RESEARCH PROJECT

CAN TECHNOLOGY REPLACE HUMAN TRANSLATORS?

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INTRODUCTION AND HYPOTHESIS
It is a known fact that there are more than 7,000 spoken and written languages and dialects all over the world. Looking back in time, communication between different nations has never been so easy to carry out. Because of that, people of different countries have not been able to dialogue and come to agreements for so long, and that has originated so many disputes, fights and wars.

For us to be able to communicate, some people work translating different languages into other ones while using a big variety of techniques that they work out and improve day by day. They are called translators and interpreters.

Two years ago I had to start focusing on my academic future. My parents and my teachers were asking me to decide what I would like to study. I’ve always been truly indecisive and insecure as to make important decisions, but one day I found out the college degree known as “Translation and Interpretation”. It caught my attention, so I decided to search for some information about it and from that day on, I am clearly sure that I want to be a translator. I also love languages so much since I was a child. All that has made me get a very ambitious attitude towards studies as I really want to achieve it.

There is a worrying issue which is supposed to maybe threaten the translation world. It is Technology. Since the last decades, it has been developing so much and some online translators and dictionaries have appeared. They are supposedly capable of translating words and texts automatically. That makes me wonder if Internet and other technology appliances will ever replace human translators.

What are the differences between Translation and Interpretation? Are there specific techniques in order to translate a language into other one? Is there any possibility that translators could ever be replaced by computers? Is Technology a real threaten to human translators? What is the meaning of Transcreation?

The objective within this research project is to work out all these doubts and put my translation skills into practice.

I have also decided to make my research project about some aspects of the translation world so that I can introduce myself in it and make sure that this is what I want to do for the rest of my life at the same time that I solve the main subject matter: can technology replace human translators?
THE STATE OF AFFAIRS

In April 2016, my classmates and I were told about the research project for the first time. After several weeks of waiting and choosing processes, my research fellow Laura Cañas and I were given a project which was also related to languages, despite it had nothing to do with translation. It was about videogames and how they can turn out to be helpful to learn languages.

In June, the course came to its end and holidays started. One day I received an e-mail from Laura where she said that her family and she were going to move to another city and thus she would not come back to school. That meant that from that day on I was basically going to do the project on my own.

A few weeks later, I started a German course in a languages school and I had the chance to meet a lot of people related to languages who inspired me a lot. That is the reason why I had the idea to change my research project. I did not feel convinced of the videogames work and I felt completely free to lead the project because Laura was no longer my partner, so I wrote to Cristina Zapata, my project mentor, and I explained my proposal to her. It was such a risk but it paid off because she agreed with me and thanks to her we made the change official.

When I first made a planning of ideas to this project, I was definitely determined to try out all the branches of translation. I wanted to translate a literary text, a live oral translation and an audiovisual production. Unfortunately, after coming up with my proposals, I was told that I would not have enough time to carry out all of them, and I totally agreed.

After thinking a lot about what I could do, I made up my mind and decided to choose the audiovisual translation. At first I thought I could translate a movie, but all the ones I wanted to work with had already been translated, and I did not want to do something that had already been done because I wanted my research project to be the most original it could.

That is why I finally came up with Scream Queens, a very popular American series that combines horror and comedy. It was brought out at the end of 2015 and it has not been translated into Spanish yet. I am actually a pretty good fan and I thought it would be a good idea to work with it because the American expressions the characters use are not very similar to the Spanish ones that we
usually say. It was exciting and a little bit of a risk at the same time, so it was actually what I had been looking for.

I also decided to take another big risk. I had heard that no one at school had ever dared to do their work in a different language, so I decided to take up doing it in English. I love that language and I thought it could make it more exciting and original. I think the fact that I write the whole project in English makes a lot of sense because it has to do with the subject.
REFERENCES AND MATERIALS USED

During the whole process, I have been gathering lots of references taken from two books. One of them is writer, philosopher, professor and translator Umberto Eco’s “Decir casi lo mismo” and the other one is “Por qué la traducción importa” by American Spanish-to-English literary translator Edith Grossman.

I have also had the chance to meet Pilar Ramírez Tello, the official Spanish translator of American Suzanne Collins’ successful trilogy The Hunger Games; and Rosa María Sanz, who is a translator of medical and technical texts.

I have interviewed both of them and they have been so helpful and given me advice and given me very relevant information from their experienced points of view.

For the translation of the Scream Queens' chapter, I have worked with computer programs AegiSub, AVI Recomp and Video To Video. More details about them will be given later in the project.
CONCEPTUAL PART

LANGUAGES AND THEIR IMPACT

INTRODUCTION

“Wer fremde Sprachen nicht kennt, weiß nichts von seiner eigenen” (“Those who know nothing of foreign languages, know nothing of their own”). That is how German poet and scientist Johann Wolfgang von Goethe answered to those who would ask him to talk about languages.

One language is the method based on the words and sounds spoken and written by people of the same nation or community in order to communicate. Going beyond it, it might be defined as a way to see the world with more than only two eyes.

Scientists consider that the homo species started being able to talk around 400,000 years ago, when vocal capacity started to develop. If human beings had not developed the ability to speak, we would not be able to have dialogues and transmit messages. It is a perfect and direct way to establish an understandable communication and come to agreements. It is also what makes us different from the rest of the living beings on Earth.

It is estimated that there are currently more than 7,000 spoken and written languages and dialects in the world. The difference between these two is that a language is the combination of vocabulary and grammar used by a concrete nation or amount of population and it is politically official; and a dialect is a variety of a language which is not worth to be considered a language because it is just a derivation of the main language and it is much less spoken and written.

LANGUAGES’ PRESENCE IN THE WORLD’S PRESENT

Most of languages and dialects that exist take place in Africa and Asia. It is considered that 63% of them are spoken in these two continents. Nevertheless, 90% of population use the most popular and spoken languages: English, Spanish, French...

