

THE EVALUATION OF TRANSLATION TECHNIQUES IN THE 21ST CENTURY

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Annotation: *This article explores the evolution of translation techniques in the 21st century, focusing on how modern technology and globalization have reshaped translation practices. It discusses the shift from traditional, manual methods toward computer-assisted and AI-based translation. The study highlights the importance of balancing linguistic accuracy with cultural adaptation in the modern translation process. The paper aims to show that despite the rise of technology, human creativity and cultural awareness remain central to effective translation.*

Key words: translation. Translation techniques, globalization, technology, Computer-Assisted translation (CAT), accuracy, localization, digital transformation, innovation in translation

Annotatsiya: *Ushbu maqolada 21-asrda tarjima texnikalarining qanday o'zgarib borganligi haqida so'z yuritiladi. Unda texnologiya, globallashuv va madaniy omillarning tarjima jarayoniga ko'rsatgan ta'siri o'rganiladi. Tadqiqotda an'anaviy va zamonaviy usullar tahlil qilinib, tarjimonlar aniqlikni madaniy moslashuv bilan qanday muvozanatlashtirishi ko'rsatib o'tiladi. Maqola xulosasiga ko'ra, texnologik yutuqlarga qaramay, samarali tarjima uchun inson ijodkorligi va tushunishi hal qiluvchi ahamiyatga ega bo'lib qolmoqda.*

Kalit so'zlar: tarjima, tarjima texnikalari, globallashuv, texnologiya, kompyuter yordamida tarjima (CAT), aniqlik, lokalizatsiya, raqamli transformatsiya, tarjimadagi innovatsiyalar

In the 21st century, translation has become one of the most rapidly developing areas of linguistics and intercultural communication. The increasing globalization, the rise of international organizations, and the fast spread of information technology have turned translation into a crucial tool for global understanding.

Modern translators are no longer just language mediators — they are cultural interpreters who must navigate between linguistic accuracy and cultural sensitivity. As a result, translation techniques today are evaluated not only based on linguistic precision but also on how effectively they communicate meaning, emotion, and intention across cultures.

The earliest translation techniques, such as literal and word-for-word methods, were mainly concerned with the surface structure of language. Translators aimed to

reproduce each word and grammatical construction exactly as it appeared in the source text. However, these methods often led to unnatural or confusing translations that failed to convey the real meaning of the original. In the 20th century, theorists like Eugene Nida introduced the concept of dynamic equivalence, which focused on how a translation should evoke the same response in the target audience as the original text did in the source audience. This idea has become even more relevant in the 21st century, as global communication requires translations that sound natural, emotional, and culturally appropriate.

One of the main challenges modern translators face is finding a balance between accuracy and naturalness. An overly literal translation can distort the message, while an overly free translation can lose important nuances. Therefore, modern evaluators emphasize techniques such as semantic translation, communicative translation, and adaptation. Semantic translation prioritizes meaning and context, while communicative translation focuses on how clearly the message is understood by readers. Adaptation, on the other hand, allows translators to modify cultural elements — jokes, idioms, or references — so that they fit naturally within the target culture. For instance, a translator adapting a film subtitle or advertisement must often change phrases to maintain emotional impact rather than word-for-word accuracy.

Technology has also dramatically changed how translation techniques are applied and evaluated. The rise of computer-assisted translation (CAT) tools, translation memory systems, and machine translation (MT) engines such as Google Translate and DeepL has transformed the translator's workflow. These tools can save time, improve consistency, and reduce costs. However, they still lack the ability to interpret figurative language, cultural context, and emotional tone. Human translators remain essential for post-editing and ensuring stylistic coherence. The evaluation of translation in this context now includes not only linguistic and cultural criteria but also the translator's skill in effectively integrating technology into their work.

In academic and professional environments, translation quality assessment (TQA) has become a key topic of research. Scholars have proposed different models for evaluating translation quality, including House's model of overt and covert translation, Hurtado Albir's error analysis, and Nord's functionalist approach. These frameworks consider grammatical accuracy, lexical choice, coherence, and target audience expectations. In the 21st century, however, evaluators increasingly focus on the functionality of translation — whether it serves its communicative purpose successfully. For instance, a literary translation may prioritize artistic style and emotion, while a legal translation must ensure accuracy and consistency with the source text.

Moreover, the 21st century has witnessed an important shift toward multimodal translation, where texts combine words, images, sounds, and visual elements.

Translators working in media, film, or digital marketing must interpret not only written text but also visual and auditory components.

This new dimension has led to the development of audiovisual translation techniques such as subtitling, dubbing, and voice-over translation. These forms require careful synchronization, cultural adaptation, and sensitivity to tone and timing. Evaluating translation in such contexts means analyzing both linguistic and non-linguistic elements to ensure the overall message remains coherent and engaging.

Cultural awareness is another essential criterion in evaluating translation techniques. A translator must understand the historical, social, and emotional background of both languages involved. Inaccurate translations of cultural references, metaphors, or idioms can easily lead to misunderstanding or even offense. For example, humor and irony often depend on cultural context, and translating them directly may fail to produce the intended reaction. Therefore, modern translators apply techniques such as cultural substitution or transcreation — recreating content in a new form that keeps the original meaning and emotional effect. This shows that translation today is as much a creative act as it is a linguistic one.

Ethical considerations have also gained great importance in recent years. Translators are increasingly aware of their social responsibility — to represent voices fairly, to avoid bias, and to preserve the integrity of the source material. For example, when translating works related to gender, politics, or sensitive cultural topics, translators must make careful ethical decisions about how to convey certain ideas. These moral dimensions are now part of translation evaluation, as they reflect the translator's professionalism and respect for both source and target cultures.

In conclusion, the evaluation of translation techniques in the 21st century goes beyond simple accuracy. It involves assessing how effectively translators integrate linguistic precision, cultural awareness, technological tools, and ethical responsibility. Modern translation has become an interdisciplinary field — one that unites linguistics, culture, and technology in the pursuit of meaningful global communication. The best translation techniques today are those that achieve balance: preserving the message of the original text while making it sound natural, relevant, and emotionally resonant to the modern reader.

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