

**TRANSLATION AND INTERPRETATION STUDIES**DOI <https://doi.org/10.30525/978-9934-26-311-8-42>**CHALLENGES AND PERSPECTIVES IN THE ERA  
OF GLOBALIZATION: IMPACT OF TECHNOLOGIES  
AND CULTURAL REALITIES ON THE PROFESSION  
OF TRANSLATOR****ВИКЛИКИ ТА ПЕРСПЕКТИВИ В ЕПОХУ ГЛОБАЛІЗАЦІЇ:  
ВПЛИВ ТЕХНОЛОГІЙ ТА КУЛЬТУРНИХ РЕАЛІЙ  
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The growth of international trade, cultural exchange, and travel has led to an increase in the demand for translation. The profession of translator has become an important component in the modern world, where the flow of information increases every year. However, the challenges and perspectives that accompany the profession of translator are changing depending on the development of technologies and cultural differences. One of the researchers who has studied the challenges and perspectives of translation in the era of globalization is Michael Cronin [1, p. 20–31]. In the article "Globalization and Translation: Challenges and Perspectives," the researcher discusses the impact of globalization on translation and provides examples of technologies that are changing the way we understand translation. The following researcher who investigates this problem is Yves Gambier. In accordance with the article "Rapid and Radical Changes in Translation and Translation Studies" [2, p. 887–906], the author examines the effect of cultural differences on translation and provides examples of

challenges that translators face in their study. One more scientist who studies translation issues in the era of education is James Tollefson. The book "Language Policies In Education: Critical Issues" [3] reveals the influence of technology on the profession of translator and investigates new approaches to translation education in the context of globalization. These researchers, among many others, are working to understand the challenges and prospects of translation in the era of globalization and are providing to develop new approaches and technologies that can improve the quality and efficiency of translation.

One of the main challenges facing translators is to reproduce the original text in another language while preserving its accuracy and nuances of meaning. The adequacy of translation can be compromised by cultural differences and interpretations, which can lead to inaccuracies and incorrect transmission of information. This requires translators to not only be proficient in the language, but also to understand the culture from which the original text originates.

Although, with the development of technology, a new challenge arises: machine translation. Machine translation technologies are becoming increasingly intelligent and efficient, which allows to increase productivity and to reduce translation costs. However, machine translation is unable to take into account context and cultural peculiarities, which can lead to incorrect and incomprehensible translation.

Therefore, the prospects for the profession of translator in the era of globalization require a combination of knowledge and understanding of cultural peculiarities and mastery of modern technologies. This will enable translators to provide high-quality translation and meet the needs of clients in the shortest possible time.

One approach that can assist translators to maintain high translation quality is the use of machine learning technologies. For instance, machine translation systems that use neural networks can learn from large amounts of texts and adapt to cultural features of different languages. This allows to improve translation quality and more accurate conveyance of lexical and semantic meanings.

Additionally, translators should understand the technologies and tools that assist to maintain high productivity and to work efficiency. In particular, computer learning technologies and natural language processing can provide translators to improve translation quality and to reduce the time spent on manual text processing. Quality control and spelling checking tools can also aim to avoid errors and ensure high translation quality.

Finally, it is important to note that the professional activities of translators should be based on the ethical principles. Translators should be familiar with cultural and social norms, as well as the principles of business ethics. They should adhere to high standards of professional behavior and ensure confidentiality of the information they are required to translate. It is also important to be aware of the possible consequences that may arise from incorrect translation. Namely, important documents containing legal or medical information should be translated by specialists with appropriate knowledge and experience in these fields. Incorrect translations in such areas can have serious consequences for people, their health, and even their lives.

Thus, translation is an important field that plays a significant role in the international communications and cooperation between countries and cultures. The use of modern technologies, such as machine learning, can assist to maintain high translation quality and to improve the productivity of translators. However, it is necessary to understand that machine translation is not a complete replacement for human translation and always requires verification and improvement by a professional translator. In a world where international communications are becoming increasingly important, it is crucial to have skilled translators who can provide accurate translations that facilitate communication and understanding between people and cultures.

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