Fernando Ferreira-Alves (Minho)

Brave New Wor(l)ds: Translation, Standardization and the Reshaping of a Professional Profile in the Language Industry

Editors:

Viktorija Bilić

Anja Holderbaum

Anne Kimmes

Joachim Kornelius

John Stewart

Christoph Stoll

Publisher:

Wissenschaftlicher Verlag Trier

Fernando Ferreira-Alves (Minho)

Brave New Wor(l)ds: Translation, Standardization and the Reshaping of a Professional Profile in the Language Industry[*]

Abstract:

This paper focuses on the role of translator training from a professional point of view by looking at some of the ways through which internationalization strategies and standardization policies are embedded in translation discourse and reflected in professional practice via a politically-correct, standards-based, quality-oriented approach which is tuned in to the requirements of the language industry. It analyzes the increasing standardization found in the translation industry, investigating the impact of the new EN 15038 standard for translation services, and demonstrates how this standard is representative of the changes taking place, as well as how such standards affect translator training.

Keywords:

translation industry; professional profile; GILT industry; training; standardization.

Contents:

1   Introduction

All of us who are involved in the translation and localization world know perfectly well that we are in a deregulated industry, in which we institute our own standards, if they are not already imposed for us by

---

our direct or end customers. We also know that every business has its own procedures, sometimes similar, and on other occasions absolutely the opposite. But all these procedures seek the same purpose: to achieve the translation or localization of a product with the highest possible quality (Arevalillo Doval 2005).

This is a comment made by Juan José Arevalillo Doval, managing partner of Hermes Traducciones y Servicios Lingüísticos and President of the Technical Committee for the Standard EN-15038, in his 2005 paper "The EN-15038 European Quality Standard for Translation Services: What's Behind It?"

We begin our own paper by establishing a dialogue with another text on globalization by Pierre Cadieux, President of i18N Incorporated, and Bert Esselink, entitled "GILT: Globalization, Internationalization, Localization, Translation," in which both authors confess their sense of guilt in relation to their inadequacy in correctly defining the other terms that compose the acronym. They recognize, as did Donald DePalma and Hans Fenstermacher (2002), the impossibility of grasping the meaning of such disparate and volatile terms as globalization, internationalization and localization.

The relentless movement towards unifying language industry procedures around the so-called GILT effect (G11n, I18n, L10n and Translation) worldwide is a peculiar trend that started at the end of the 20th century, and still pervades our perception of translation as a multidisciplinary, industrialized, business-oriented phenomenon. The transition from the 20th century to the 21st century has been marked by radical changes in the language industry under the banner of globalization, which follow a similar pattern: a sudden increase in the spread of information worldwide, the massification in the production of information and data management routines, influential internationalization strategies, and the establishment of consistent reciprocal relationships at an international level as well as the emergence of globalized multilingual collaborative networks.

The revolution in the so-called "language economy" landscape can also be explained by other variables that have played a decisive role in the assertion of translation practice as an autonomous, professionally-oriented subject within the social and human sciences. These are the development of digital translation worldwide, the globalization of content

management/information retrieval systems, the development of complex networking routines designed to help multilingual collaborative activities, as well as huge investment campaigns oriented towards the deployment of intensive globalization strategies. Recommended further reading on this subject is "Between Babel and Bytes – The Discipline of Translation in the Information Age," in which Frank Austermühl (1998) tries to contextualize the "snowballing" effect produced by this radical change in the paradigm of translation practice, namely influenced by the "exponential growth of international communication […] increase of available information, the rising number of intercultural encounters, and the continuing virtualization of the private and business life […]." The article also draws our attention to the "drastic and sustainable" effects that are visible in the discipline of translation studies, as well as to the need to adapt competencies to newly-created expectations as far as translation scholars, teachers, and professionals are concerned.

