FAST FORWARD: NAVIGATING THE EVOLUTION OF TRANSLATION STUDIES THROUGH EMERGING TRENDS AND TECHNOLOGIES

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Abstract: This paper provides an in-depth analysis of the recent developments in translation studies over the past five years, focusing on the transformative impact of emerging trends and technologies. It explores how advancements in artificial intelligence, machine learning, and cloud-based platforms have reshaped the translation landscape, influencing both the practice and theory of translation. The paper also examines the rise of specialized translation domains, such as audiovisual and game localization, and discusses the ethical and cultural implications of these changes. By synthesizing current research and industry insights, this study offers a comprehensive overview of the evolving field of translation studies and its future directions.

Keywords: Trends, technologies, AI, machine learning, specialized translations, field insights.

1. Introduction

Translation studies have come a long way since the simple linguistic transposition of texts, becoming today a complex field, marked by cultural, social, and, more recently, technological influences. The rapid transformations of global society, as well as exponential technological advances, have prompted a rethinking of the practice and theory of translation. The last five years have brought unprecedented challenges and opportunities. Technological advances, digitalization and globalization have generated an acute need for translators who not only know languages, but master advanced technologies, understand complex cultural environments and collaborate effectively in digital spaces. This study explores how the field of translation has evolved, identifying the major trends and emerging technologies that shape the present and future of this discipline, the new directions of the field of translation, with a focus on the changes occurring after 2020, and how translation is reconceptualized in the post-digital era.

2. Recent directions in specialist research (2020–2025)

In recent years, three major directions have been outlined in translation studies: integration of AI technology, socio-political orientation of translation, and academic professionalization. Research published between 2020 and 2025 underlines the transition from the linguistic paradigm to a sociotechnical one.

In "Translation and Technology: A Changing Landscape" (Chan, 2022), it is shown that translation can no longer be viewed outside the technological and social context in

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which it is produced. For example, the COVID-19 crisis has imposed the urgent adaptation of official speeches in multiple languages, generating interest in emergency translation and the role of the translator as an actor in crisis (Tesseur, 2021). At the same time, researchers such as O'Hagan (2022) explore the collaborative and community dimension of digital translation – where many users simultaneously contribute to the translation of content (crowdsourcing), questioning the notions of authority and quality.

The starting of the COVID-19 pandemic (2000) brought to the fore the urgency of medical, administrative and legal translations. The research focused on crisis translation and the role of translators as essential intermediaries in the dissemination of information. In "Translation in Times of Crisis" (Federici & O'Brien, 2020: 1), the authors highlight the importance of rapid training and collaboration between translators in online environments. In the introduction of the paper, the authors discuss the challenges of translation in crisis contexts: „Translating and interpreting in crises is emotionally and cognitively demanding, with crisis communication in intercultural and multilingual disaster settings relating on a multiplicity of cross-cultural mediators and ever-emerging new technologies." Also, interest in AI-assisted translation is growing, which has been used to speed up processes in government institutions and international organizations.

In 2021, research focuses on translation crowdsourcing in digital environments, such as volunteering platforms or global communication applications. Tesseur (2021) discusses in "Translation for Human Rights Organizations" the role of the translator in humanitarian organizations and how digitalization has enabled rapid international collaboration. The first systematic studies on the impact of automated translation on the quality perceived by users and customers are also emerging.

2022 Is a year of strengthening automatic neural translation (NMT). O'Hagan (2022: 1) publishes "The Routledge Handbook of Translation and Technology", which becomes a major reference in the field: "Translation and technology are not separate entities but are increasingly interdependent, with technology shaping translation practices and translation influencing technological development." It analyzes the efficiency of different NMT systems, especially DeepL and Google Translate. In parallel, ethical frameworks for using AI in translation are being laid down, starting with universities and research centres in Europe.

