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## Review

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**When Translation Goes Digital: Case Studies and Critical Reflections, Renée Desjardins, Claire Larssonneur, & Philippe Lacour. Palgrave Macmillan (2021). 285 pp. EUR 119.99 Hardback, ISBN 9783030517601.**

Research in Humanities and Social Sciences has been largely informed by the advanced development in digital technologies in recent decades. Undeniably, digital advances have made a tremendous impact on the translation industry and Translation Studies. As the controversy over how digitalization affects Translation Studies intensifies, it has become necessary for us to reflect on the positioning of digital technologies in Translation Studies and to situate translation in this emergent digital field. The volume under review gives an extensive discussion on the mutual influence between Translation Studies and Digital Humanities by examining the application of digital tools in the translation field, translation scholars' integration of digital data in their research, and the impact of Digital Humanities on translation theorization and translation teaching. The volume collects ten studies in total and is divided into three intersecting parts: 1) Redefining Human Agency; 2) Social Platforms and Social Implications; and 3) Markets, Professional Practice, and Economic Implications. Under each part, three or four cases (chapters) are provided to illustrate the sub-topics from various perspectives.

The first chapter, authored by Iulia Mihalache, starts with the debate on whether automation has caused a positive or negative effect on conventional human translation and holds that neither the pure positive nor negative view shall be singly adopted. Rather, the most meaningful role technological advancement plays is to liberate human translators from purely-time-consuming repetitive work, and thus empowering them to focus on more sophisticated parts. Mihalache provides a detailed discussion on the mutually reinforcing relationship between translators and computer-aided translation technologies and proposes that computers shall be regarded as a partner for translators. Mihalache also believes that knowledge capital will be augmented with proper human-computer cooperation.

In Chapter Two, Boyi Huang examines the subtitle's visibility in the digital era to revisit the long-existing issue of translators' (in)visibility, which is conventionally presented as the contrasting translation pair concepts, i.e., foreignization and domestication by Lawrence Venuti (2012). Huang argues that with the advent of digital communication tools and other new media platforms, the above-mentioned binary conceptualization shall be viewed as a visibility spectrum, where subtitles can determine the extent of their visibility with the help of social platforms. According to Huang, these platforms have given translators greater agency and creativity, thus making themselves more socially interactive for better self-positioning in the spectrum.

The research subject of Chapter Three is quite alluring, which concerns the translation of the very first computer-based hyperfictional book, *afternoon, a story*, written in 1986 by Michael Joyce. Gabriel

Tremblay-Gaudette records in detail the major transformations in translating the e-literature, listing from the plain texts to the crucial joints, i.e., lexis and codes, and ultimately to a general remapping and representation of narrative structure. Tremblay-Gaudette's study shows that literary translators can benefit from digital resources as they can work more innovatively and efficiently, leading to the conclusion that literary translation can be facilitated by technology. In this connection, technology does not weaken literary translators' agency; rather the opposite, human translators gain greater creativity and subjectivity in this digitalized world.

Following the examination on the importance of human agency in Part One, Part Two extends the discussion to the part played by social platforms, a typical product of digitalization that has had a substantial impact on human communication and intercultural communication. With the development of social media platforms as well as the crowd-sourcing technology, new issues within the translation profession emerge, for instance, the acknowledgement of the mass-formed informal language and the pressure facing translators generated by the new working mode in translating the user-generated content. The four chapters in this section address these issues.

In Chapter Four, Abdulmohsen Alonayq discusses the phenomenon of volunteer translators' doing online translation in Arabic-speaking countries from a socio-narrative perspective. The investigation into the social-environmental factors that motivate the volunteer translators is the focus of this chapter. Alonayq summarizes the recurrent narratives that account for the pro bono behavior by conducting a quantitative analysis and relates translation behaviors with the general narrative theory.

Renée Desjardins, in Chapter Five, presents an overview of a special context of (non)translation by studying Zooniverse, a social platform for participants to engage in citizen science projects. Citizen science is known to be more accessible to the mass, as the publication and dissemination of knowledge, unlike academic research, is through emergent social platforms (such as Facebook, Twitter). By conducting both qualitative and quantitative data collected on Zooniverse, Desjardins reveals that English remains a dominant language in the generation and dissemination scientific content, thus resulting in a lack of linguistic diversity. It is noteworthy that this finding is in sharp contrast with the higher demand for linguistic and cultural diversification which has long been proposed in STEM (Science, Technology, Engineering, and Mathematics) disciplines. It is also worth noticing that Desjardins, in her case study, has made use of a comprehensive methodological model that could possibly be applied to the forthcoming translation studies concerning multiple disciplines.

