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## DIGITAL TOOLS AND THEIR INFLUENCE ON CONTEMPORARY TRANSLATION PRACTICES

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The landscape of translation has undergone a seismic shift in the last few years.[8] By 2026, the industry has transitioned from the traditional model of "machine-aided human translation" to the more integrated approach of "human-augmented AI translation." What was once a supplementary tool - software that merely assisted translators in handling routine tasks - has now become the central force driving the entire process of cross-linguistic communication. AI systems can generate, edit, and refine translations at an unprecedented speed and scale, while human expertise ensures cultural nuance, contextual accuracy, and ethical oversight. This fusion of human judgment and artificial intelligence is redefining the roles of translators, shifting the focus from manual word-for-word conversion to strategic oversight, quality control, and creative problem-solving. Consequently, the translation industry is not merely adapting to technological change - it is being fundamentally transformed, influencing international business, diplomacy, media, and even personal communication in ways that were previously unimaginable.

Modern translation has evolved far beyond the basic word-for-word conversion it was once associated with. Today, it relies on a sophisticated ecosystem of tools designed not only to speed up the workflow but also to ensure consistency, cultural accuracy, and stylistic coherence across complex texts. This toolkit blends traditional approaches with cutting-edge AI technologies, creating a seamless collaboration between human expertise and machine efficiency. [6]

CAT Tools (Computer-Assisted Translation): Despite the rise of AI, CAT tools remain the backbone of professional translation. Platforms like Phrase (formerly Memsource), Trados, and Lokalise leverage Translation Memories (TMs) - databases of previously translated segments - to guarantee that repeated phrases, technical terms, or product names are translated consistently across documents that can run hundreds of pages long. For example, in a 500-page manual, the word "Save" will always be translated identically, reducing errors, maintaining brand consistency, and saving countless hours of manual checking. [5]

Neural Machine Translation (NMT) & Large Language Models (LLMs): While NMT tools such as DeepL or Google Translate offer fast and fluent translations at the

sentence level, the emergence of LLMs like Gemini and GPT-4 has brought a new depth to translation. Unlike traditional tools that process text piece by piece, LLMs can analyze an entire document or chapter, capturing its tone, style, and contextual nuances. This document-level awareness allows for consistent pronoun usage, coherent narrative flow, and preservation of subtle stylistic elements, making translations read naturally rather than mechanically. [1]

**Term Bases (Glossaries):** Digital glossaries have also undergone a major transformation. Modern AI can automatically scan a source text, detect specialized terminology, and suggest translations aligned with industry standards - all before a human translator begins working. These dynamic term bases not only enhance efficiency but also help maintain technical precision, which is critical in fields like medicine, law, and technology.

Together, these tools form an integrated ecosystem where humans guide AI, ensuring that translations are not only accurate but also culturally resonant and stylistically polished. The modern translator, therefore, is less a mechanical converter of words and more a curator and quality controller, shaping how meaning is faithfully conveyed across languages.

The era of traditional, start-to-finish human translation - where a linguist painstakingly converts every word of a text manually - is now largely reserved for high-stakes creative work, such as literary translation, marketing campaigns, or sensitive diplomatic documents. In most contemporary translation projects, efficiency, consistency, and scalability are prioritized, giving rise to a hybrid workflow that integrates artificial intelligence with human expertise. This approach, often described as "human-in-the-loop," positions human translators not as the sole producers of content but as overseers and enhancers of AI-generated drafts. [3]

By 2026, the dominant methodology in the industry is Post-Editing Machine Translation (PEMT), a structured workflow that leverages AI while preserving human judgment and cultural insight. The PEMT process typically unfolds in three stages:

1. **AI Drafting:** An advanced AI model generates a high-quality initial draft in a matter of seconds. Unlike earlier machine translation systems, these models are capable of producing fluid, contextually coherent text that captures tone, style, and domain-specific terminology. This dramatically reduces the time required to produce a first version, even for lengthy or complex documents. [2]

2. **TM/Glossary Check:** Once the AI draft is produced, the system cross-references the text with Translation Memories (TMs) and dynamic glossaries. This ensures that approved terminology, branding elements, and technical vocabulary are consistently applied throughout the document. For multinational corporations, this stage prevents costly errors and maintains a unified corporate voice across languages and markets.

3. **Human Refinement:** Finally, a professional linguist - often designated as an "AI Supervisor" or "Post-Editor" - reviews the AI-generated draft. The human's role is to refine nuance, ensure cultural appropriateness, verify factual accuracy, and make

stylistic adjustments that AI alone cannot reliably perform. This stage transforms a technically correct translation into one that resonates naturally with the target audience.