Ultimately, however, this commoditization of translation services, as stated by Reinhard Schäler (2005), has decisively affected the role, position and function of the contemporary translation professional, with unpredictable consequences that need to be assessed accordingly. The shifts that have affected translation practice as an industrialized, business-oriented phenomenon following the revolution in the so-called "language economy," as well as its evolution towards new domains where specialization and diversification rule, reveal quite distinctly how the language paradigm has changed in the last few decades. It has also made us rethink, as José Lambert (1994) has stated, "the cultural component," by focusing attention not on the visible aspects of the norms that govern translation practice, but mainly on the more implicit and global patterns that underlie the extralinguistic, collective and organizational practices associated with it. This also explains how the concept of professionalization as applied to language professionals has changed and affected the way people work and operate on this market, where "institutional, norm-governed frames often interact, coexist and compete with each other" (Lambert 1994: 22).

Meanwhile, the transformation of translation products into consumer goods (Schäler 2005) is also the result of a change in the paradigm of the production and circulation of translated

goods. It represents a shift from a politically-oriented philosophy to a purely commercial market approach, with different logics and structures of organization (Heilbron and Sapiro 2007) that have affected the role, position and function of the contemporary translation professional. Translational interaction as a purposeful, functionalist activity—communicative, interpersonal and target-oriented, as expounded by Toury (e.g. 1995), and later on by Christiane Nord (2005)—and is the result of a dispersive dynamic movement that has fragmented our object of study into multiple tiny particles that gravitate around a common core where language professionals live and work, and where the tension between intellectual labor and the production of texts occurs. Besides being a functional and professional network, it is still a hybrid social and relational system (Caria 2005: 37), characterized by complex interdependencies that are established at different stages both in a horizontal and vertical dimension, and that are stratified in hierarchical terms within the scope of what is usually called technical-intellectual labor (Hermans and Lambert 1998: 118).

Because of globalization policies worldwide there has been a huge increase in translation output, something that has imposed new constraints on the profession in terms of speed, quality and accuracy. Following this massive transformation of translation services into a commodity, there are more people consuming translated materials than ever before, thanks to an increase in the sales of consumer goods, appliances, tools, technology, electronics devices, gadgets, games, etc. This diversification is also reflected in a higher degree of thematic specialization, as well as text diversity and language combinations/pairs. Therefore, translators are increasingly faced with greater and stronger competition, more specialization, new standards and patterns in terms of demand, accuracy and quality, and, of course, new power relations as well as higher levels of exposure and social criticism resulting from the leading role that is ascribed to the profession from outsiders.

The impact of this status quo is reflected in the proliferation of translation services at the national level, both professional and non-professional, thus leading to the creation of a grey area, a sort of free-zone where translation practice normally occurs without any sort of certification, institutional recognition or validation. The gradual transformation of translation practice into something new, as well as its evolution towards new spheres and

domains where specialization and diversification rule, reveals quite distinctly how the language paradigm has changed in the last few decades, thanks to the development of international exchange policies. This is, in fact, the new information-based economy, where knowledge is produced and processed on a continual basis, where standards are implemented, where new procedures and routines designed for information retrieval/knowledge management are adopted, where the individual is confronted with global contamination and miscegenation and where communication tends to blend elements of technical and intercultural communication. In brief, the way translation services are being transformed into consumer goods or into a commodity shows a unique, inseparable connection that is intimately associated with the concept of metamorphosis and transformation in this sort of boundary-less McLuhanish global village which is connected via multilingual, multiservice networks in a permanent state of flux and dynamism.

The birth of this new type of economy based on the production of specific goods and services that are mainly associated with intellectual labor or activity, focused on the creation and circulation of information, and linked to the so-called mercantilization of knowledge in the Information Society, can also be explained in the light of the most recent and profound changes in the paradigm of production models and the organization of work (Caria 2005: 29). Also worth mentioning is the subsequent transition to new industrialized patterns which are increasingly more rigid and subject to tightly-corseted rules, where new production models are associated with much more flexible post-Fordian schemes, characterized by the massification of production routines. Organized on a global scale via a network of connections that are established among different economic agents, this new working environment will eventually lead to the ability to articulate high productivity patterns with informatized, standardized production units, which are easy to program, and able to respond quickly and adequately to the ever-increasing changes that are observed in terms of demand (product flexibility) or technology (process flexibility); these are characterized by Michael Cronin in his extensive work on "Globalization and Translation" (Cronin 2003). But these processes and changes, of course, run the serious risk of completely erasing the individuals behind them.

