GLOBAL CHANGES IN THE TRANSLATION INDUSTRY AND THEIR REFLECTIONS ON TRANSLATOR AND INTERPRETER TRAINING

Hüseyin ERSOY*
Türkan ÖZTÜRK**

Abstract

The aim of this study is to shed light on the reflections of the “globalization” phenomenon on the translation industry spreading all over the world thanks to the advancements in the information technologies, and to detect how these changes were mirrored on the academic translator & interpreter training in the light of curriculum examples from the translation and interpreting departments in Turkey. Translation profession has gained a new identity as a consequence of the requirements of the age and recently there has been huge demand on the people conducting this profession with the title of “expert translators/interpreters” as a result of the requirements. New settings have emerged especially in the sectors of localization, media and public institutions in which translators and interpreters can be employed. Undoubtedly, it is the task of training institutions to meet this increasing demand in the practice field of translation and interpreting. Translation and interpreting studies, which should not be indifferent to the incidents occurring in this new global world, needs some novelties and changes especially in the field of translator and interpreter training in order to adapt itself to the requirements of the industry. For this purpose, the courses oriented to localization, media and public sectors of some main translation and interpreting departments in Turkey were reviewed. And it was endeavoured to detect the intensity of related courses.

Key words: Globalization, translation industry, localization, media, translator and interpreter training.

* Assoc. Prof., Sakarya Üniversitesi, Fen-Edebiyat Fakültesi, Çeviribilim Bölümü
**Res. Assist., Sakarya Üniversitesi, Fen-Edebiyat Fakültesi, Çeviribilim Bölümü
Çeviri Piyasasında Küresel Değişimler ve Çeviri Eğitimine Yansımaları

Öz
Bu çalışmanın amacı; bilişim teknolojilerinde meydana gelen gelişmelerle birlikte dünyaya yayılan küreselleşme olgusunun çeviri piyasasında yarattığı değişimlere bir ışık tutmak ve bu gelişmelere paralel olarak çizilen yeni çevirmen profili doğrultusunda bu yeniliklerin akademik çeviri eğitimine nasıl yansıdığını Türkiye’deki çeviri bölümlerinin müfredatlarından örneklerle tespit etmektir. Çevirmenlik mesleği, çağın gereksimleri doğrultusunda yeni bir kimlik kazanmış ve artık “uzman çevirmen” sifatıyla bu görevi icra eden kişilere karşı yoğun bir talep oluşmuştur. Özellikle yerelleştirme ve medya sektörü ile kamu kurumlarında küreselleşmeyele birlikte çevirmenlerin istihdam edilebileceği yeni sahalar doğmuştur. Çevirinin uygulama sahasında artan bu talebi karşılama görevi de şüphesiz ki eğitim kurumlarına düşmektedir. Bu yeni küresel dünyada gelişen olaylara ve değişimlere kayıtsız kalmaması gereken çevrilibilim alanları piyasalar şartlarına uyum sağlama amacıyla özellikle eğitim çapında birtakım değişiklik ve yeniliklere ihtiyaç duyulmaktadır. Bu amaçla, Türkiye’de çeviri eğitimi veren başlıca üniversitelerin yerelleştirme, medya ve kamu sektörüne yönelik dersleri incelenmiştir. Söz konusu derslerin ne yoğunlukta olduğu tespit edilmeye çalışılmıştır.

Anahtar sözcükler: Küreselleşme, çeviri piyasası, yerelleştirme, medya, çeviri eğitimi.

Introduction
Globalization is a phenomenon which has touched upon many fields such as basically politics and economics, technology, culture studies, media, education and any other fields regarding the society. However, today it is utilized predominantly in association with technology and the focus is next on the changes in the fields of communication and economics. The reason for this tendency may be suggested to stem from the fact that it takes a shorter time to see the changes in the mentioned areas. Nevertheless, it does not look sensible to assess the novelties and changes created by globalization in each field separately as there is an interconnection and cause-and-effect relation among them. In other words, globalization can be claimed to have similar characteristics with a domino. Once it hits a field, all other fields next to it are affected in sequence. Since the primary and end user of global changes is the same, i.e. the society, it does not matter whether it has a technological connotation or an economic connotation. As a result, globalization is the wind of changes blowing from various directions.
Global Changes in the Translation Industry

