy and context. However, the gap between human and automated translation seems to be gradually closing. The challenge nowadays lies in balancing human expertise with automation while ensuring data privacy and quality assurance. The rise of machine learning and neural translation models also necessitates continuous training and upskilling for professionals to stay competitive.

My talk will explore both the advantages and limitations of AI and human translation. Additionally, I will discuss challenges universities face in preparing students for a technology-driven industry. What competencies should students acquire to secure their future in translation? How can they develop a positive approach to technology and play an active role in this evolving ecosystem? Drawing from my experience as a translator and lecturer in Translation Studies, I will outline key components of modern study programs and strategies to equip students for success.

Keywords: Technology, AI, Innovation, Translation, Employability, Training