Faced with the social-professional dynamics and mutability of a profession that has barely been studied from a sociological perspective, and is so often undermined in terms of its context and socio-professional background, we should perhaps start by trying to search for the answer to the following questions. Firstly: "What does it mean to translate today within a business-oriented context?," and, secondly: "How far is this new focus on standards and metrics affecting the way translators see themselves when confronted with a market that is increasingly more specialized, volatile and unique?"

Our approach assumes that there are new constraints and requirements that affect translation practice in general, and the individual translator in particular, based on new business-oriented patterns. These new patterns, on the one hand, may account for translation's devaluation in terms of socio-professional status, and, on the other, may explain why there is such a deficit in social aspects of translation and why the role and place of the translator is actually being neglected in the most diverse fora worldwide. They may also explain why translation has metamorphosed into something new, a hybrid fragmented entity whose exact position is worth studying within new settings that are mainly governed by the design and constraints of the global economy as well as by the massification and fragmentation of translation services.

According to Don Kiraly, we are now witnessing a sort of "whirlwind of change in the language market" (Kiraly 2000: 2), and his subsequent comparison of the current professional status quo to an undeniable social void, whose characterization or de-characterization will imply "deep fundamental and decisive changes within the scope and nature of translation skills" (Kiraly 2000: 19-20). It gives us some legitimacy to focus our approach around the concept of the specific restructuring of professionalization aimed at the essential collaborative and cooperative aspects of the translator's work within mediated contexts that are simultaneously marked by signs of social interaction within a business/managerial framework where both human and non-human elements coexist in the same conceptual actor-network scenario, and where different agents operate; namely the producer, the provider, the intermediary and the client/customer or final end-user.

In the last few decades, the provision of specialized language services worldwide has benefited immensely from the exponential rise in computer-oriented solutions aimed at simplifying the process of handling a wide range of translation projects or assignments at a local level, in such a way that computer science and the world of technology are actually pervading translation practice from top to bottom. Both informatics and the new information and communication technologies (ICTs) are gradually affecting all stages of translation logistics, from setup to breakdown, helping in the process of designing integrated, modular "turn-key" services, and developing tailor-made, customer-oriented products or solutions according to the needs and requirements of the market.

However, in conjunction with its growing technical complexity and specialization, as described by Miguel Núñez Ferrer (2005), most of the different and complex ways of providing translation services have also evolved. This new trend towards doing business according to standardized, rigid production models explains why translation companies often try to replicate assembly-line manufacturing methodologies, as if translation were a mechanized task, where lean production is valued, time-to-market is privileged and working routines are automated in order to improve the final-end product that is offered in terms of its quality, coherence, consistency, and layout. Also, the structure according to which high-quality services are provided is gradually becoming more professional, routine-based and stereotyped. This means that translation is achieving a new composite status within the scope of social and human sciences, thanks to the implementation of market laws, namely rules and regulations that are influenced by the offer/demand paradigm, industrial production schemes, fixed terms and conditions, time pressures, daily productivity levels, output and quality standards.

2   Professional Translation: Four Underlying Dynamics

In order to contextualize our approach, we have decided to focus our attention on the analysis of the so-called "professional collective identity" that is developed by translators in the course of their activity, as defined by Anthony Pym (2000) in "Training Translators and European Unification: A Model of the Market." This model starts from the notion that there

is a "structurally fragmented market that is in some ways the logical consequence of globalisation" (Pym 2000: 9) and the result of the division that has been established in the heart of what is usually called professional, intellectual labor.