In 2023, concerns about the ethics of automated translation are beginning to emerge, particularly regarding algorithmic bias and the impact on the human profession. The European Language Industry Survey (2023) signals a significant increase in the use of AI in the private sector, while European universities are adapting study programs to include advanced digital skills (Torres-Hostench et al., 2021). A shift from the translation of "human-assisted" to the translation of „AI supervised" is noted. The year 2024 is marked by the widespread integration of large language models (LLMs) such as ChatGPT and Claude into translation and localization processes. Experimental studies are being developed that compare the performance of these models with human translators according to field and purpose. Slator (2024) publishes data on the optimization of multilingual workflows through hybrid systems. Concerns also arise about post-editor overwork and growing reliance on AI.

The first research of 2025 indicates a consolidation of the translation paradigm integrated into digital work ecosystems. It discusses translation as a network service (translation-as-a-service), interoperability between tools and automation of project management. The focus is on professional sustainability and the development of an ethics applied to AI translation.

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3. Emerging technologies and their impact on translation

Emerging technologies, in particular artificial intelligence (AI) and neural machine translation (NMT), have had a significant impact on the field of translation, transforming both translator work processes and translation quality expectations. Rapid advances in this field have brought new possibilities, but also challenges. In particular, the use of systems such as DeepL, Google Translate and ChatGPT (OpenAI, 2022) has revolutionized the way translation is done, providing more smooth and natural translations, while improving automated localization, drafting and subtitling processes.

One of the most remarkable changes was the transition from rule-based machine translation to automatic neural translation (NMT). NMT systems, which use neural networks to learn from large amounts of linguistic data, are capable of producing much more natural and contextual translations. They can understand not only the grammatical structure of the language, but also the meaning of the context in which the words are used, which makes the translation more fluid and closer to a text made by a human translator. For example, DeepL, an NMT system, has rapidly gained popularity due to its high-quality translations and integration into various localization and subtitle applications.

In parallel with technological evolution, AI-based platforms are beginning to merge more advanced features such as semantic analysis, translation memory, and tone detection. They allow translators to get quality translation faster and more efficiently, reducing the time it takes to process. At the same time, they allow to improve the consistency and fidelity of the translation, even in complex or technical documents.

Although AI and NMT have made significant progress, they are not yet able to completely replace human translators. In fact, many of the latest research highlights the importance of the role of post-editors and translators in assessing the quality of machine-generated translations. In “Machine Translation and the Future of the Translator” (Bowker & Buitrago Ciro, 2020), the authors argue that translators must take on new roles in the process of machine translation. They must act as post-editors, who correct the translations generated by AI to make them more natural and accurate. Translators also play an important role in developing and adapting content to the local context, which is essential in the case of translation for diversified global markets. For example, in the case of automatic translation, fidelity is not only the accurate rendering of the meaning of words, but also the ability to reflect the cultural and stylistic nuances of the source language. In this respect, post-editors must have advanced skills to adjust automated translation so that it is suitable not only linguistically but also culturally.

Following the integration of these technologies, a significant change in the translation industry is observed. According to the European Language Industry Survey (2023), more than 75% of translators use at least one AI-based tool in their daily work. This percentage reflects not only the efficiency that these technologies bring, but also the transformation of the business model in the field of translation. Many translation agencies and freelancers now depend on computer-aided translation tools (CAT) and NMT to manage large volumes of text and ensure a steady level of quality.

The following table reflects the current state (2025) of the most relevant emerging technologies in the field of machine translation and AI, with a focus on costs, year of occurrence and key functionalities (https://eltekstore.com/ https://www.unite.ai/ https://www.linguise.com/):