It is a clear fact that the emphasis of the phenomenon is on the interconnection in the global era. It is the interconnection of markets and policies. And this interconnection results in more interaction than ever among peoples and cultures. The definitions of globalization by many scholars also make a point of this interaction. For instance, Anthony Giddens, who approaches the subject from the perspective of modernity, describes globalization as “the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa” (Giddens, 1990: 64). In this definition, Giddens points out the dichotomy of global and local, claiming that what is global today, contains and influences the local as well and they are affected mutually creating an intertwinement. In other words, no matter how distant they are, societies are more acquainted with each other and the traces of one incident happening at any point of the world are felt today not only at that place, but that incident also spreads its effects to the rest of the world more quickly and easily than at any other time. As a consequence, this case paves the way for a social cohesion and reminds us of the technological developments as the facilitator of the global changes and social relations. In parallel with this idea, Pym defines globalization as “a consequence of technologies reducing the costs of communication” (Pym, 2006: 744). Here, Pym probably refers to the invention of the internet starting a new age named “communication age, information age or computer age” and bringing the whole world into our hands. Therefore, internet can be claimed to play a pivotal role in the birth of the globalization. As a matter of fact, it can be suggested that internet as a great technological advancement has triggered the upcoming developments within the scope of globalization.

It would be unfair to attribute the increase in global activities only to the economic and technological developments ignoring the initiatives of governments. If governments didn’t support the global expansion of companies by removing some political barriers in front of them such as initiating free trade, the volume of global transactions would not be as high as today’s rate and the companies would have to operate only within their own national boundaries. And that is why today globalization also means the removal as well as exceeding of national boundaries notionally. Shiyab summarizes that strict relation between the political and economic dimension of globalization as below:
“Many countries have increased their investment in various economic areas, which have resulted in world integration. With the removal of economic, social and cultural barriers among peoples and nations, and as a result of the world free market and the liberalization of economies, conglomerate organizations have taken advantage of the world free market and, as a result, they are engaged in disseminating technologies about how the production of goods and commodities is done. Furthermore, innovation is taking place everywhere these days and multinational corporations operate without borders to explore talents and people with potentials anywhere in the world” (Shiyab, 2010: 4-5).

The striking keyword emphasized by Shiyab in the excerpt above is “innovation”. That word functions as the symbol of globalization in the technological field. And many global brands choose it as their company motto to attract the attention of the target group. Some famous examples can be given from Toshiba and Philips: Toshiba uses the motto “Leading Innovation” while Philips creates a direct connection to its buyers preferring a motto like “Innovation and You”.

Genuinely, globalization is not a new phenomenon. And the question when it exactly began depends on from which perspective it is dealt with. For instance, when globalization is tackled from the point of view of economics, some scholars assert that it dates back to the ancient times when the commercial activities among people began and herewith the transactions of localities became more interdependent. However, when a political meaning is assigned to globalization, the conquest of new places and immigration to these conquered areas may be the first traces of global movements. In the 21st. century, globalization is essentially characterized by information technologies (IT). Therefore, it differs from the past versions in terms of the medium used to spread the global activities. Ho sees IT as a revolution changing the world economies, societies and cultures (Ho, 2011: 59). In this respect, it is mostly called “modern globalization” or “contemporary globalization”. And what is specific to this period is the “near-instantaneous information flows across the globe” (Cronin, 2009: 111). In other words, information is not something which takes a long time to access any more. It is only one “click” away thanks to the internet.

One of the dominoes hit by the globalization is the field of translation and interpreting. The main function of translation as bridging the gaps among cultures creates a firm correlation between globalization and translation. In
Global Changes in the Translation Industry

other words, the role and position of translation in the global era becomes more prominent as it is used as a main tool for spreading ideas, products and goods. Schäffner draws attention to this aspect of translation and asserts that it is used by cultures with the purpose of representing, (re)defining themselves (Schäffner, 2000:5). On the other hand, globalization acts as an agent in reshaping the translation as an activity and as a profession. Here, a definition for globalization in terms of translation is needed and accordingly, Ho describes globalization as “changes in many aspects of our lives, including the translation environment and the way how translation professionals, agents, scholars and educators regard translation as a career, a business and subject for academic research and teaching” (Ho, 2011: 56-57).