According to some of the most recent statistics, Chinese is the most spoken language nowadays. It is currently the mother tongue of more than a billion
people. It is not a surprising fact because it is already proven that China is the most populous country and it will probably become the first world potency in just a few years.

It is followed by English, which is the official language of the United Kingdom, the United States of America, Australia, Canada and many other countries that adopted it because of colonization.

The third most spoken language is the Indian one. It is not a single language, but a set of dialects that constitute it. It is mainly used in India and Pakistan.

Next one is Spanish, which is so high at the list because of colonization too. The Spanish country colonized half the American continent and some African countries six centuries ago.

Completing the top five we have Russian. It is the official language in Russia, Belarus, Kyrgyzstan, Kazakhstan, Abkhazia and South Ossetia. It is also very used in such a lot of European eastern countries like Ukraine.

Even though French, German, Japanese and Portuguese are not included in this list, they are also considered profitable languages as their official countries are owners of important political and economical organisms that take effect in the entire world.
SOCIAL IMPACT

The knowledge of languages is currently one of the most taken into account ways to get success in the professional world.

Countries are connected because of politics, economy, industry, businesses, tourism, marketing, journalism, culture and many other sectors. That is one of the reasons why languages are taking part in most of the jobs at the present time and therefore they are being increasingly demanded on job applicants, which means that in case that two people were applying for a job, the one chosen for it would normally be the one who spoke more languages.

Truth is that the world is increasingly getting more competitive and languages are being more and more required. Some consulting jobs have recently been doing research on this subject and they have actually discovered that about 70% of job offers require knowledge of at least one foreign language. In terms of higher-level job offers, there is a second foreign language required.

As a result of that, for example, the Spanish Ministry of Education, Culture and Sport emphasizes the teaching of foreign languages like French, German and especially English in the schools of the country.

TECHNIQUES AND TIPS WHEN STUDYING A LANGUAGE

There are so many places to go and ways or techniques to use in order to get introduced into a language context.

First thing people should know before getting in the languages world is that every single language belongs to a different culture. That means that many expressions, proverbs and ways to talk to certain types of people have nothing to do with the ones included in their mother tongue.

One of the best ways in order to practise a different language is to talk to someone who actually speaks it fluently. It needs to be a person with whom we can have conversations which put us in different situations so that we can develop our language skills. It also makes us gain speaking fluency. This is very important because at the end of the day, the speaking part is the most important one of every language as it usually is the most used one when we use the language in the real world.
Watching movies and series, listening to music or even watching Youtubers’ videos can help us improve our listening comprehension. Reading books, news, fairytales and other written stuff is very useful to get to have a good reading skill.

Practising with grammar books and making outlines and summaries tend to be helpful too, but there are some techniques that make it more entertaining when studying languages. There are such a lot of games we can resort to in order to practise and learn while having fun.

We cannot forget that in the last few years some Smartphone applications and WebPages have been brought out and developed in order to make it easier for us to practise any language we want to learn.

➢ WORDREFERENCE

According to recent data owned by Alexa.com (an internet company which is responsible for counting the amount of visits of different web pages) this online dictionary is one of the 500 most searched websites all over the world. It allows you to look for the meaning of thousands of words, expressions and phrasal verbs, synonyms, antonyms, expressions, etc. It also contains internet forums in which people can discuss about linguistic doubts.

➢ DUOLINGO

This application makes it possible to play games related to vocabulary and grammar. The available languages that this technological project contains are English, German, French and Portuguese. It was published in November 2011 by computer scientist and entrepreneur Louis von Ahn and it has already been downloaded by more than 50.000.000 people. That fact makes it one of the most successful apps ever.
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CONCEPTUAL PART

Duolingo screenshot

- **QUIZLET**

  It is considered one the best resources for language teachers and students. This web page allows using simple and easy-using tools to study comfortably. It is well-known because it is not complex and teachers can use it to program their lessons and create games, exercises which punctuate automatically, etc.

- **PONS**

  It cannot be denied that dictionaries are the main tool when studying a language. The main function of this webpage is the exhaustive dictionary that it has, but it also contains a text translator and a vocabulary trainer.

  There are also some other options which are also great like **Memrise** (also known as “the Bible of vocabulary”), **AnkiWeb**, **FluentU** (which contains videos performed by native speakers in order to make our pronunciation get better), **RhinoSpike**, **HiNative**, etc.
Translation and Interpretation is the college degree that teaches students how to carry out translations correctly, what tools to use and make them become official translators or interpreters. During its 4 years of duration, students focus on three languages which they are up to choose.

Language A is basically their mother tongue. They get to develop their knowledge of it so that they have an even better quality of their own language. Language B is the foreign language they mainly focus on. Good acquaintance with it is very necessary as that is the leading one in their studies. Language C is the second foreign language. In this case, good knowledge is not as much needed as in the previous one.

According to the UAB (Autonomous University of Barcelona) website, this degree’s purpose is providing training in the different ambits and key areas of Translation and Interpretation so that its students develop their linguistic skills and get to be able to translate one language into another one.

People who undertake this professional project get formation in order to become translators or interpreters. Translators also known as linguistic mediators because they work between two different languages, two different cultures and two different positions: transmitter and receiver. So they basically carry out the whole communication process.

It is known that when people are asked to define what a translator is, they answer correctly, but instead they do not know what an interpreter is altogether. It is true that both are dedicated to translate, but they do not do it the same way. Meanwhile translators work with written or recorded material, interpreters carry out their translations live and aloud. That is supposed to be truly difficult as it requires a lot of concentration and short periods of time to be dedicated to the translation process. Their work, which is called simultaneous translation, needs to be automatic; unlike translators, as they do not have to do the work immediately and they can fall back on dictionaries if they have the need to figure out any doubt.

Things they have in common are that they transform an original message so that it can be understood in a different language. Their function is to
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make possible communication between transmitters and receivers with different mother tongues.