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Name of Technology / Program	Year of issue	Type of technology	Cost (estimative)	Additional details
Google Translate	2006	Automatic translation, NMT	Free (web), API: $20/mil. characters over 500,000/month	Over 100 languages, web, mobile, API, NMT integration since 2016, document translation, OCR recognition
DeepL	2017	Automatic translation, AI, NMT	Free (web), API: ~10.000$/year, max. of 75.000$/an	Accent on accuracy and context, European languages, API for companies, document translation
Microsoft Translator	2009	Automatic translation, AI, NMT	Free (2 mil. characters/month), then $10/mil. characters	Integration in Office, Edge, API, competitive price, support for many languages
Yandex Translate	2011	Automatic translation, NMT	Free (web), API: from $3.94/mil. character	Low price, no free API tier, support for Slavic and Asian languages
ChatGPT (OpenAI)	2022 (GPT-3.5), 2023 (GPT-4)	Conversational AI model, NMT	Free (GPT-3.5), GPT-4: $20/lună (ChatGPT Plus)	Contextual translations, chat, summary, multilingual support, based on transformer architecture
Translate All	2022	Mobile app, AI	Free (mobile application)	Voice translation/text, focus on intuitive experience, iOS/Android
Word Lens (Google)	2015	Visual translation, AI	Free (integrated in Google Translate)	Real-time text translation from images/video, mobile
Matecat	2013	CAT tool, AI, NMT	Free	Collaborative platform for translators, integration with AI engines, quality analysis

Table 1: Emerging technologies in the field of machine translation and AI

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New technologies are also enabling improved content localization, which has become increasingly important as companies expand globally. Translation of websites, mobile applications and marketing materials requires an adaptation not only of the language, but also of the cultural meaning of the message. AI platforms are increasingly capable of making these adaptations, but it remains necessary for translators to intervene to ensure proper localization. Their role is changing, and translators need to adopt new functions, such as post-editing and content adaptation, to ensure accurate and cultural translations. As technology evolves, a continuous re-evaluation of fundamental concepts in translation, such as fidelity and equivalence, is required in the context of the new possibilities offered by AI.

4. Educating translators in the digital age

In the context of globalisation and rapid technological advances, translator education has undergone significant transformations. The role of digital technologies has become essential in the process of training translators, and the university curriculum has evolved to meet the demands of the current market. More and more academic institutions have integrated in their study programs specific courses about digital translation tools, post-editing machine translation and content localization. In this digital age, translator education must meet the challenges and demands of a dynamic field, where technology plays a central role.

As technology advanced, universities in Europe and beyond responded by adjusting training programs to include essential digital skills. University translation programs have begun to include courses such as “Post-editing automatic translation” or ”Localization Technologies”, and these courses are now an integral part of the standard curriculum at numerous higher education institutions. Torres-Hostench et al. (2021: 145) stresses the importance of integrating digital skills into translator training: "At present, translator training programs across Europe have been reconfigured to include essential digital skills as an integral part of the university curriculum, reflecting emerging industry and technology requirements." The aim of these courses is to prepare future translators to work effectively with computer-aided translation (CAT) tools and manage AI-generated machine translation, as well as apply post-editing techniques to improve their quality.

Essentially, translator training has adapted to the realities of the global translation market, where the use of advanced technologies has become the norm. Practical training courses in the use of specific tools (such as SDL Trados, Memsource, MateCat) have become fundamental, and students are taught to apply these tools in a simulated work environment that reflects the real working conditions in the translation industry.

One of the most significant changes in translator education is the inclusion of digital skills as part of essential skills for translators. Within the framework of new educational approaches, digital skills are not only a supplement, but a fundamental component of training, alongside linguistic and cultural competences. In this context, digital skills include not only the ability to use computer-aided translation tools and machine translation platforms, but also project management knowledge, the ability to collaborate in a digital environment, and the efficient use of cloud translation resources.

Critical thinking is also an essential skill that allows translators to evaluate and analyze the quality of automated translation and apply the necessary changes to improve workflow and meet customer requirements. Critical thinking skills are essential, as translators need to be able to distinguish between quality machine translation and

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proofreading, at a time when machine translation is playing an increasingly important role.

Another important aspect of university training in translation is learning the management of translation projects, which is also a key competence in today's translation industry. As translation becomes more and more a collaborative process, effective project management, using digital collaboration platforms and tools to manage deadlines and resources, has become an indispensable competence.