As seen from the definition by George Ho, globalization surrounds translation from many aspects. First of all, the traditional perception on the work and profession of a translator has changed as a result of the new emerging branches such as localization within the field. If a translator is working in a company on localization, his/her job requires him/her more than translation since localization consists of various steps during which the translator should above all have a good command of CAT (computer-assisted-translation) tools. Besides, in conjunction with the increase in the activities of the media as a result of technological advancements audiovisual translation including media interpreting has gained importance with its subcategories including simultaneous modes. The notion “simultaneous” looks like the reflection of the “instantaneous life” accompanied by the globalization to the field of translation. As there is huge demand with respect to instantaneity on services, the burden on translators and interpreters increases in parallel with this situation and that instantaneity imposes new factors and profession-related responsibilities on translators and interpreters. It is an undeniable fact that first of all, competing with the stress factor has become one of the main challenges of translators and interpreters as an outcome of that instantaneity today. And in the global era, they find themselves having to manage multiple tasks in addition to translation and interpreting. These tasks creating a renewed profile of translators and interpreters and the reflections of globalization on the translation industry will be observed elaborately on the basis of some recent statistical data regarding the field in the upcoming part of this study. Later, how translator and interpreter training has been influenced by globalization will be reviewed in the light of the revealed data. Finally and in essence, the reflections of global changes on
translator and interpreter training will be traced depending on the curricula of five selected departments of translation and interpreting accepting students with highest points according to the statistics of OSYM (Student Selection and Placement Centre) regarding the year 2014 in order to see and assess globalization-led-changes in their curricula on the basis of new rising sectors like localization, media and public services.

1. Interdependence of Globalization and Translation Industry

The motto of Nokia “connecting people” would suit best for the function of translation in the global era. That motto also indicates how globalization and translation indeed emerged for the same purpose, i.e. for making cultures more aware of each other. Therefore, it would be unfair not to refer to the role of translation while mentioning about the changes brought about by globalization. In essence, globalization and translation operate reciprocally benefiting from each other. Anything produced in order to be disseminated to other parts of the world achieves its goal by means of translation. In a way, translation becomes a good tool for marketing. It makes the “foreign” attractive by bringing it closer and making it familiar for the target group. Conversely, globalization enables new fields to be integrated into translation area and creates an interdisciplinary environment within the field. The main drivers of the translation industry in the globalized world indicate that interdisciplinary tendency giving a chance to look at the prospective future of the field, i.e. the route that it will probably track. The diagram below can be considered as sound evidence showing the increasing variety of the translation industry ranging from the macro-fields to the micro-fields:

---

*** The statistics can be reached from the website of OSYM: http://www.osym.gov.tr/belge/1-21913/2014-osys-yerlestirme-sonuclarina-iliskin-sayisal-bilgi-.html

[558]
General translation activities have ranked first in the diagram within 5 years’ time and a mixed distribution is observed among new fields in which translation and interpreting constitute the core of the field just like localization (sub-categories such as software localization, multimedia localization, mobile app localization, desktop publishing, post-editing, transcreation) and media interpreting and/or audiovisual translation (including subtitling, voice-over, dubbing and narration). The rise in the new fields of translation and interpreting with the arrival of the technological advancements also posits a contemporary perspective on the task of translators and interpreters revealing that they step not only in the process of translating any more, but also take part in pre- and post-processes of the task such as desktop publishing and testing & QA (quality
assurance). Therefore, mastering all processes of a task including translation is seen as a *sine qua non* for accomplishment in the field.

In accordance with the diagram above, the impacts of globalization on the translation industry can be reviewed from two aspects: the impact on the translation volume and the emergence of new fields such as localization, community interpreting (the rise in on-site and telephone interpreting in the diagram can be regarded as an indication of community interpreting needs) and media interpreting gaining visibility within the discipline. To begin with, the translation volume has been increasing rapidly as a consequence of great and urgent demand on the translation and interpreting services. Cronin gives three examples to exhibit the size of that increase: The first example is based on the scale of the Translation Division of the Organization for Economic Cooperation and Development (OECD) and Cronin notes that the amount of the translated material in that unit doubled between the years 1985 and 1998. And in the second example he states that the Translation Service of the European Commission leads the industry with its 1,500 full-time professional translators and yearly over a million pages translated material (Cronin, 2003: 110-111). And the last example is given about the translation volume of Microsoft Encarta including the translation of “approximately 33,000 articles, 10 million words, 11,000 media elements, 7,600 photos and illustrations, 2,000 audio elements, 1,250 maps and charts, 1,500 web links and 3,500 bibliographical entries” into many languages (Cronin, 2005: 126). In addition to the high rate of translation need, these numbers also show how technological tools eased and accelerated the work of translators and interpreters giving a new impulse to translation and interpreting activities. Thanks to the global changes, today there has been an upsurge in the technical translation field. In this context, one of the most significant impacts of globalization on the translation industry is the close cooperation with the information technologies as well the replacement of the translation tools such as dictionaries, encyclopedias with the CAT tools and online translation programmes. And these new translation tools can be claimed to be the main reason of the acceleration in the work of translators leading to the abovementioned enlargement in the translation volume. Besides, when compared to the period before the contemporary globalization, today translators are supposed to be in more contact with other professionals from different fields and exchange information with them in contrast to practising their profession in an isolated way as in the past. Therefore, both cooperation and integration of
Global Changes in the Translation Industry