Chapter Six offers a meticulous analysis of an experiment where Traduxio (an open web-based collaborative environment for computer-assisted translation projects) serves a didactic purpose, that is, to teach students about the collaboration in translating multilingual literary works. Henkel and Lacour believe that the conventional obstacles for multilingual translation projects, e.g., geographic distance and language varieties, can be properly tackled with the help of the online collaborative platform, and that the understanding of both source and target texts would be deepened through online negotiations and discussions. In this chapter, the necessity of implementing a history database making all the archives and change records accessible for users has also been discussed.

In the next chapter, Cho and Suh provide a typical translation case study in which the translation of Korean beauty videos on Youtube for a global audience was scrutinized. Cho and Suh summarize the novel strategies adopted by the content creators that bear the mark of the digital era, for instance, the adding-in of Internet memes and intentional misspelling of words. The researchers also indicate the co-existence and collaboration of multi-translation approaches used in the translation of the collected data on the platform. As the Internet becomes an increasingly important part of our lives and various social networking platforms become mainstream cross-cultural communication tools, we have reason to believe that 'Youtube Translation' will continue to be a trendy research topic with great potential.

Based on the previous two parts, Part Three envisages the future development of Translation Studies in the automation era. Some thought-provoking studies have been introduced here. Studies in

this section mainly discuss the accreditation, remuneration, and legal protection for translation, all of which point to the re-positioning of human translators in the digital age. Ideally, as advocated by the editors of this volume, all translation practitioners shall seek a well-balanced relationship and prudent partnership with relevant technologies rather than eliminating its presence.

In Chapter Eight, Merouan Bendi investigates the reception of localized software, which, as he argues, fails to get as much attention as the localization process itself. Focusing on the user experience, Bendi provides a scrutinized analysis of the examples that are well accepted and widely acclaimed. Moreover, the study signifies the importance of the user, i.e., the target reader. It is noted that the definition of this concept, however, has become rather blurred against the digitalization background. Indeed, how to position the target reader to produce more user-friendly content remains an open question for the subsequent reception studies.

In Chapter Nine, Akiko Sakamoto discusses the current situation facing professional translators in the digital era from the translation project-managers' perspectives. Sakamoto stresses that greater demands have been placed on members of the translation team, regardless of their function, due to the rapidly evolving computer technology. The author notes that the pressure exists in every aspect and procedure of the entire translation process, ranging from the budget making to professional translation ethics. With the data collected from 22 translation project managers in the format of a questionnaire, Sakamoto reveals the anxiety among translators and addresses the tension between translators and their 'competitor', i.e., machine translation, in the process of moving the profession forward in the digitized environment.

In the last chapter, Claire Larssonneur deconstructs the structure of today's translation market from an economic point of view. With the advent of free and omnipresent translation commodities (i.e., products of neural machine translation, e.g., DeepL, Google Translate), it is noticed that the entire market of translation services has been disrupted. Larssonneur sees a need to shift translation services from commodity to public utility and proposes two steps to be taken in order to achieve such a goal: firstly, to foster more exchanges among linguists and translators so that transparency of the computer-based tools can be introduced, and secondly, to refine the regulation system. It should be noted that the idea of regarding translation services as a kind of public utility is an interesting and original point raised in this chapter.

Overall, this book presents an enlightening and provocative introduction on the intersection between Digital Humanities and Translation Studies. It addresses a number of issues related to translation and intercultural communication in the current increasingly digitalized landscape. However, the scope of the volume could have been further expanded. For example, some important issues such as digital literacy or the controversial impact brought by social platforms (Desjardins 2017) in relation to conducting translation research could have been incorporated. Despite these weaknesses, the volume is an innovative publication which includes diversified case studies to deal with the subject of digitalization and translation. The issues addressed in this volume also demonstrate the great potential and possibility for the establishment of new academic niches which correspond to the convergence of Digital Humanities and language studies.

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