TRANSLATOLOGY

Translatology is the discipline that combines theory, description and technical processes of Translation and Interpretation. It was fully developed in the 80s and the 90s and it is taught along the whole degree being one of the most consistent subjects.

The main goal of this aspect is to make students know that translating can put translators in different contexts that may need specific vocabulary which needs to be learnt, studied and improved before carrying out the translation.

For example, in order to translate a scientific text like the prospect of a medicine or a judicial one like an official contract, the translator will need to have succeeded in the learning of the specific vocabulary that they require if he or she wants to translate it.
BEING A TRANSLATOR

TRANSLATORS' LIFESTYLE AND NEEDED FEATURES

Translators are owners of such a very independent and variable job. They can work for translation agencies, companies, official organisms or they can even do it on their own, which means that they can become self-employed workers (usually as known as work-at-home professionals).

If they choose that way, they will be able to manage their customers, their salary, their time limits per translation, etc. They also tend to resort to *coworking*, which is a work style that consists on making groups of independent workers in order to share the same work space and a great environment. It is a very versatile job as it can be used in very different categories and done in very different ways.

But it can turn out to be a really difficult job if the employee does not have certain characteristics. There are some things translators do really need to do well with their profession. It needs to be known that it is not an easy-doing job and not everybody is able to do it.

First thing translators need to have is love for reading and writing. That is something that cannot be avoid because their job is so related to linguistic, literature and books. Next thing they need to be great in what they do is being curious about different cultures. Every language means a different culture, a different society and a different amount of traditions. They may be required to travel a lot, so it would be nice if they did not care about being a little bit nomads. Obviously they need to manage with the languages they know. That means that they need to be able to speak, write and comprehend them correctly. Patience is one more peculiarity they are needed to have as translation needs a lot of time and love dedicated in order to get good results. Personal motivation is something remarkable too, even though it should be present in every single job.

These are some characteristics a translator would need to have in order to be satisfied before starting their job.

In 2009, there was a European study that provided translators a lot of surveys in order to know more about their professional conditions and
the way the work. The results were incorporated in the *White Book of Institutional Translation and Interpretation*, which shows the translators’ lifestyles differences between different countries.

*White Book of Institutional Translation and Interpretation*

**BRANCHES OF TRANSLATION**

One of the most remarkable things Translation and Interpretation shows up is that knowing a foreign language is not the only thing people need to be able to translate. It is not enough to do the translating process because if any translation is done in a literal way, the message will not be fully comprehensible and good-sounding.

After ending the formation, getting the degree title and being introduced in the working world, there are lots of areas in which languages and translation can take part in.

Translators can use their knowledge to introduce themselves in different working categories: literature, law, science, computing, economy, politics, art, humanism…
Translating texts or live conversations are not the only things translators and interpreters can do. There are also some quite unknown subgenres of this work which are very curious.

- **DUBBING**

  Thanks to dubbing we can watch original movies, series or other recorded content translated into our main language. It is a particularly difficult subgenre as the translations need to match with the lip-syncing that is seen in the audiovisual material. Voice actors perform the translators’ translations.

- **SUBTITLING**

  It is very similar to dubbing but it is not performed. In subtitling, translators have to translate the dialogues spoken in the video in a way that they can be quickly read by the public without running out of time. It is a very complex one because translations need to be concise and short meanwhile not losing the content of the original message.

- **SKOPOS THEORY**

  It is a branch of technology created by linguist Hans Vermeer which says that Translation and Interpretation have to take into account the origin and the destination of the translation so that they can be understood and processed at first and then correctly translated. Its purpose is to make the translated message not lose the content of the original one.

- **POST-EDITION**

  It is the official correction done by a translator when something has been translated using computer tools. It is related to Computer-Assisted Translation, which will be later developed. Post-Edition is actually very important as it is in charge of making sure there is no spelling mistakes, grammatical disorder nor nonsense structures in the translated text.
TRANSLATION LOSSES

There are phrases or words that translators think lose their essence after translating them. This is known as “absolute loss”. In these cases, they usually state constancy of that writing a footnote and putting the original sentence in it.

“There are some losses that we could define as absolute. They are the cases in which it is not possible to translate: when there is this type of cases, the translator uses the "ultima ratio", which consists on putting a footnote (note that confirms their defeat). Examples of absolute loss are often tongue twisters”. That is what Italian philosopher and writer Umberto Eco explains in the fifth chapter of his book “Decir casi lo mismo”.
INTRODUCTION

There is a very current topic walking around and creating several doubts about translators and interpreters’ future. The fact that Technology has developed various automatic translators over the last few years has been creating rumors about the destiny of human translators. Internet translators are not the only threat against them. Tech is actually developing and bringing out appliances which are capable of doing such a lot of functions.

According to experienced translators like Irene Carratalá, internet translators will never get over human ones. She affirms that these automatic appliances are not able to translate expressions and sayings or understand the context of a text; they actually translate in a literal way, which so frequently makes no-sense translations. That’s why she thinks human translators will still be needed in the future.

COMPUTER-ASSISTED TRANSLATION

When it comes to technology in the translation business, we talk about CAT (Computer-assisted translation or Computer-aided translation). It is also called machine-aided or machine-assisted translation. It is a process that some human translators use in order to facilitate, improve or carry out a translation.

This technique is usually done with several computer programs specialized in translation or certain software. Human translators created this phenomenon and they work on it improving it day by day, as the computer they work with are constantly registering new words, vocabulary and grammar constructions. Therefore, these appliances are increasingly being built as they retain all the content they register in a technological memory that nearly works as a human brain, and it is called Translation memory. It is an amount of data stores that contains original texts accompanied by their correct translations.
CAT cannot be used in order to translate any type of text. It is used when it comes to scientific, juridical or technical ones and there are specific tools related to each kind.