In educational programs, training in professional ethics occupies a key position. Although technology plays a central role in modern translation, translators need to be aware of the ethical implications of using it. In this respect, a sound ethical framework is crucial, especially in the context of the use of machine translation and artificial intelligence. Some of these ethical dilemmas concern issues such as data privacy, the accuracy of machine translation and the impact that machine translation has on the translator profession. These concerns are increasingly integrated into the university training of translators, so that they are not only technologically prepared, but also from the perspective of professional responsibility.

Another important step in the evolution of translator education in the digital age was the development by EMT (European Master's in Translation) of an updated competence framework in 2022. This framework underlines the importance of digital skills, critical thinking, project management and professional ethics as fundamental elements of modern translator training: "Digital skills, as well as critical thinking and project management, are now considered fundamental elements of translator training in today's globalized and technological context." (EMT, 2022, p. 32). The EMT competence framework focuses on preparing translators to work in a digital ecosystem, integrating emerging technologies and teaching them to manage translation tasks that include both the use of AI and managing collaboration in a virtual environment.

Recent educational projects, such as TRAINEE (2023), have been dedicated to researching how students respond to the integration of AI into the training process. These projects examined not only students' digital skills, but also their perception of the role they will play in the digital ecosystem of translation. Students have been exposed to learning environments that simulate the use of emerging technologies and are encouraged to develop post-editing machine translation skills, which is essential to meet the current challenges and demands of the translation industry.

In this context, the integration of AI into translator education is not limited to technical training alone. Instead, the aim is to help students become translators who can use state-of-the-art technological tools in an ethical, effective and responsible way. By adapting the curriculum and integrating new technologies, universities ensure that future translators are ready to face the challenges and opportunities brought about by the digital revolution. Recent educational projects, such as TRAINEE, demonstrate that the future of translation education will be deeply interactive, collaborative and dependent on new technologies, and students will have to learn to navigate effectively in emerging digital ecosystems of the industry: "The studies within the TRAINEE project show that students are rapidly adapting to the integration of artificial intelligence in their training, beginning to appreciate the role of emerging technologies in improving translation efficiency but also the ethical and professional challenges that arise." (TRAINEE, 2023: 80)

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5. Translation as a political and ethical act

With the rise of social and cultural awareness, translation is increasingly analyzed from an ethical perspective. Recent research discusses the role of the translator in representing marginalized groups, mediating conflicts and combating disinformation (Baker, 2021).

In “Decolonizing Translation Studies” (Castro & Ergun, 2020: 143)translation is seen as a tool to resist linguistic colonialism: “The combination of postcolonialism as a theory and studies of translation revealed the reflexivity of translation practices to cultural and political practices. ... A postcolonial translation theory in the sphere of translation has provided alternative ways of how translation can also act as a medium through which culture can be transformed and also be a form of resistance.”

Also, translation into medical, legal and crisis contexts (refugees, pandemics) becomes a fertile ground for ethical analysis (Federici & O'Brien, 2022: 247): “Crisis translation was defined as ‘any form of linguistic and cultural transmission of messages that enable access to information during an emergency, regardless of the medium’”. This was then redefined as “crisis translation which considers language barriers in the context of multi-dimensional cascading effects that widen existing vulnerabilities or engender new ones by means of miscommunication” (O’Brien & Federici, 2020: 131).

These perspectives claim that translation is not neutral, but reality modelers – an activity that involves choice, selection and accountability.

6. Conclusions

With all the opportunities, there are serious challenges regarding translation quality, data control, algorithm transparency and the risk of human translator substitution. For example, according to the Slator report (2024), more than 30% of localization companies invest in developing internal AI platforms, significantly reducing the demand for traditional translators. However, the need for specialized translators, able to work in niche areas (legal, medical, technical) remains high.

The future seems to belong to adaptable translators: who can collaborate with AI, manage complex workflows, and mediate culturally in a fragmented and dynamic world.

Translation studies over the past five years reflect a deep reconfiguration of the profession, which is moving away from traditional paradigms and is moving towards a technological, critical and collaborative approach. The translator becomes an expert in digital multilingual communication, cultural mediator and interpreter of meaning in a global landscape. In this context, continuous training, adaptation to technology and understanding of the socio-political context become essential for professional survival and development.

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