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ARTIFICIAL INTELLIGENCE IN TRANSLATION: HERO OR THREAT?

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Annotation. *The article analyses the transformation of the translation profession under the influence of technological innovations, in particular the development of artificial intelligence and automated translation systems. Special attention is paid to the need to adapt educational programmes to new realities, for example training of future translators to work with modern technologies. The importance of preserving the human factor in translation is emphasized, taking into account the creative approach and cultural sensitivity, which cannot be completely replaced by automated systems. The article also discusses new opportunities and challenges which the modern translators are facing in the context of digitalization, and emphasizes the necessity of continuous professional development and mastery of new tools.*

In the digital age, the translation profession is undergoing profound transformations due to the influence of technological innovations. The integration of artificial intelligence and automated translation systems has significantly changed traditional working methods, presenting translators with new challenges and opportunities. On the one hand, automated translation systems, in particular neural networks, have significantly increased the speed and volume of text processing. This reduces costs and speeds up processes, especially when working with large amounts of information. However, despite significant progress, these systems are often unable to accurately convey cultural nuances, idioms and emotional context, which are critical in many areas such as marketing, literature, law and medicine.

On the other hand, the growing role of technology in translation requires specialists who must have not only language skills, but also the ability to work with modern tools such as computer-assisted translation (CAT) which are becoming increasingly important. This leads to transformation of traditional training

approaches. Translators must be equipped with new skills, which should be integrated into curricula. The development of interdisciplinary competencies is also required.

This raises the question: how can we ensure that translation remains of a high quality in the digital age? This problem requires a comprehensive approach that considers technological, educational, and ethical factors, to ensure effective and responsible translation practice in the digital age.

The phenomenon and potential of AI in the modern world have been studied by S. Denegnikov, V Emelin, R. Islamov, N. Kustra, D. Lubko, Yu. Nikolsky, P. Norvig, O. Pavlyuk, V.Pasichnyk, U. Polishchuk, S. Russell, R. Tkachenko, A Fomin, S. Sharov, Y. Shcherbina, L. Yasnitsky, B. Copeland, and others. The use of AI in machine and automated translation has been studied by such scientists as A. Andreeva, V. Voronovich, L. Ivashkevich, I. Menshikov, A. Mokrushin, V. Shevchuk, L. Shchipitsyna, L. Bowler, M. Barlow, D. Kenny, A. Way, and others. The specifics of implementing AI technologies in the process of training translators in higher education institutions were studied by S. Amelina, V. Ignatenko, A. Izyumov, V. Kotsyubinsky, A. Kutuzov, N. Nechaeva, E. Pivanova, S. Svetova, M. Stepanova, N. Sobol, R. Tarasenko and others [1].

The aim of this article is to provide a comprehensive analysis of the changes taking place in the role of translators in the digital age, particularly under the influence of technological innovations such as artificial intelligence (AI), automated translation systems and computer-assisted tools. The article seeks to explore how these technologies are transforming the professional activities of translators, their functions and qualification requirements.

Special attention will be paid to analysing the impact of digitalization on educational programmes for training translators, as well as on the ethical and cultural aspects of the profession. In particular, the article aims to:

- assess the impact of technological innovations on the professional activities of translators, in particular on their functions, responsibilities and qualification requirements.
- investigate changes in educational programmes for translators, namely the integration of new technologies into the learning process.
- identify new roles and opportunities for translators in the context of digitalization, especially in the field of localisation, transcreation and consulting with AI.
- consider the ethical and cultural challenges which the translators face in the context of digital transformation.
- provide recommendations on adapting the translation profession to new conditions, in particular on the development of the necessary competencies and skills [1].

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Thus, the article aims to provide a deep understanding of the processes taking place in the translation profession in the digital age and to develop recommendations for effective adaptation to these changes.

The concept of artificial intelligence (AI) refers to a scientific field at the intersection of computer science, philosophy, cybernetics, psychology, mathematics, physics, chemistry, etc. It is a branch of computer science and computational linguistics that studies the formalisation of problems and tasks similar to those performed by humans [2].

It is advisable to distinguish between the concepts of “machine translation” and “automated translation”. The term “automated translation” (AT) refers to a type of translation in which a computer program only assists a person in translating texts, whereas in the case of machine translation, the entire process is carried out by the program with almost no human involvement [2].

Despite the automation of many aspects of translation, the role of the translator remains critically important. Translators perform the function of post-editing machine translation, which allows for increased accuracy and adequacy of the text. They are also responsible for taking into account cultural and contextual nuances that are difficult for automated systems to handle. In this way, translators act as a bridge between technology and human perception, ensuring the quality and relevance of the translation to the client's requirements.

Changes in technology require adaptation of educational programmes for training translators. It is necessary to integrate training in CAT tools, voice recognition and optical character recognition (OCR) into the educational process. This will enable future translators to use modern technologies effectively and ensure high-quality translation. However, despite the importance of technical skills, we must not forget about the development of linguistic sensitivity, critical thinking and cultural competence, which remain the foundation of the profession [3].

The digitization of translation poses new ethical and cultural challenges. Machine translation may not take cultural contexts into account, which can lead to a loss of meaning or even misunderstandings. Translators must be aware of these risks and actively work to preserve cultural characteristics in the translation process. It is also important to ensure transparency in the use of technology to avoid abuse and maintain user's confidence in translation services [3].

The future of the translation profession lies in the integration of human intelligence with technological tools. The development of artificial intelligence and machine learning opens up new opportunities for automating routine tasks, allowing translators to focus on the creative and complex aspects of translation. However, this also requires continuous professional development and will to change. Translators must be flexible, adaptable and ready to learn new technologies in order to remain competitive in the labour market [4].

Conclusions. The use of artificial intelligence in the translation industry leads to significant increases in efficiency and productivity. Machine translation allows large volumes of text to be translated quickly, which previously took a long time for professional translators. This is especially important in the context of the growing volume of information.

Increasing the volume and accessibility of translation databases and refining the algorithms of automation systems will increase the productivity of working with texts of different stylistic groups. New programming and computing capabilities will also contribute to the improvement and further development of the theory and practice of computer translation.

Neural networks used in artificial intelligence allow to improve the quality of machine translation. This makes machine translation more accurate and suitable for many tasks. However, it is clear that artificial intelligence does not replace translators, but only helps them do their job. Translation professionals can use artificial intelligence as a tool to increase their productivity and quality of work. In general, the use of artificial intelligence makes translation more accessible and efficient, which contributes to the global exchange of information and cooperation between different languages and cultures.

Digitalization changes radically the role of translators, transforming them from traditional language mediators into highly skilled professionals who combine language skills with technical knowledge. These changes require the adaptation of educational programmes, the development of new competencies, and an awareness of the ethical aspects of the profession. Successful adaptation to digital realities will allow translators not only to maintain their professional relevance, but also to become key players in a globalized world.

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