Computer-assisted tools

There are several tools used in order to carry out the Computer-Aided Translation. One of the main ones is the **grammar checkers**. It is the one tool which takes over the grammatical correctness of the written sentences. **Electronic dictionaries** are not only useful for assisted translation. They are also included in e-books, smartphones and tablets. They offer the possibility to check the meaning of unknown words.

Another technological tool that takes part in the process is the **Terminology manager**. They allow the translator to create and modify all the terms and words that will be mainly used according to the type of text that will be translated. That is to say, that it is used to establish and administrate the specific vocabulary associated to the gender and the context. All the words registered by the terminology manager are kept and protected by the **Terminology databases**. **Full-text search tools** are capable of locating previous translated texts. That function is very useful because it makes it possible to compare older translation to new ones. This tool provides a search bar where the user can write anything and then it looks for it using a very accurate filter of words, text abstracts, titles…).

**Concordancers** make sure the words used by the automatic translation are related to their context and make sense. **Bitext word aligners** select original sentences and their respective translations and then detect the translation relationships between the different words and phrases of both ones. The **Project management software** puts all these tools together, manages them and keeps them safe.

All of these elements are designed to aid human translators, speed up their work and ease it. They are all part of the Computer-Aided Translation. They work on three levels: syntax, semantics and morphology. When it comes to syntax, CAT tools are able to identify what the function of every phrase is and, knowing that, they apply it to the new sentence following their linguistic rules. Referring to semantics, they make sure that the vocabulary used is the most appropriate, accurate and related one to the type of text as well as to the subject matter.
They also take care of morphology as they analyze the way the words are composed and the way they are used so that they are coherent and make sense.

Advantages and disadvantages

Computer-Assisted Translation is a very useful technique to human translators in order to do their job more effortless, quickly and easier.

When human translators decide to draw upon it, they definitely save a lot of their time as these technological tools help work get faster and thus they do not need to waste time on paper dictionaries. CAT tools are elements which are definitely worth to take advantage of. It needs to be taken into account that these technological instruments can only be effective when it comes to scientific, juridical, administrative or humanistic texts. Literature and all its genres have nothing to do with assisted translation as they cannot be translated that literally because they kind of have a function which is to convey thrill, feelings or reflections, and that cannot be done by a computer, but by a human being.

POST-EDITION: The final process

After the original text is processed and translated into the new one, it needs to be revised and corrected by a proof-reader, who is the professional that takes over reading a galley proof, revising it and making any necessary changes if they see an error. This process is also known as Post-Edition.

CAT must not be mistaken for Automatic Translation

There are people who do not quite understand what Computer-Assisted Translation means as a term. It is actually not a way to translate something automatically, because even though human translators make use of it, they are still the main leaders of the process as CAT does not carry out the translation; it only eases the work. Human translators are in the foreground and CAT tools are the background helpers.
**COMPUTER ASSISTED-TRANSLATION’S LIMITS: TRANSCREATION AND OTHERS**

**EXAMPLES OF ELEMENTS THAT TECHNOLOGY CANNOT TRANSLATE**

Despite its undoubted effectiveness, there are things Computer-Assisted Translation cannot help translate.

As previously said, literature is a great example to clarify that computers cannot deal with everything and so technology neither. There are some ingredients that make the difference between human translators and technological translation tools. They are:

<table>
<thead>
<tr>
<th><strong>CREATIVITY</strong></th>
<th>Computers cannot think for themselves. Technology has always been controlled by those who created it: humans. Technological elements are not living beings and thus they not have a brain that allows them to imagine, think, reflex, devise and create.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CULTURAL ISSUES</strong></td>
<td>It is extremely important that cultural translations like films and advertises are processed under human control. Only human translators are able to avoid cultural shock and offensive mistakes. This point is related to Transcreation, which will be developed later.</td>
</tr>
</tbody>
</table>
IRONY AND OTHER RHETORIC RESOURCES

It is a mode of human expression with a very humorous sense. Computers cannot create rhetorical figures as they do not have the ability to imagine and create. It can only be done by humans.

RHYME

For the time being, Technology is still not able to create rhythmic structures. Thus, they cannot compose songs or poems.

HUMOR

As tech elements do neither have a humor sense, they are not able to tell jokes or try to be funny yet.

WORD GAMES

Sayings, tongue twisters and puns cannot be created nor translated by computers, but by human beings' minds.

All these elements are very characteristic of human-made writings as machines cannot carry them out on their own: they cannot think, imagine, reflect nor try to transmit emotions to the reader.

Another example in which these three characteristics would be included may be films. When foreign movies are translated into the native one, translators need to find the way to express the message given so that viewers can feel a real connection as well as the dialogues make sense for them.
The Turing Test is a great example that proofs the previous statements. It was made by mathematician, computer scientist and philosopher Alan Turing. Its objective was to find out if the ability of machines to behave as cleverly as human beings. It consisted on putting someone in front of a computer and making them have a conversation with a machine or a computer itself using a keyboard.

A professional evaluator would witness the whole process and see how the machine interacted with the human participant. It put artificial intelligence through its paces and it turned out to be that machines could not express themselves as fluidly and richly as humans.

There are also science-fiction films like Blade Runner (1982) and Ex Machina (2015) which try to represent what this technological subject is all about.
One of the most important global businesses that require
translation services is marketing. Advertisements, catalogs and
marketing campaigns need to get to transmit a message to the
audience, and it usually goes beyond simply announcing a product:
nowadays, we can even witness stories when we watch or read an
advertisement.

Not every country has the same cultural taboos, points of view and
open-mindedness limits, so in this case translators need to translate the
message in a cultural way. Even if the words used are not the same.
What they need to achieve is to make the translated message the more
similar to the original that they can. That is called Transcreation and it
has been gaining popularity over the past few years and it seems to be
the new form of translating that will prevail in the near future.

During the past few years, a new concept called Transcreation
has been gaining popularity in the translation world. It is the kind
translation that goes beyond words, grammar and other linguistic
thinks. What it focuses on is cultural comprehension.