We are also in agreement with the position adopted by Hermans and Lambert (1998), and Anthony Pym (2006), according to whom it is necessary to redefine the role of what is commonly called "business translation" within the context of Translation Studies, and thereby to focus our attention on this entirely new phenomenon by starting to study the type of social organization where translation often occurs, as well the most frequent managerial routines that are adopted in the provision of high-quality translation services.

According to the research being done in the field of the professionalization of translation practice, namely in the sub-domain of business translation, it seems possible for us to harmonize two apparently distinctive areas which are, however, complementary and unified by a common destiny: profession and training. Indeed, based on the literature available on the subject of translator training, the conjugation between the world of work and the academic world geared towards teaching and training translators does actually seem to be one of the ways in which it will be possible to increase credibility and emphasize the qualitative self-assertion of the kind of professionals working in the sector.

Our aim will be to draw some conclusions that are useful for research purposes, beginning with the ability to assess the type of profiles and needs of the sector as well as the characterization of a certain profile that is characteristic of the typical Translation Service provider. Faced with such an apparent impasse, we consider it possible to detect four major contact points and four underlying dynamics that actually do seem to characterize both spheres of knowledge and their respective areas of practical implementation in such a specific professional activity.

Firstly, there is the dynamics of globalization, characterized by items such as teleworking, networking, teletranslation and localization, but also by mobility, distance work and a focus on new concepts and technological formats, something that will ultimately involve the

emergence of a new sociological profile as well as the whole redefinition of the concept of professionalization.

Secondly, we see the dynamics of translation as both a process and, at the same time, a product, with its own specific procedures, routines and methodology specifically geared towards newly-defined and tailor-made projects. Within this translational dynamic we also find a whole set of strategies and theoretical-practical aspects that could enable specialized training for the translator as well as promoting his/her ability to adapt to the most varied contexts, backgrounds, professional situations, language pairs and specialized subjects.

Thirdly, we consider the whole dynamics of teaching and training, in which we will include the ability to learn new skills, to acquire knowledge, and develop professional competence, as well as the formulation of methodological and conceptual issues in tune with real-life communication/professional situations. Considering the current circumstances in which translation actually occurs, this type of dynamic may eventually imply the redefinition of the training paradigm and ultimately change the whole teaching and learning process, through the adoption of new proposals, perspectives, points of view and new pedagogical methodologies resulting from a market-oriented and highly formatted kind of vision.

Finally, we propose the analysis of business-oriented dynamics, a highly recurrent theme in terms of the data gathered in the course of our research, and, more concretely, the attention given recently to the increasingly important role of business culture and business-oriented language derived from management theories which is, in fact, a frequent issue when we are faced with the enormous number of norms and procedures that are applied by professionals from the localization industry. This business-oriented trend is characterized by the perception of translation as a pure act of management, as suggested by Steyaert and Janssens (1997: 143), and also by the surrendering to the requirements of standardization in the language industry through the adoption, introduction and internalization of new norms, standards, formats, regulations and precepts which are specifically oriented towards managing and assessing the processes involved. These include breaking down, classifying and cataloguing all the stages involved in the translation process, project management, and quality management and control, using the most adequate and diverse control mechanisms

and control metrics which are specifically targeted in order to render the whole process of providing a formatted product more flexibly, more precisely and more accurately. In addition, as suggested by Hermans and Lambert, this approach hides the need to rebuild and reformulate the whole concept of ethics and the dynamics of providing a specific translation service within a business-oriented perspective (Hermans and Lambert 1998: 127). It also hides the absolutely crucial importance of integrating the translators themselves into the objectives, goals and strategies of the translation agencies, influenced by a healthy atmosphere of dialogue, cooperation and, last but not least, the integration of a certain type of strategic business-oriented philosophy into the translator training curriculum.

