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TRAINING OF FUTURE TRANSLATORS ACCORDING TO THE CURRENT TRENDS IN THE TRANSLATION INDUSTRY

The translation industry in Ukraine is developing rapidly. In the light of current events, there is a constant trend towards an increase in the amount of information requiring translation into different languages. Translation is gaining more and more attention and occupies an important place in society as a whole.

Translators are increasingly using innovative technological solutions in their work to improve the speed and quality of their work, complementing and including in their competence the ability to use machine and automated translation systems (CAT systems). Thanks to these tools, the translation market benefits in every aspect by being able to quickly meet customer needs while guaranteeing high quality products.

However, modern translation does not stop there. Artificial intelligence finds a variety of applications in translation and localisation, a trend that will continue to be relevant for a long time to come. The potential of artificial intelligence is enormous. It is expected that its use will become increasingly sophisticated. Neural networks, as a category of machine translation, combine the advantages of both grammar rulebased and statistical systems. Neural networks have helped to make a breakthrough in the development of machine translation in recent years.

The growing competition in the global environment and the opportunities available to international companies that leverage localisation capabilities confirm that this is a key area for growth for years to come. Localisation involves the creation of content (from advertising to websites, videos, etc.) that is ideally suited to a specific audience. Each culture has its own peculiarities that localisation takes into account. Localisation is the translation and adaptation of content for a specific region and target audience, taking into account cultural peculiarities and the specific behaviour of buyers in the target region. As a result, it creates the impression that the content was created for the audience it is aimed at. In translation theory, 'localisation' refers to the complete adaptation of a translated product to the local conditions of use in a particular region. The essence of localisation is the adaptation of text, documentation, graphic symbols, tables, etc. belonging to a particular language or culture to another language, taking into account the psychological, religious, ideological peculiarities of the target language.

Thus, the current state of the translation services market is characterised by the following features: digitalisation of the translation process, both in the execution and management of translation projects, a large volume of texts to be translated, and the leading role of localisation in its global significance.

In this context, it is hard to say how the idea of a translator is changing in the modern world, what an important role translation will play, and how the competence of a translator is evolving in the face of the large volume and diversity of texts to be translated in the new digital environment.

As a result, a number of new skills and sub-competencies have emerged in recent years. The translator becomes the embodiment of such a project with multitasking functionality aimed at decoding the mental identity of the respective nations through translation. In fact, a new translator must be a ready-made specialist in many different fields and be able to do everything related to translation and embody many roles, including the role of a localiser. Therefore, the leading trend in the development of the translation industry is localisation, i.e. blurring the boundaries between different world views, maximising adaptation to the cultural code of the target language and trying to make the translator as invisible as possible in the translation process. In today's socio-economic situation, when production processes are expected to be unprecedentedly efficient in terms of time and costs, translation has to comply with the rules of immediacy, transparency and invisibility.

Therefore, the competence of a translator should be supplemented by appropriate soft skills that will enable him or her to work in a team on a translation as a project and perform many organisational tasks related to translation, in addition to the translation process itself, the ability to use modern translation information technologies (machine translation, CAT) and the ability to localise the translation and apply appropriate strategies.

All of this confirms the professional growth and quality of translation specialists and the change in the vision of the translation training process, including the important technical aspects of translation, which will allow young professionals to be competitive in the modern translation market.

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