This phenomenon does not only involve advertising. It also has to
do with literature (novels, poems…) as not everything can be presented
to every kind of audience in the same way as we do not share the same
opinions and points of view.

There are transcreation agencies whose goal is to provide
multicultural translation services. What they do is translating national
messages into international ones making them respectful and
comprehensive according to the foreign culture and its taboos. It avoids
cultural mistakes and international shock.

One well-known transcreation agency is called TextAppeal.
According to its own presentation in its website, this organization focuses
on five purposes which are all related to transcreation:

To respect political issues

Politics is one of the topics that tend to be tense. It is undoubtedly
essential to take into account the political situations that belong to
every country. This is one of the most important points as if it is not considered it can end up being a great offense.

Taking foreign laws into account

Every country has different marketing laws established in order to have a certain control of promotions. That fact is known as cultural marketing. The marketing business usually hires celebrities and social media bloggers to promote their products, but that can turn out to be risky if they do not take into account the different laws that put limits to these kinds of contracts.

Searching for proper information

It is clear that the bigger and the more popular and important a country is, the more people know about it. There are officially 194 countries all over the world. Therefore it is not easy to have knowledge of every single country, nation or culture.

Being respectful to everybody

There are a lot of human aspects that people do not share. Skin colour, religion, language, accent and even clothes separate society. When it comes to transcreation and translation in general, it is very important to keep away all these differences and generalize in order to respect everyone.

Keeping their opinion private

Being objective is also truly important. Personal opinions must be generally avoided to not turn out to be offensive to people with certain thoughts. There are people who are open-minded and people who are narrow-minded.

TRANS_CREATION EXAMPLES

Some these aspects were proven back in 2014, during the FIFA World Cup, which is a big core of publicity. American airline Delta posted a tweet congratulating the US men’s national soccer team for scoring a goal against African country Ghana. Accompanying the words, the leaders of Delta’s twitter account posted two separate pictures representing each country.
For the United States, they tweeted an image of the Statue of Liberty; and for Ghana, a giraffe’s silhouette.

That was such a big mistake as giraffes are not native to Ghana. After doing some research, a Twitter user discovered that the owners of Delta’s profile had mistaken it for one of Kenya’s national reserve, which is about 3000 miles away from Ghana. In the end, Delta’s leaders removed the tweet and apologised to Ghanaians.

This is one great example of how doing proper information research needs to be taken into consideration.

Increasingly, many different marks take on transcreation agencies because of their need to communicate and promote internationally.
TextAppeal's marks

These are some examples of labels that have already trusted in transcreation. They are all associated to the TextAppeal agency and they take advantage of it applying for culture translations in order to carry out their promotions in the best way possible. They are from different countries and their purpose being part of TextAppeal is to have more international success.

**Harrods** is one the most popular department stores. It provides the latest clothes designs, very luxurious objects and other accessories. It is located in London and it is considered the third most visited attraction in the city.

Since 2011, Harrods has been getting a lot of popularity in China. Since then, TextAppeal’s translators have been in charge of making sure that all the material, instructions, contracts and more marketing content are adapted to the extremely complex Chinese culture.

Another highlighted case is **Barclay’s**. This financial services company prepared an advertisement showing a man next to a vintage car as old clothes and objects have really caught on in certain parts of Europe. It was published in the United Kingdom.

TextAppeal’s team thought that showing that kind of car in China would not receive the same public feedback as Chinese do not get the vintage thing very well. They would have thought that the car was way too old and out-of-date.

This example proves that translation and transcreation go beyond papers and letters: images can also be translated.
Another big example of Transcreation would be *The Simpsons*. This series is a very big source of cultural issues and adaptations in its content. Its original version, which is directed to the American public, uses very specific vocabulary which could not be understood by just translating it. It needs to be transcreated, adapted to the concrete country that is going to watch it.

Bart Simpson
Character Bart Simpson’s iconic phrase: “eat my shorts” was transcreated into Spanish as “multiplicate por cero” so that Spanish audience did not have such a bad reaction to it. Instead, Germany’s translations were so literal that its audience did not like the series so much.

Spanish comic book designer Francisco Ibáñez’s “Mortadelo y Filemón” is very good representation of Spain’s trademark. These comics contain such a lot of typical Spanish expressions and cultural references. However, translators and transcreators have managed to adapt it to other languages without losing its sense of humor. It has even been translated into German, and it has got a lot of popularity in Germany under the name of “Clever & Smart”.

Leroy Merlin’ different advertising logos
French multinational company Leroy Merlin has also adapted its advertisements by using Transcreation. Instead of translating their French original game of words literally when it was time to promote in Italy, they adapted their logo into the Italian language’s patterns. If it had been translated literally, it would have made no sense and it would have not rhymed.

Having known about some of these cases, it is confirmed that TextAppeal has a very qualified and practically infallible team behind its cover. They have also demonstrated that every country has its own culture and thus not everything can be presented in the same way everywhere as it can be offensive to the public. Not being aware of cultural traditions, customs and manners can be a really ignorant action that can cause cultural shock. Religion, punctuality issues, national laws and gift giving formalities are some aspects that need to be taken into account when introducing to other kind of public so that the reactions are good.
PRACTICAL PART

INTRODUCTION

There are some things I have taken on for the practical part of my research project.

As my work is all about technology and translation, I first thought that it would be a great idea to combine these two concepts by subtitling a movie. I was pretty excited about it, but then I reached the conclusion that it might not be very original as most of the movies I was interested in had been already translated. They were also way too long and I would probably have not had enough time to dedicate to it because of exams.

That is why I came up with subtitling the very first episode of one of my favourite TV series: Scream Queens. It has not been officially translated into Spanish yet because it was brought out just last year. It is a very entertaining series that combines humour and terror. It has had great feedback from the American public.