3   Standards as Applied to Translation Services: The New EN 15038

Writing about the power and the effects of standardization in an article entitled "Standards in the Language Industry," Sue Ellen Wright defines the best standards as the ones "we use […] all the time, but remain oblivious to their presence" (Wright 2006: 19-20). A standard is therefore a document that has been defined, written and approved through global consensus by a ratifying body, establishing a set number of rules, regulations, guidelines and criteria that are supposed to be applied to a specific type of activity, thus governing a certain type of professional practice, according to best practice procedures. Standards are, therefore, usually aimed at regulating industrial experiences by promoting professionalism according to quality-oriented criteria, implementing accreditation and/or certification schemes, developing useful metrics for the assessment of professional practice, creating consistent norms designed to improve professional procedures and routines and, last but not least, by clarifying issues connected with professionalization.

In his article on standardization and accreditation, "Accreditation and Standards in the Translation Industry," Roger Chriss (n/d) states that "[t]he translation industry is in desperate need of some fundamental definitions," and he is eager to get a specific set of terms and procedures that will ultimately govern best practices in professional translation:

> The translation industry needs to find some simple, clear-cut, straight-forward definitions of what a translator is, what a translator does, how a translator should translate, what constitutes a good

translation, what a translation agency is and does, and how translation agencies and translators, or translation employers and translators, should interact with each other, to name a few possibilities. (Chriss n/d)

It is a well-known fact that the complementary notions of quality and excellence, as applied to industrial domains in the last two decades of the 20th century, have played a decisive role in the formation of a new professional awareness of the need to improve services and products. At that time, this obsession with quality-oriented procedures resulted in a real standardization fever that has led, according to Juan José Arevalillo Doval (2005), to the production of a multitude of different quality standards in a number of areas, issued and approved under the so-called umbrella of the ISO standards.

Speaking at the first EUATC conference, in a paper appropriately called "Meeting the Requirements of the New CEN Standard: Future Challenges for Cooperation," Marcel Thelen (2005) discussed the European standard for translation services by identifying a foundation for mutual understanding, i.e. perspectives in common that helped to make a specific set of practices uniform from a professional point of view in the context of language industry procedures. The potential implementation of the said standard was also affected by the question of professional accreditation as well as the development of useful metrics that would eventually permit the assessment, evaluation and regulation of the performance and productivity patterns of the professionals in the field, guided by the gospel of quality, in order to clarify some of the most pressing issues associated with the professionalization of translation services.

In another paper presented at the same event, Miguel Núñez-Ferrer (2005) summarized some of the major reasons and objectives behind the implementation of the said standard, which are as follows.

- To raise awareness of the type of services provided (i.e. transparency).

- To establish a distinctive definition of the scope, breadth and width of a specific translation business assignment (i.e. specificity).

- To move towards the implementation of clear parameters aimed at regulating professional practice (i.e. standardization).

- To establish clear rules and procedures designed to improve the relationship between the client and the translation service provider, as well as the relationship between translation agencies and the translator himself/herself (i.e. clarity).

- To promote a better understanding of the tasks involved in the definition and provision of high-quality translation services (i.e. clarity).

- To promote a cooperative type of organizational culture between the companies acting in conformity with their standardized requirements (i.e. uniformity).

In brief, the European standard was designed to implement a whole series of necessary requirements and procedures, by focusing the attention on the product itself, as well as on the quality of the type of service to be provided by each TSP.

The new European standard EN 15038 governing translation services is broadly described as follows in its introductory section:

> The purpose of this European standard is to establish and define the requirements for the provision of quality services by translation service providers.
>
> It encompasses the core translation process and all other related aspects involved in providing the service, including quality assurance and traceability.
>
> This standard offers both translation service providers and their clients a description and definition of the entire service. At the same time it is designed to provide translation service providers with a set of procedures and requirements to meet market needs.
>
> Conformity assessment and certification based on this standard are envisaged.
>
> (European Standard EN 15038 – Translation Services – Service Requirements [Version May 2006]).