The PEMT model exemplifies the contemporary philosophy of translation: AI handles scale and consistency, while human expertise safeguards meaning, style, and cultural relevance. Rather than replacing translators, AI augments their capabilities, allowing them to focus on tasks that require judgment, creativity, and sensitivity - qualities that remain uniquely human. In this way, the modern workflow represents a fundamental shift in the translator's role: from manual laborer to strategic overseer and cultural mediator.

Digital tools have changed not just how we translate, but what we value in a translator. (Table 1)

Table 1 - Key Influences on the Profession

Feature	Impact on Practice
<b>Continuous Localization</b>	For SaaS and apps, translation is now "always on." As soon as a developer writes a line of code, digital connectors (APIs) send it for translation and push it live instantly.
<b>Adaptive AI</b>	Modern tools learn in real-time. If a translator corrects a specific phrasing, the AI adopts that style for the rest of the project, significantly reducing repetitive labor.
<b>Hyper-Localization</b>	Tools can now analyze regional dialects and cultural trends, suggesting that a marketing campaign for Mexico use different slang than one for Spain, even though both are Spanish.
<b>Multimedia Integration</b>	AI-driven <b>voice cloning</b> and <b>automated subtitling</b> allow for near-instant dubbing of videos, making global content creation affordable for small creators.

Despite the remarkable capabilities of AI, the proliferation of digital translation tools has also underscored the domains where human intervention remains irreplaceable. Advanced algorithms can generate accurate and fluent text, but there are aspects of communication - emotional resonance, cultural nuance, ethical responsibility - that require uniquely human judgment.

Transcreation: In creative fields, such as marketing, literature, and entertainment, translation often extends beyond literal word-for-word conversion. Transcreation - the process of adapting a joke, poem, slogan, or high-concept campaign to a different language and culture - demands emotional intelligence, cultural sensitivity, and creative intuition. While AI can mimic these effects and suggest plausible adaptations, it cannot truly understand humor, irony, or subtle emotional undertones. Human translators remain essential in crafting content that resonates authentically with the target audience.

**Legal & Medical Accountability:** In highly regulated sectors such as law and medicine, the "Human-in-the-Loop" principle is not only best practice - it is often a legal requirement. Human oversight ensures that translations meet strict compliance standards and that any errors with potentially life-or-death consequences are avoided. For instance, a human translator must verify the accuracy of a medical device manual or pharmaceutical instructions, guaranteeing that the text is safe, precise, and legally defensible. AI alone cannot assume this level of responsibility. [4]

**Ethical Oversight:** AI models are trained on vast datasets, which can inadvertently introduce biases, inaccuracies, or culturally insensitive phrasing. Human translators and editors play a critical role in detecting, correcting, and mitigating these algorithmic biases. By applying ethical judgment, humans ensure that translations are not only technically correct but also socially responsible, equitable, and culturally appropriate. [8]

The role of the translator has shifted fundamentally. No longer defined simply as "the person who knows two languages," a modern translator is now a domain expert capable of orchestrating AI systems to produce precise, culturally attuned, and globally effective content. In this landscape, human expertise is measured not only by linguistic proficiency but by the ability to guide, supervise, and enhance AI output, ensuring that every translation meets the highest standards of quality, nuance, and ethical responsibility. [7]

### **Conclusion**

The evolution of translation in the digital age demonstrates that technology is no longer just an aid but a transformative force shaping professional practices. Modern tools have redefined the translator's role, emphasizing strategic oversight, cultural judgment, and domain expertise over manual conversion. While AI accelerates production, ensures consistency, and expands capacity, the human element remains essential for nuance, ethical responsibility, and creative adaptation. Ultimately, contemporary translation is less about replacing humans and more about creating a synergistic relationship between human intelligence and machine efficiency - a partnership that enables faster, more accurate, and culturally resonant communication across the globe. The future of translation will continue to depend on this balance, where digital innovation enhances human skill rather than diminishes it.

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## **БІБЛІЙНІ ОПОВІДАННЯ ТА ДИТЯЧІ ТВОРИ НА РЕЛІГІЙНУ ТЕМАТИКУ ЯК ЧИННИКИ СТАНОВЛЕННЯ ОСОБИСТІСНИХ ЦІННОСТЕЙ У ДОШКІЛЬНИКІВ**

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**Анотація.** У статті досліджується вплив біблійних оповідань та дитячих творів на релігійну тематику на формування особистісних цінностей у дошкільників. Висвітлено роль духовної літератури у розвитку морально-якісних характеристик особистості, таких як добро, любов, милосердя та відповідальність. Охарактеризовано методику роботи з духовною літературою, спрямовану на розвиток моральних якостей особистості (доброти, совісті, милосердя). Досвід впровадження відповідної програми у закладі «Кіндервіль