After receiving my project tutor’s approval, I decided that I was definitely going to do that. It was hard to find a good subtitling program, but eventually I picked up Aegisub. This computer program made it possible for me to carry out the subtitling of the first chapter of the American series Scream Queens.

Apart from carrying out the subtitles of that audiovisual extract in order to experience translation as a job, I needed something to work out if I was clear about my hypothesis.

Thanks to my Latin teacher Julia Alquézar, who is a real translator, I got to get contact with translators Pilar Ramírez Tello and Rosa Sanz. Pilar translates books and other literary texts, instead of Rosa, who mainly focuses on medical and technical texts. I wanted to have an interview with the both of them because Pilar does not make use of Computer Assisted Tools and Rosa does. I thought it would be a great idea because then I could make a big comparison between them and answer the question whose response I have been looking for during this whole process. They could also give me their point of view as they are really experienced translators. Both interviews were carried out in Spanish and I thought it would be more appropriate to not translate them.
SCREAM QUEENS SYNOPSIS

Scream Queens is an American series which was brought in September of 2015. It combines horror and comedy. It is created and directed by Ryan Murphy, Brad Falchuk and Ian Brennan.

It is about a girl fraternity whose name is Kappa Kappa Tau. Chanel Oberlin is a very rich and posh girl who leads that group. One day, the dean of students of Chanel's University forces her to make some changes at the sorority’s house and that is why she starts feeling invaded. Furthermore, her boyfriend breaks up with her. All these facts make her get so upset and that is why she commits a crime she will have to deal with.

Its satirical horror sense makes it a unique and worth-watching series. It has had so much success that its second season has just been published.
SUBTITLING PROCESS

The first thing I did was to download the transcriptions of all the dialogues of the whole episode. Then I made sure that they were all correct by reading them and listening to the audio of the video at the same time. After that, I translated everything into Spanish.

The next step was to carry out the subtitles. I made use of colours, italic, bold and normal letters, etc. so that it was better visually. AegiSub, which is the program I used in order to subtitle everything, is designed in order to make the whole process easier.
After translating all the scenes and putting them in AegiSub, I saved the subtitles as a project.

For the video to get safe with the subtitles, I needed to use the computer program **AVI Recomp**, but it only accepted AVI format videos and mine’s was MP4, so I had to transform it with the aid of **Video To Video**. It is a video converter.
SUBTITLING CONCLUSIONS

While I was translating all the dialogues, I realised that the whole episode contained such a strong explicit language. Taking into account that this series is only allowed to watch for people over 14 years old, I adapted the most offensive words and insults so that they did not turn out to be shocking.

As the entire episode is full of a very rich vocabulary and cultural references, I have learnt several expressions. For example, now I know that the Freshman 15 is the amount of weight you get when you start your University journey. Gag reflex is the automatic reaction the back of the throat when something touches the roof of your mouth or when you are about to vomit.

Some of the characters constantly say the words “Greek System”. They compare it to the sorority that appears in the episode because they both are based on a social hierarchy.

Latin expression “Summa cum lade” is used to praise someone for doing something almost effortlessly. It is usually used when somebody gets a doctorate or a really good mark.

I have also learnt some names of American products like isotonic drink Gatorade, Bartles and Jaymes wine or the Freshen-Up bubble gum.

In one of the scenes, Chanel asks for a 210 degrees coffee. When she says that, she actually refers to the Fahrenheit unit. The waiter says that that is 2 degrees below boiling, and it happens the same with that. I had to transform those numbers into the Celsius degrees, which are the ones we use.

Some characters also talk about STDs (Sexual Transmitted Disease) and HPV (Human Papilloma Virus). In Spanish, they are known as ETS (Enfermedad de Transmisión Sexual) and VPH (Virus del Papiloma Humano). That would be a good example of a Transcreation case.

I have enjoyed all the process so much because as you can see I have learnt a lot of vocabulary and expressions. I have found it so funny and entertaining and
I would even want to translate the next episode because this experience has been truly beautiful.

INTERVIEWS

Pilar Ramírez Tello is an English-to-Spanish translator. She translates technical texts but mostly literary texts. She specializes in literature. She graduated in 2011 at the Translation and Interpretation University from Granada. Then she did a Literary Translation master’s degree at Binghamton University in the USA. Since then, she has almost a hundred books. One of her most famous translations is The Hunger Games book, which was very successful and even got a film version. As she focuses on literature, she does not make use of technological aids like CAT.

When I got to get in touch with her, she was so friendly to me and she was determined to answer all my questions. This is what she told me.

S: Una de las preguntas que no podía obviar y que más intriga me causa es la de cómo es la vida de un traductor. Sé que es bastante particular comparada con la de otros trabajadores, pero me gustaría que, a ser posible, me diera un anticipo.

P: Pues, aunque hay traductores que trabajan en plantilla para una empresa (ya sea una agencia de traducción o una empresa de otro ramo, como del campo de la ingeniería o la informática), lo habitual es que seamos trabajadores autónomos, sobre todo los que nos dedicamos a la traducción literaria. ¿Qué implica eso? Primero, que hay que darse de alta en el régimen de autónomos de la Seguridad Social y en Hacienda, lo que conlleva papeleo. Y, en muchos casos, seguir haciendo papeleo todos los trimestres, a no ser que puedas permitirte pagar a un gestor que se encargue de ello por ti.

En cuanto al día a día de un traductor autónomo, la verdad es que depende de cómo se organice cada uno. Los horarios dependen de ti, el lugar de trabajo depende de ti (en un despacho en casa, en una biblioteca con tu portátil, en un coworking, en un despacho compartido con otros colegas...) y cada uno tiene su forma de trabajar. En mi caso, trabajo en un despacho en casa, con mi ordenador de sobremesa y dos monitores, y adapto las horas de trabajo a la vida familiar, ya que tengo un niño pequeño. Cuando recibo un libro para traducir (puede llegar en formato físico, por mensajería, o en formato electrónico), primero lo leo; después calcule el número de páginas que tengo que traducir al día dejando, como mínimo, una semana para revisar; y después, ¡a traducir!