Considering the important role played by the above-mentioned document as the cornerstone of our approach, it is our belief that the implementation of the *EN-15038 European Quality Standard for Translation Services* will ultimately have a profound impact upon the way people see translation as a professional service, by affecting not only the

profession itself and translation practice as well, but also the way professionals will start to behave and relate to their peers and customers alike.

The standard has several important aspects that are worth stressing for everybody involved in this supply chain, be they practitioner, consumer, trainer or researcher, both upstream and downstream as the case may be. The whole concept of the translator itself ends up by being completely redefined, if not erased, by means of the inclusion of a new terminological concept such as the TSP or Translation Service Provider, i.e. "person or organisation supplying translation services" (EN 15038 2006: 6) and, above all, by the distinction that is drawn between translation service provider (TSP) and translator ("person who translates" i.e. "renders information in the source language into the target language in written form" (EN 15038 2006: 6).

The European standard also specifies the basic requirements that are necessary to achieve the status of a Translation Service Provider. This is done by setting out a new nomenclature that will help to clarify the status and profile of this new language professional, by accurately describing a wide array of disparate items and procedures that gravitate around the concept and are involved in the provision of quality services. Some examples are human and technical resources, quality management policies, quality-oriented practices, project management, the contractual framework, the client-TSP relationship, the TSP-TSP relationship (individual or organization), as well as a whole new range of concepts associated with the notion of a translation service, namely value-added services, locale, controlled languages, project management, quality management, pre-editing, post-editing; checking, reviser/proofreading, reviewer/review, project registration details, project registration, project assignment, and style guides.

As far as skills and competencies are concerned, the EN 15038 Standard for Translation Services is also involved in the establishment of a prescriptive frame of reference comprising a series of basic requirements or categories that are considered to be important to the composition of the future Translation Service Provider's profile. Among the qualities that are supposed to be found in this new professional outline one can find a wide range of features such as human resource management skills, professional skills, translation skills, linguistic

and textual skills (both SL and TL), research skills, information retrieval/knowledge processing skills, cultural skills, interpersonal skills, technical/technological skills, revision and editing skills, material resource management, and professional development.

4   Some Brief Findings and Future Opportunities for Integrating Training

In general terms, within the scope of this redefinition of the market via global standardization policies, we would like to make some brief final remarks in order to obtain some insights that might be useful for the training of future translators, geared towards and influenced by specific professional and business-oriented contexts which may eventually produce concrete effects in the elaboration of future study plans. First of all, we have the ubiquitous, omnipresent and transversal nature of translation in the world today. As we have said before, more and more translation is being done and there is an increasing need for multilingual communication. The production, management and circulation of information is growing daily, as is the volume, intensity, depth and specificity of the demand for translation. On the one hand, and considering the international context in which the whole professional translation activity actually takes place and is currently developed, one of the major findings concerns the considerable depth and reach of the market. In other words, in the face of the structure and constraints of globalization, translation agencies are faced with a wide array of requests which, on the one hand, are rooted in more diverse supply and, on the other, in more specific demand. Nevertheless, the intense effects of globalization on the language industry, responsible for the dissemination of information on a global scale, actually pose new threats and present new challenges to all the companies/individuals engaged in the production and provision of multilingual services. The need to mutate and adapt to a market that is also increasingly voluble, volatile and dynamic therefore calls for some specific strategies designed to reset and redefine the whole concept of business goals, namely at the level of variety or exclusiveness of the type of language pairs provided, the specialization of themes and fields of work. Finally, in terms of provision of additional services, it is all included within a perspective of rendering the most complete range of integrated and multimodal services possible. At the same time, and contrary to the whole

market deregulation and professional fragmentation, we are gradually witnessing an increase in the levels of expectations and rigor, as well as the growing emergence, and even imposition from the outside, of standards and regulations concerning quality and productivity that are increasingly standardized and formatted. This will eventually lead to the whole redefinition of the concept of professionalism as applied to translation.