translation technologies into the activity contributes to the increase in the volume of the translation industry.

It can be suggested that globalization has also increased the interaction between translation studies and other fields, foremost informatics. In 1950s and 1960s - the years when translation studies hadn’t been accepted as an autonomous discipline yet - translation activities would be assessed only within the framework and under the roof of linguistics and literature. However, with the instant coming of information technologies into our lives, translation studies also turned its face to the new popular fields. As stated by Munday, the relation between translation studies and other disciplines are prone to change within time. And the link between translation studies and fields like computing and media gets stronger day by day loosening the ties of contrastive linguistics (Munday, 2008: 14). The interdisciplinary structure of translation studies brings elastic boundaries to the field keeping it dynamic and ensuring its advancement in parallel with the changing world conditions. The diagram above indicates also the variety of sectors and fields in which translation and interpreting is required. And as understood from the numbers on the translation volume, calculations are based on thousands and millions in contrast to the smaller scale in the previous years. That is namely an explicit indication of expansion within the translation industry.

Globalization has also brought forward the usage of English as a lingua franca. The conditions paving the way for that development are based on some certain economic and political advancement in time. Although there have been claims attributing the emergence of a language as a lingua franca to its linguistic structure and cultural background, Crystal insists on two main reasons: the political and economic power of the people speaking that language. Accordingly, he suggests that Britain and the USA pioneered and have been pioneering the development of English lingua franca holding those powers. He point outs two major concerns about Britain: It is after all the country in which industrial revolution occurred leading to an economic boom in production. And the second point about Britain is the political imperialism of the country in the nineteenth century during which English language plus political power spread to the colonized regions. As for the USA, Crystal asserts that it took over the economic and political supremacy from the hands of Britain with its economic power and goes on keeping it alone. In this way, English has become “the language behind the US dollar” (Crystal, 2003: 9-10). Today, it is an explicit
fact that U.S. dollar owns the power of affecting the global markets in case of fluctuations. And this kind of a change immediately redounds on the international commercial activities. Therefore, the language of economic power means the language of globalization in the age of interconnectedness.

Translation occupies a central position and takes over an active role in the transmission and dissemination of global activities despite the rise in the function of English as a lingua franca. Pym questions this paradoxical circumstance attributing it to the “Ricardan trade” model in which production is centralized with the creation of international specialization sites (Pym, 2006: 747). In other words, production remains regional, but the consumption of the regional product becomes global thanks to the technological developments in the transportation industry. At this point, Pym mentions about the workflow of multinational companies particularly emphasizing that the technical discourse of those corporations is produced in English regardless of the country in which the real production is made. In this phase, there is no need for translation. However, when the products leave their places of origin in order to gain global sales, then, first of all language is confronted as a barrier to get into the market of that country. At this point, translation is needed urgently as a solution to the problem of appealing to the target buyers and as a tool for the presentation and marketing of the foreign products. Therefore, English language appears as a lingua franca in the production phase of globalization while translation holds its central position in the distribution phase of globalization (Pym, 2006: 749).

