

Confining Machine Translation; Reclaiming Localization

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FIT (www.fit-ift.org) is the International Federation of Translators, representing over eighty-five thousand translators, terminologists, and interpreters around the world. FIT's vision, per the strategic plan finalized in 2021, is “a united, sustainable, recognized profession”.

Two campaigns authorized by the FIT Council in support of this vision are focused on:

- Confining Machine Translation (MT) to its appropriate place by identifying its strengths and limitations; and
- Reclaiming Localization as an activity that is viewed as including translation and thus translators.

This presentation will begin by discussing the spectrum from human translation (HT) to unedited (aka “raw”) machine translation (UEMT). Regardless of whether the category post-edited MT (PEMT) is included in the spectrum, one must decide whether humans will be involved in producing a given translation. Therefore, I will then describe the FIT campaign to educate people, especially requesters of translation services, about the strengths and limitations of delivering raw MT in various use cases. I will also describe the use of translation labels to distinguish between HT and UEMT.

Then the presentation will turn to the FIT position paper that identifies the following three types of translation, where **translation** is used as a cover term:

- **conventional** translation (as defined by FIT),
- **localization**-centric translation, and
- **transcreation**-centric translation.

The final portion of the presentation will describe the campaign to reclaim localization. In the translation sector, we often hear the phrase “translation and localization”, which can be understood to imply that localization does not include translation. A more appropriate contrast would be “conventional translation and localization-centric translation”. This longer phrase will probably not catch on, but what FIT might be able to achieve is an awareness that “translation is the backbone of localization” (a phrase suggested by Donald Barabé, president of OTTIAQ – Quebec translators) and that “where there is localization, there is a human translator”.