5   Standardization, Training and the Profession: Some Doubts and Directions

There are many questions and many doubts that surround the implementation of the new translation standards, and there are threats and challenges arising from its future implementation, both upstream and downstream, as we have already stated. Before concluding our paper we would like to take the opportunity to reflect on the impact of standardization procedures upon the training of professional translators, by suggesting some topics for reflection in order to recontextualize translation practice within specific business-oriented settings marked by social interaction.

In the face of this new configuration of the translator's profile and function, it seems important that the kind of training provided should be as polyvalent and versatile as possible, as well as sufficiently multifaceted, integrated and multimodal. It should also be geared towards the so-called new satellite-professions or extensions of the task of the translator (i.e. the localization industry) and conveniently open and available so as to solve the problem posed by the specialist/generalist dichotomy. Quoting Cauer (1914), and subverting his rather famous dictum, the type of training offered should be as general as possible and as specialized as necessary. If our goal is to train the kind of individual that Nord calls the "functional translator" (Nord 2005: 210-211), i.e. a professional translator who is aware that translation today is used in the most varied communicative situations, thus requiring a special flair for articulating professional knowledge with the most suitable social norms and technical-functional skills, it is possible that just one type of training that is both balanced and diversified, as well as compatible with the new personal and professional demands on the translator, can meet the diverse requirements of the new market. This new market is where the individual translator is confronted with the specific dynamics of project

management, human resources management, materials management and, above all, an entirely new dynamic geared towards sociability and the application of a specific savoir-faire. In this sense, a multi and interdisciplinary approach seems to be a wise option in order to provide the trainee with a series of strategies and solutions that will eventually allow him to easily integrate and adapt himself to the new working contexts, with which s/he will be constantly faced, and which are characterized by a vast array of language combinations, thematic and conceptual specialization as well as technological diversification and complexity. Basically, a more human interactive and pro-active kind of training focused on the individual as a person, while at the same time professionally oriented and focused on such crucial values as quality of service, ethics and deontology. This approach will eventually help us regain a new technical culture of the craft, while at the same time implying the knowledge of what to do and how to be that is deeply rooted in specialized contexts marked by social interaction. This would be a type of training that would be able to respond to the exigencies and constraints of a professional activity and at the same time to combine the four challenges which underlie a true ethics of professionalization, as proposed by Jacques Delors et al. (1997), i.e. learning to be (individual), learning to know (knowledge), learning to do (technique) and learning to live together and interact (social).

This seems to be one of the possible keys which will allow us to cope with the winds of change that are affecting the type of profession we want, in particular at a time when the vast majority of the most recent publications on the subject (Thomson-Wohlgemuth 2004, Pym 2005 and 2006) seems to be redirecting our attention to the essential role played by the human element that somehow seems to have become lost in the translation process, i.e. by privileging people and behaviors, especially in the face of the omnipresent and normative character of industrial patterns which are exclusively focused on the value of functional and technical qualities.

6   References

Arevalillo Doval, Juan José (2005). "The EN-15038 European Quality Standard for Translation Services: What's Behind It?" http://www.translationdirectory.com/ article472.htm.

Austermühl, Frank (1998). "Between Babel and Bytes – The Discipline of Translation in the Information Age." http://gandalf.aksis.uib.no/AcoHum/abs/Austermuehl.htm.

Cadieux, Pierre and Bert Esselink (2004). "GILT: Globalization, Internationalization, Localization, Translation." http://www.translationdirectory.com/article127.htm.

Caria, Telmo (2005). *Saber Profissional*. Coimbra: Livraria Almedina.

Cauer, Wilhelm (1914). *Die Kunst des Übersetzens: ein Hilfsbuch für den lateinischen und griechischen Unterricht*, 5th ed. Berlin: Weidmannsche Buchhandlung.

Chesterman, Andrew (2001). "Proposal for a Hieronymic Oath." *The Translator* 7.2. 139-154.

Chesterman, Andrew (1995). "The Successful Translator: The Evolution of Homo Transferens." *Perspectives: Studies in Translatology* 3.2. 253-270.