Two reasons can be suggested for the requirement of translation in the globalization process of products: Primarily, despite the high numbers among the learners of English in many countries where it is taught as a foreign language as well the ones in which English is the official language, it cannot be expected every person to have a (good) command of English. Secondly, even if everybody in a country speaks English, the way they perceive something is very different from the British people because of their cultural features. As argued by Karl Otto Hondrich (1999), “shared knowledge of an event is always supplemented by culture-specific background knowledge, presuppositions, and prejudices, resulting in different interpretations. In other words, everything which reaches an audience in some globalised way, is filtered, interpreted, and localized” (quoted by Schäffner, 2000:4-5). Notwithstanding how globalized knowledge is, the way it is perceived and interpreted is different depending on the cultural background of the receiver. Therefore, what emerges is in fact local
knowledge rather than global knowledge. At this point, products aiming at global sales should have something peculiar to the target culture in order to appeal to the buyers. And producers achieve their sales goal thanks to the translation of anything related to the product. Thus, as stated also by Pym, “[…] the lingua franca plays its global role as a factor of production, whereas translation plays its marketing role as a tool of distribution”. And that’s what he calls “diversity paradox” (Pym, 2006: 747). In other words, although there is common belief that English dominates over many languages as a result of globalization creating homogeneity, the reception and acceptance of a foreign product is realized only in the vernacular of the target people mostly requiring cultural adaptation as well as translation. In this way, diversity rather than homogeneity is created in the globalization process. Besides, taking a close look at the global brands such as Apple, Samsung, Toshiba, we see that they undergo some changes both related to software and hardware according to the country in which they get into the market.

A clear example about the paradoxical relationship between the lingua franca and translation is the language diversity of web sites. Today, almost all web sites are set up in English plus the official or common languages of a country. Therefore, it is up to the user to utilize the web site in English or in other languages. Shiyab approaches the situation from a different perspective asserting that the usage of English as a lingua franca conversely leads to the rise of indigenous languages as an anti-lingua franca movement because people see English as a danger against their identities (Shiyab, 2010: 16). Eventually, every movement generates its counteraction, e.g. the emergence of post-modernism can be seen as a counteraction of modernism. In this respect, these movements also imply the probable “post-globalization” era. However, no matter globalization is perceived as something positive or negative, the language of the changes and innovations accompanied by globalization is English, however, the tool to be used in the access and distribution to the whole world is undoubtedly translation.

In order to concretize the influences of globalization on the translation activities, Shiyab attracts the attention to some political and economic incidents among states just like clashes, crises, common interests and concerns leading to more confrontation with other cultures than ever (Shiyab, 2010: 7). And this can be seen as the second aspect of the impacts of globalization on the translation industry paving the way for the emergence of new fields since each of these
settings requires a specific type of translation and interpreting such as localization, community interpreting, audiovisual translation and media interpreting. For instance; during a time when consecutive interpreting was being used predominantly in diplomatic relations, simultaneous interpreting mode with its current form was urgently developed just after the Second World War during the Nuremberg Trials in order to accelerate the process and to meet the urgent interpreting need of the war criminals. Roland states that if consecutive interpreting had been used, the trials would last two and a half years more (Roland, 1999: 130). Especially this kind of events attributes a more serious role to translation and interpreting bringing it into prominence and laying more burden on translators and interpreters.

1.1. The Rise of Community Interpreting

Political and social issues like clashes and economic crises within the own boundaries of a country as well as the developments in the transportation technology have triggered the global movements of people. Appadurai derived the term “ethnoscapes” to define those moving people including tourists, immigrants, refugees, exiles, guest workers etc. emphasizing their role in determining the politics within and between the countries (Appadurai, 1996: 33). As a result of large size of migration movements particularly to Europe, many European countries had to develop policies in effort to integrate the migrants into the host countries. In that integration process, language comes up as one of the greatest problems. Therefore, it is incumbent on interpreters and translators to mediate between the newcomers and public institutions. This kind of environment has at first step brought forward the necessity of “community interpreting” services. Although community interpreting has been conducted since ancient times as a non-professional form of interpreting, today, the requirement for its professionalization has been increasing rapidly in the wake of these global movements. Besides, Ho emphasizes that the requirement also for commercial translation has increased as a result of mass travel in tourism industry (Ho, 2011: 66). Except tourism industry, interpreters and translators are assigned duties in other different settings of public sphere like hospitals as well. As stated also by Ho, interpreters act as mediators between the patients, their family members who don’t have a command of the official language of the host country and the medical personnel of the hospital in providing the communication on health. In addition, translators are employed by hospitals in
Global Changes in the Translation Industry

translating the leaflets and handbooks about the medical care. And another area in which there has been high demand on translation is the process of application for immigration. (Ho, 2011: 67). These types of translation between public as well as private institutions and the people who don’t speak the official language of the host country is sometimes called ‘community translation’, and these new terms indicate the prominence of new settings in the translation field.