Así es, a grandes rasgos. Por supuesto, también hay que tener en cuenta la búsqueda de clientes, la negociación (dentro de lo posible), la firma de un
contrato por cada libro que se traduzca (en traducción editorial, claro; si se trata de otro tipo de traducciones no suele haber contrato)...
S: Otro de los asuntos que me llaman mucho la atención es la Transcreación. No he sido capaz de encontrar mucha información acerca de ello, pero Julia me ha expandido de qué se trata y me parece bastante interesante. ¿Cree que esta especie de género tiene futuro?

P: Ahí no te puedo ayudar, desconozco el tema. Por lo que tenía entendido, se suele llamar transcreación a la traducción publicitaria, en la que hay que adaptar, más que traducir. Pero hasta ahí llega mi información, lo siento.

S: También, si le parece, me gustaría saber cuál es el libro que haya traducido con el cual más haya disfrutado y qué otro le gustaría haber traducido. ¿Piensa que los traductores son como los segundos escritores del libro?

P: Qué pregunta más difícil... Disfruté mucho, por ejemplo, con Las luminosas, de Lauren Beukes, también con El libro de las cosas perdidas, de John Connolly, y con Una noche en la luna, de Cath Crowley.

Según la Ley de Propiedad Intelectual, sí, los traductores somos autores. Y, aunque no lo dijera la ley, también lo seguiría pensando. Somos autores de obra derivada, creamos a partir de la creación de otro. No disfrutamos de tanta libertad como el autor de la obra original, pero, si cada traducción de un mismo texto es distinta (y no por ello incorrecta), algo de autores debemos tener.

S: Si quiere añadir algún comentario, no dude en hacerlo, por favor.

P: Nada más. ¡Mucha suerte!

On the other hand, we have Rosa María Sanz is a translator and post-editor. She offers a very versatile translation service as she is specialized in several genres. Mrs. Sanz translates texts related to medicine, odontology, technology, marketing and tourism and she also carries out subtitling. Therefore, she does make use of Computer-Assisted tools. She has a pretty good knowledge of computer programs that accelerate technical translations.

From the very beginning, she asked me to address her informally. These are my questions and her answers.

S: A modo de introducción, me gustaría saber cómo llegaste a la conclusión de que querías estudiar la carrera de Traducción e Interpretación y cómo recuerdas haber tomado tal decisión.

R: Siempre me había gustado leer, pero creo que tenía unos quince años cuando me di cuenta de que los libros que me encantaban los había traducido alguien. Al poco tiempo supe de la existencia de la carrera de Traducción, y desde entonces lo tuve claro.
S: ¿Qué tipo de traducciones son las que llevas a cabo (literatura, textos técnicos...)?

R: La traducción es un oficio que tiende a la especialización. En mi caso, sobre todo trabajo con textos de medicina (ensayos clínicos, consentimientos informados), de publicidad (páginas web) y libros (en su mayor parte de no ficción). También he subtitulado algunas películas y cortos, pero lo que más me gusta es la novela, y espero traducir más en el futuro.

S: ¿Haces uso de las herramientas de Traducción Asistida por Ordenador? En caso afirmativo, me gustaría que me hablasen un poco de ellas, de sus utilidades y sus ventajas.

R: Sí, actualmente empleo memoQ y Wordfast, y una de las agencias con las que trabajo posee su propia herramienta que debo utilizar para sus proyectos. Como dice su mismo nombre, las TAO ayudan al traductor a mantener la coherencia dentro del texto, a no tener que volver a escribir lo mismo dos veces y a crear y usar bases de datos terminológicas y memorias. También suelen incluir un corrector ortográfico y otras herramientas de control de calidad. Otra ventaja es la posibilidad de analizar el texto para saber su número de palabras (que es como secobra la traducción comercial, no literaria), las repeticiones y el porcentaje traducido.

S: Según lo que tengo entendido, la Transcreación es, por así decirlo, la traducción adaptando aspectos culturales, y se emplea fundamentalmente en el género publicitario. ¿Cómo lo definirías? ¿Crees que es la novedad de la traducción?

R: Efectivamente, la transcreación es la adaptación del texto a la cultura a la que va dirigido, y se refiere sobre todo al mundo de la publicidad. Sin embargo, tampoco diría que es una novedad, porque esta adaptación se ha practicado casi desde que el mundo es mundo, aunque el término sí es un neologismo reciente. Por lo general, la fidelidad al original es un dogma de la profesión, pero a veces hay que ser infiel para mantenerse leal al espíritu, dejando un poco de lado la letra. En el caso de la literatura no suele haber adaptación porque es el lector quien debe viajar a la cultura del libro, y no al revés, pero, por ejemplo, los cuentos y el humor se han adaptado desde siempre (y durante el último siglo, el doblaje). También hay que adaptar los juegos de palabras, porque eso de la nota al pie explicando que algo es «intraducible» ya no es aceptable. La adaptación es una actividad tan humana como la traducción, aunque las tendencias van cambiando con el tiempo. Antes era costumbre traducir los nombres de personas y personajes (Carlos Dickens, Guillermo Tell, La importancia de llamarse Ernesto), pero hoy se considera una aberración...
más cercana a la naturalización (eliminar los elementos del texto origen que puedan resultar extraños para la cultura de llegada).

S: Cada vez hay más traductores online que ayudan a la gente a llevar traducciones a cabo. Yo no soy traductor ni tengo algún tipo de experiencia, pero desde mi punto de vista de novato, creo que realmente no son tan buenos como los traductores porque lo hacen todo literalmente y muchos tipos de texto (poemas, canciones…) pierden el sentido si se traducen así.

