

TOPICS IN TRANSLATION 23

Editor for Translation in the Commercial Environment:
Geoffrey Samuelsson-Brown, *University of Surrey*

Translation-mediated Communication in a Digital World

Facing the Challenges of Globalization and Localization

Minako O'Hagan and David Ashworth

MULTILINGUAL MATTERS LTD

Clevedon • Buffalo • Toronto • Sydney

Contents

Introduction	ix
What This Book is About	ix
Origins of the Book and Authors' Perspective	xii
Our Approach and the Scope of the Book	xiii
Readership of the Book	xiv
Organization of Contents	xv
Glossary	xvii
Part 1: Setting the Scene	
1 Translation and Interpretation in Transition: Serving the Digital World	1
Translation-mediated Communication (TMC)	1
Impact of the Internet on Translation	9
Evolution of New Language Support	16
Emerging Needs for Teletranslation and Teleinterpretation	20
Topics for Further Research or Discussion	22
2 Redefining Context for Teletranslation and Teleinterpretation	23
The Translator's New Workplace	23
Translation Competence and Translator Competence	27
Redefining the Context	32
Topics for Further Research or Discussion	36
Part 2: Technologies Enabling Teletranslation	
3 Language Engineering and the Internet	37
Overview: Translation and Technology	37
Language Engineering	39
Translation Engineers	48
Topics for Further Research or Discussion	49

4 Computer-mediated Communication and Translation	51
Characteristics of CMC and Translation	51
Transferpreting as a New Mode of Translation	58
Speech Communication on the Internet	62
Topics for Further Research or Discussion	64
5 Globalization and Localization: Culturalization of Content and Package	66
Globalization and Localization	66
Internationalization and TMC	69
Culturalization of Content and Package	71
Language Management and Levels of Language Facilitation . .	74
Culturalization of Technology: The Case of i-mode	76
Topics for Further Research or Discussion	78
Part 3: Emerging Domains of Translation Practice	
6 Teletranslation	79
Teletranslation Redefined	79
Teletranslation from the User's Perspective	84
Teletranslation from the Provider's Perspective	87
Translation-mediated Communication with Teletranslation. .	89
Topics for Further Research or Discussion	93
7 Teleinterpretation	94
Development of Remote Interpreting.	94
Teleinterpretation Paradigm.	98
Translation-mediated Communication with Teleinterpretation	101
Critical Issues.	102
Topics for Further Research or Discussion	107
Part 4: Future Tense	
8 Virtual Communities for Translators and Interpreters	108
Internet-based Learning for Translators.	108
Web-based Course: Case Study 1	110
Web-based Course: Case Study 2	117
Teleinterpretation for the GVU as the Client	122
A Virtual Course for Interpreters	124
Topics for Further Research or Discussion	125

9 Global Information Society and the New Paradigm of Language Support	127
Paradigm Shift	128
Studying the Future	130
Future Scenarios	131
Topics for Further Research or Discussion	140
10 New Paradigm of Translation and Interpretation	142
Elements of Change	142
Two-Dimensional to Three-Dimensional Virtual World	145
Possibilities in the New Paradigm	150
Key Issues for Translation-mediated Communication.	153
Conclusions.	156
Topics for Further Research or Discussion	157
Postscript.	158
References	160
Index	166