1.2. Expansion of Localization Sector

Globalization has paved the way for the development of “localization” industry as well. Localization, which is the pillar of globalization on the local scale, can be regarded as the adaptation of products made on the global scale to the local societies. Accordingly, Graddol states that “the logic of globalization is to sell more widely by localizing products” (Graddol, 1997: 47). And the motto brought by globalization, which becomes influential predominantly in the economic field, to the business world proves that logic, too: “Think globally, act locally” (Stoll, 2000: 243). These statements reveal that globalization is after all a bidimensional process as global and local.

Translation is undoubtedly one of the key facilitators of the localization process. And there has been a mutual interaction and exchange between them. Particularly computer-assisted-translation tools have played and been playing a pivotal role in accelerating the process of localization. Just like the emergence of simultaneous interpreting, the interest in machine translation also occurred as a result of military as well as scientific reasons after the Second World War with the high investments of the USA and Soviet Union on machine translation research. However, today, particularly CAT tools constitute the key element of software localization industry depending on the translation of the source text into a variety of languages as instantly as possible (Ho, 2011: 31; Ho: 2011: 245). Cronin attracts the attention to the increasing importance of World Wide Web, which has shifted project based localization to programme based localization requiring the translation of continuously updated and revised content since non-English speakers choose to utilize from the web content in their own languages (Cronin, 2009: 126). In this respect, the rapidly-increasing economic growth of localization sector has opened new doors for translators who are claimed to lose their jobs as a result of globalization and the rise of English as a lingua franca.
1.3. Translating and Interpreting in the Media

Media is another sector in which the need for translators and interpreters has increased and their job has become more visible and vivid in the global era. Thanks to the technological developments, mass media have expanded and varied in time being an indispensable part of the society. And today, media is one of the areas benefiting from interpreting and translation services mostly. These services in the media are named in the broadest sense as “audiovisual translation” (Pöchhacker, 2010: 224), media translation (Cattrysse, 2013: 1) and media interpreting as a narrower term used for “mediating the linguistic and verbal part of a foreign programme into another language and for a different audience” (Antonini, 2010: 53). Different settings and sub-types of translation and interpreting activities in the media can be summarized as below:

- Whispered, consecutive, or simultaneous on-site interpreting in a TV studio-based communicative event, with or without the presence of an audience like interviews and talk shows,
- Interpreting simultaneously in dual-channel or in voice-over mode for broadcasts of events occurring in a faraway location such as political speeches, press conferences, royal weddings, funerals, etc. (Gambier, 2013: 51; Pöchhacker, 2010: 224),
- Simultaneous interpretation of films, a rarely-used type of audiovisual translation in which the interpreter is located in the cinema or near the place where the film is screened and interprets the speeches of actors by voice-overing via a microphone connected to speakers (Chaume, 2013: 109),
- Interpreting in live coverage of disasters and sudden crisis situations (Gambier, 2013: 51),
- Sign language interpreting for audiovisual programmes accessible to deaf and hard of hearing (Pöchhacker, 2010: 224),
- News translation for international press networks, television channels, the Internet, the World Wide Web, social media, blogs, Wikis etc. (House, 2013: 61),
- Subtitling, live subtitling, audio subtitling, surtitling, voice-over, dubbing, free commentary, scenario translation, audio description (Gambier, 2013: 51).

The varieties of settings in the media sector are clear evidence of the role translators and interpreters play in following what is currently happening in
other parts of the world and especially, interpreting for live coverage in studios brings them a more visible profile than in any other setting. All in all, in the global age marked by time constraint, translator and interpreters will continue to be indispensable mediators of cross-cultural communication.

2. Review of the Reflections of Global Changes on Translator and Interpreter Training in the Light of Examples from the Departments in Turkey

As the circumstances of translation industry undergo some specific changes in parallel with the globalization process, it becomes inevitable for the institutions offering translator and interpreter training to adapt their structure into the global requirements of the translation industry. And they should endeavour to narrow the distance between translation industry and translator training as much as possible so that the industry and the academy is not seen as two different worlds which are unaware of the developments of each other.