Chriss, Roger (n/d). "Accreditation and Standards in the Translation Industry." http://www.translationdirectory.com/article40.htm.

Cronin, Michael (2003). *Translation and Globalization*. London: Routledge.

Delors, Jacques et al. (1997). *Learning: The Treasure Within*. Paris: UNESCO Publishing.

DePalma, Donald A. and Hans E. Fenstermacher (2002). "Think Global, Act Loco." *Globalization Insider* 1.2. http://www.lisa.org/globalizationinsider/2002/01/ think_global_ac.html.

Heilbron, Johan and Gisèle Sapiro (2007). "Outline for a Sociology of Translation: Current Issues and Future Prospects." Michaela Wolf and Alexandra Fukari (eds.) *Constructing a Sociology of Translation*. Amsterdam and Philadelphia: John Benjamins. 93-107.

Hermans, Johan and José Lambert (1998). "From Translation Markets to Language Management: The Implications of Translation Services." *Target* 10.1. 113-132.

Kiraly, Don (2000). *A Social Constructivist Approach to Translator Education: Empowerment from Theory to Practice*. Manchester: St. Jerome.

Lambert, José (1994). "The Cultural Component Reconsidered." Mary Snell-Hornby, Franz Pöchhacker and Klaus Kaindl (eds.) *Translation Studies – An Interdiscipline*. Amsterdam and Philadelphia: John Benjamins. 17-26.

Nord, Christiane (2005). "Training Functional Translators." Martha Tennent (ed.) *Training for the New Millennium*. Amsterdam/Philadelphia: John Benjamins. 209-223.

Pym, Anthony (2000). "Training Translators and European Unification: A Model of the Market." *European Commission Translation Service 'Theory Meets Practice' Forum*, Apr. 12-14, 2000. http://www.tinet.org/~apym/on-line/training/Luxembourg.pdf.

Pym, Anthony (2005). "Localization: On its Nature, Virtues and Dangers." http://www.tinet.org/~apym/on-line/translation/Localization_bergen.doc.

Pym, Anthony (2006). "Localization, Training and the Threat of Fragmentation." http://www.tinet.org/~apym/on-line/translation/Localization_monterey.doc.

Schäler, Reinhard (2005). "Global Initiative for Local Computing." *Twenty-Seventh Internationalisation and Unicode Conference: Unicode, Cultural Diversity, and Multilingual Computing. Berlin.* Apr. 6-8, 2005. http://www.gilc.info/docs/a366.ppt.

Steyaert, Chris and Maddy Janssens (1997). "Language and Translation in an Inter-national Business Context: Beyond an Instrumental Approach." *Target* 9.1. 131-154.

Thomson-Wohlgemuth, Gaby and Ian Thomson (2004). "Acquiring Capabilities in Translation: Towards a Model of Translation Businesses," *Target* 16.2. 253-288.

Toury, Gideon (ed.) (1995). *Descriptive Translation Studies and Beyond*. Amsterdam and Philadelphia: John Benjamins.

Wright, Sue Ellen (2006). "Standards for the Language Industry." Pius ten Hacken (ed.) *Terminology, Computing and Translation*. Tübingen: Gunter Narr Verlag. 19-40.

T21N - Translation in Transition

T21N offers a cutting-edge electronic publishing venue, created by experts for both young talent and established researchers from the worlds of translation and interpreting.

T21N provides a stage for emerging ideas and new academic talent to present their ideas in a digital reading site, where speed and ease meet enjoyment.

T21N is exclusively published online at http://www.t21n.com.

Articles in compliance with our style sheet may be submitted at any time and will be published at short notice.

T21N editors research and teach at the Institute of Translation and Interpreting at the University of Heidelberg in Germany.

Editors:
Dipl.-Übers. Viktorija Bilić, Dr. Anja Holderbaum,
Dr. Anne Kimmes, Prof. Dr. Joachim Kornelius,
Dr. John Stewart, Dr. Christoph Stoll