The image of the translator and of the translation profession in the 21st century: predictability and directionality

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The recent advances in science and technology, the internationalization of trade and the globalization of institutions have led to the transformation of onedimensional, traditional translation tasks into multidimensional, modern communication scenarios. The boundaries between translation and other disciplines have become blurred, and new forms of multidimensional translation have emerged in the past twenty years, including media interpreting, free commentary, audiodescription, live subtitling, written interpretation, theatre or opera translation, all forms of localization, hyper-text and hyper-media translation, to name just a few. At the same time, translators switched from using pen and paper to using more sophisticated translation tools.

These new faces translation has taken in the past years and the fact that translators themselves are working in multilingual environments have contributed greatly to the internationalization of the translation profession. Global translators need to master new skills and competencies, which are to a great extent the same, regardless of the country or area in which they are working.

The presentation focuses on the modern developments registered by translation in practice, discusses the challenges faced by global translators in general and by Romanian translators in particular, and recommends a series of steps to be taken by universities to prepare translators for the needs and requirements of today’s translation market. These recommendations include, but are not limited to adapting the basic translation curricula by adding new skills at BA or MA levels (interpersonal communication skills, project management skills, content development, using e-tools, etc.), setting up new masters’ programs in line with the market requirements (modern translation projects) and with the present & future trends in technology (multidimensional translation environments), or rebranding the translation profession: with a multitude of skills and competencies, the multidimensional translator should benefit of a higher esteem and prestige in all socio-economic and professional environments.
Bibliography

Related Speeches and Presentations
Dejica, D. 2013. ‘The status of the translation profession in the EU and Romania’. 23rd international conference on British and American Studies, May 16 – 18, 2013, University of the West, Timisoara, Romania

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