Translator & interpreter training is of vital importance particularly for the employment of graduates and their professionalization in accordance with the needs of different sectors. Therefore, the harmony between the sector and training can be provided with the integration of specialized translation and interpreting courses into the curricula designed and determined according to conditions of various sectors in demand as emphasized in the previous section basically like localization, public services and media. Ho underlines the significance of specialized knowledge like commercial, technical, legal etc. in carrying out professional translation. He names it also as “tacit” knowledge implying “the accumulated experience of translation practice” and regards the negligence of specialized or “tacit” knowledge in the training as a reason for the breach between translation theory and practice (Ho, 2011: 218-229). Besides, Munday refers to the interdisciplinary nature of the translation studies focusing on the requirement for the inclusion of disciplines like law, politics, medicine, finance and science and benefiting from information technologies in order to train students in computer-assisted translation (Munday, 2008: 14). It is quite probable that the interdisciplinarity circle of translation studies will enlarge as a result of global changes and the cooperation between translation studies and other fields will increase and be reshaped in parallel with these changes. In this respect, Kelly states that universities should take into consideration not only the present industry and social needs, but also the needs that are possibly to emerge
in the future while preparing their translation and interpreting curricula. And this kind of preparation highly requires a closer contact between the universities, industry and possible stakeholders (Kelly, 2010: 88-89). That strict cooperation will be of great use from two aspects: First of all, it will increase the focus on the critical role translators and interpreters play in a task and the eminence of professional translation. Secondly, it will trigger the improvement of the discipline paving the way for the development of new paradigms. Larsen summarizes the vitality of this cooperation as below:

“Translation graduates must have skills that are relevant to the industry employing them. They need practical, technical and business skills as well as linguistic skills. They should be getting at least some of these from their degree courses. Students should choose wisely, both in terms of a good university and areas of specialization. Universities should co-operate closely with translation companies to keep in touch with the requirements of the industry they are teaching for. It is in the interest of future employers to invest in the people they will be hiring tomorrow” (Larsen, 2001: 45, quoted by Ho, 2011: 207).

Many employers in the translation and interpreting industry prefer primarily graduates who had some basic training on the practice of translation and interpreting in various sectors as only theory-based courses don’t suffice to perform the translation and interpreting tasks in the industry. Therefore, the balance between theory-based and practice-based courses should be adjusted well through the regular following of the circumstances in the translation industry and providing a close cooperation with it.

In order to detect the traces of globalization on the translator and interpreter training concretely, five departments of translation and interpreting in Turkey, which accept students with highest points according to the statistics of OSYM, were chosen and the courses in undergraduate programmes of these departments were categorized under the branches localization, audiovisual translation and community interpreting. And the distribution of courses can be traced from the table below:
## Global Changes in the Translation Industry

<table>
<thead>
<tr>
<th>University</th>
<th>Department/Programme</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ATILIM UNIVERSITY</strong>&lt;br&gt;Department of Translation and Interpretation</td>
<td>LOCALIZATION-COMPUTER ASSISTED TRANSLATION</td>
<td>- Computer Technologies &amp; Translation</td>
</tr>
<tr>
<td></td>
<td>AUDIOVISUAL TRANSLATION (INCLUDING ALSO MEDIA INTERPRETING)</td>
<td>- Media and Journalism - International Politics - Communication and Media Translation</td>
</tr>
<tr>
<td><strong>BOĞAZIÇİ UNIVERSITY</strong>&lt;br&gt;Department of Translation and Interpreting Studies</td>
<td>LOCALIZATION</td>
<td>- Information Technologies (IT) for Translators - Localization</td>
</tr>
<tr>
<td></td>
<td>COMMUNITY/PUBLIC SERVICE INTERPRETING</td>
<td>- Language of Journalism - Translating for Radio and TV - Political Discourse of International Organizations - Interpreting for the Electronic Media - Screen Translation I - Screen Translation II</td>
</tr>
<tr>
<td><strong>IHSAN DOĞRAMAC I BILKENT UNIVERSITY</strong>&lt;br&gt;Department of Translation and Interpretation</td>
<td>LOCALIZATION</td>
<td>- Introduction to Computers - Technology for Translators - Computer Literacy II</td>
</tr>
<tr>
<td></td>
<td>COMMUNITY INTERPRETING</td>
<td>- Group Communication and Discussion - Professional Communication for Interpreters - Language of Journalism - Media Studies - Audiovisual Media Translation I - Introduction to Interpersonal Communication (in French) - Interpreting for Public Services</td>
</tr>
<tr>
<td><strong>HACETTEPE UNIVERSITY</strong>&lt;br&gt;English Translation and Interpretation Programme</td>
<td>LOCALIZATION</td>
<td>- Translation Tools - Project Management - Basic Information and Communication Technologies - Localization - Machine Translation - Technical Text Writing</td>
</tr>
<tr>
<td><strong>IZMIR UNIVERSITY OF ECONOMICS</strong>&lt;br&gt;Department of Translation and Interpretation</td>
<td>LOCALIZATION</td>
<td>- Computer Assisted Translation Studies - Computer Assisted Translation and Localization</td>
</tr>
<tr>
<td></td>
<td>COMMUNITY INTERPRETING</td>
<td>- Translation of Texts on Media and Communication - Innovation and Entrepreneurship - Professional Communication for Interpreters - Audio-Visual Translation - Community Interpreting</td>
</tr>
</tbody>
</table>
Table 1: Courses that can be regarded as oriented to the localization, media and public service sectors in the undergraduate programmes of selected translation and interpreting departments in Turkey