¿Crees que los traductores de internet y la tecnología en general pueden llegar a superar a los traductores humanos y, por lo tanto, a sustituirlos?

R: No cabe duda de que la traducción automática mejora cada día, pero quienes la alimentan son las personas. Una traducción automática será buena si la traducción humana previa que se ha utilizado de base es buena. Cuando se trata de textos muy repetitivos, y en contextos muy controlados, se puede obtener un producto bastante razonable. No obstante, como bien dices, hay problemas de traducción y matices que una máquina no entiende a no ser que se los señale una persona (ironía, juegos de palabras, rimas, retórica). Por eso siempre será necesario que haya, como mínimo, alguien que revise la traducción automática y corrija lo necesario. Este papel se ha dado en llamar «posedición», un control de calidad final.

S: Por lo que sé, creo que el trabajo de traductor es bastante independiente y da autonomía al trabajador. ¿Qué ventajas y desventajas conlleva este oficio?

R: Las ventajas y desventajas parten de esa autonomía. El traductor independiente tiene que traducir, revisar, hacer contabilidad, marketing y ejercer de relaciones públicas. Además, es un trabajo inestable por definición, con subidas y bajadas de actividad e ingresos. Otra desventaja es la cantidad de horas que hay que dedicarle en ocasiones, y la soledad inherente al oficio. Por otro lado, debemos cuidar nuestra salud, algo que a veces no es fácil, porque hay que pasar mucho tiempo sentado ante el ordenador, y prestar atención a la ergonomía de la oficina en casa para evitar lesiones de muñeca y espalda. Sin embargo, para mí, las ventajas superan con mucho a lo malo: puedes ser tu propio jefe, organizar tu horario y trabajar solo cuando quieras y con quien quieras (en el mejor de los casos, claro). Y, por supuesto, es lo que me gusta hacer. También es cierto que es una carrera de fondo, en la que es difícil entrar y cuesta mantenerse, pero cuantos más kilómetros lleves a tus espaldas, mejor serás en lo que haces y más capacidad de decisión tendrás.

S: Por último, te dejo un espacio por si quieres añadir algo que desees decir,

Rosa.
R: Pues solo darte las gracias por tu interés en nuestro oficio y desearte la mejor de las suertes con tu trabajo, que es muy interesante y espero poder leer cuando esté acabado.

S: Esto es todo. El plazo final para entregar mi trabajo es la semana que va del día 12 al 16. ¡Muchísimas gracias por invertir tu tiempo en esta parte de mi proyecto! Estoy seguro de que me servirá muchísimo contar con el testimonio de una traductora de verdad y eso enriquecerá mucho el trabajo.

¡Hasta pronto!

R: ¡Un placer, Sergio! ¡Hasta pronto!

COMPARISONS

After interviewing both Mrs. Ramírez and Mrs. Sanz, I have learnt that there is a big difference between literature and other genres. Literary texts are the most ones whose content can be transcreated because if it is translated literally, then they will probably make no sense. Scientific, technical, medical or marketing texts can be generally translated with the aid of Computer-Assisted Translation tools or other technological applications.

Those who translate literary texts need to have good writing skills because they will leave their footprints in their version of the book as if they were their second author.

The other kind of texts accepts more systemic methods because they do not contain cultural issues.

That is also the difference between Pilar Ramírez Tello and Rosa María Sanz. It is true that they are both translators, but the way they do their work is really different as they do not carry out the same type of translations.
CONCLUSIONS

After having done this research project, I have learnt that Translation does not follow a uniform pattern. It is flexible. It is versatile. It needs to adapt to what its type of public demands.

I have also got to know that it is not about reading some words, looking for their meanings and just put it on the paper. Translation needs to be treated with affection, accuracy and respect.

When I started this project, I thought I knew everything about the subject matter, but I definitely knew little about what was in front of me. I was wrong, because I have to admit that I was a 90% percent sure about the fact that technology could replace human translators.

Today I can say that my answer to what I asked myself a few months ago is no. Technology will never ever replace human translators totally. Technology will never ever have our essence and our capability of transcreating cultures and putting ourselves in other people’s shoes before translating something. Computers and other technological appliances have been and will always be under human control because everything that a machine does has been programmed by a human being and thus its intelligence will depend on that person’s.

Now I can also safely say that the fact that you speak a language does not mean you can translate it.

I have also had such a good time subtitling Scream Queens and I have really enjoyed it.

Making sure that technology is not a threaten at all and that translating and even subtitling is so exciting have been two determinant facts in order to make me more determinated than ever to study a lot and to get to the Translation and Interpretation college degree. That is my dream and now I am a hundred percent sure that that is what I want to do for the rest of my life.
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ANNEX

The computer programs that helped throughout the whole translation and subtitling of Scream Queens were:

- **AegiSub**: It was the main one because it allowed me to adapt my translations to all the scenes of the video. It was very easy to work with and I did not need to read any instructions as every button and its function were clearly indicated. When I finished subtitling the whole episode, I saved the subtitles using their specific format, which is called “.ass”.

- **Video to Video Converter**: My video’s format was MP4, and I needed it to be AVI so that I could add the subtitles to it in a converter program. VTV Converter transformed my MP4 video into an AVI version.

- **AVI Recomp**: After that, I was able to use AVI Recomp. I uploaded my AVI video and then added the subtitles. This program combined the both of them and as a result I got the final video.

Once it was already subtitled, I used Verbatim disks in order to record the Scream Queen. They have a 4.7 GB storage capacity, 16x speed and a maximum duration of 120 minutes. It was a really easy-going object as I only had to pick up the final video, press one Windows Live Player program button and the process started to work.
Glossary

- **Coworking**: Work style that consists on making groups of independent workers in order to share the same work space and a great environment.
- **Galley proof**: Technical words used to refer the texts that have already been translated but not brought out yet.
- **“In ultima ratio”**: Latin expression used to express that something is the last resort, the only possible thing left to do.
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