The table above proves explicitly the upsurge of new sectors, i.e. media, localization and community interpreting in the translation field and in parallel, the integration of new courses oriented to these sectors into the curricula of the selected translation and interpreting departments in Turkey. And it is noticed that the scope of courses varies in each department and particular branches just like technical text writing and project management at Hacettepe University are also offered in addition to the main courses like localization, information and communication technologies for localization sector. Another striking point is the variety of courses oriented to the media sector in each department. Courses on the language of journalism and translation in this area occupy an important position among the ones oriented to media sector as there has been huge demand on the translation of international news. Unlike other departments, University of Economics offers a course called “Innovation and Entrepreneurship” which can be regarded as a basic and wanted skill required for translators and interpreters in the global age. When it comes to the courses on community/public service interpreting, the variety in courses related to localization and media cannot be observed in the ones related to community interpreting. The probable reason behind this fact can be suggested as the recent recognition of the necessity in community interpreting services in Turkey. Today, Turkey is one of the main countries influenced mostly by the global movements and occupies a focal position both in migration from the neighbouring countries and especially in health tourism from both European and neighbouring countries. According to the explanations of Antonio Guterrres, UN high commissioner for refugees, Turkey has reached the position as the country hosting the highest number of refugees (http://www.ntv.com.tr/dunya/dunyadaki-multeci-rekoru-turkiyenin-eline-gecti,P-ZkGR_1ZU-JiwIXyV2zrQ, 27.02.2015). Therefore, community

**** Information on the courses of related departments was obtained from the official websites of the universities
interpreting has come to the agenda of both the research on the field and the training of students in this field.

**Conclusion and Suggestions**

The influences of globalization were deeply felt in the translation field just like in other fields. First of all, the demand on translation and interpreting services as a result of global changes has increased. And secondly, the institutions offering training in the translation field, namely the universities have to be prepared in order to meet this demand. They play a key role in this phase and have some responsibilities to carry out. First of all, translation and interpreting departments should be regular followers of the novelties and changes in the industry. However, what is important at this point is that they should not only trace the changes in the industry, they should also collaborate with different sectors from the industry when necessary. Translation and interpreting departments may establish research and development units within their own bodies that will focus on the requirements of the industry. Considering the impressions and opinions of these units, different strategies to be implemented in accordance with the required changes can be detected more easily. Theory-based education is naturally very beneficial for students in scrutinizing the approaches regarding translation and interpreting in a critical way so that they can be more conscious about the environment of translation and interpreting. However, it is a known fact that this theoretical education has also an application area. Therefore, putting a system into effect, in which theoretical knowledge is integrated with practice, is of vital importance for the advancement of the field.

Just as the needs of the society determine every change and innovation, the novelties in the translation field are also defined by the needs of the society. For instance; it can be suggested that after all, social needs have become determinant in the birth of new areas like community interpreting and localization which have been in great demand since the last century. Intrinsically, the translation and interpreting industry is in need of people who are trained in these branches. And the employment of qualified translators and interpreters in the market depends on offering quality academic training. In this phase, the need for expert trainers for a quality training comes also to the fore.
References


Global Changes in the Translation Industry


