



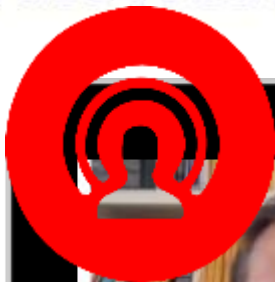
## Webinar-2018

# **Chameleon Mode: Adaptability in Translator Training**

**Tetyana Struk**

Thursday, November 15<sup>st</sup>

# Facebook Live



**UTICamp-2019: join our event!**

**The next summer is for UTICamp**  
**July 22-28**



<https://www.facebook.com/events/175021560057045/>

# Where to find our videos



## Meet UTICamp-2019

11.09.2018

UTICamp-2019 is a conference for everyone connected with the translation industry: novice and established translators, translation company managers, lecturers and students, software developers and customers

Is it possible to combine a business event, prominent speakers, fascinating presentations with camping and a warm round-up of old friends? We know how!

[Read more](#)



[utic.eu/video/](https://utic.eu/video/)

# Subscribe to our YouTube channel



[www.youtube.com/user/UTICConf](http://www.youtube.com/user/UTICConf)

# Host



**Iryna Vizir**  
UTIC PR Manager

# About the speaker



- **Tetyana Struk** is a founder and CEO of Linguistic Centre® Translation and Localization Company
- She is a **lecturer** and a **translation technology consultant** for academia, **an author of books** on translation, and **an advocate for professional growth** in the translation and localization industry.
- She is a regular speaker at various international and local conferences.
- Tetyana is the author and co-author of the projects **Everything is Ahead** and **The Translator's Patchwork Quilt** and is an organizer of conferences and numerous online events aimed at promoting and developing the profession.





# What influences the modern industry

- Artificial intelligence
- Machine translation
- Digital technologies
- Speech recognition
- Video content

# New Challenges

- Huge volumes
- Different formats
  - text
  - audio
  - video
- Web, etc...
- Short (no) turnaround time
- Variety of technologies
- Sensitivity to cultural aspects

# CHANGES IN TRANSLATOR'S PORTRAIT

- Team player
- Technology awareness
- Openness to changes
- Understanding of vital role of  
quality

# WANTED

Linguistic Tester (various languages)

Final Eye Specialist /Proofreader

Solutions Engineer

Formatting Specialist

Translation Project Coordinator

Content Creator/Copywriter

DTP Operator

Document Specialist



Temp-Perm Test Manager

E-Learning Formatter

Gaming Software Engineer

Weekend Project Coordinator

Transcreator

Quality Auditor

Cultural Consultant

Post-editor

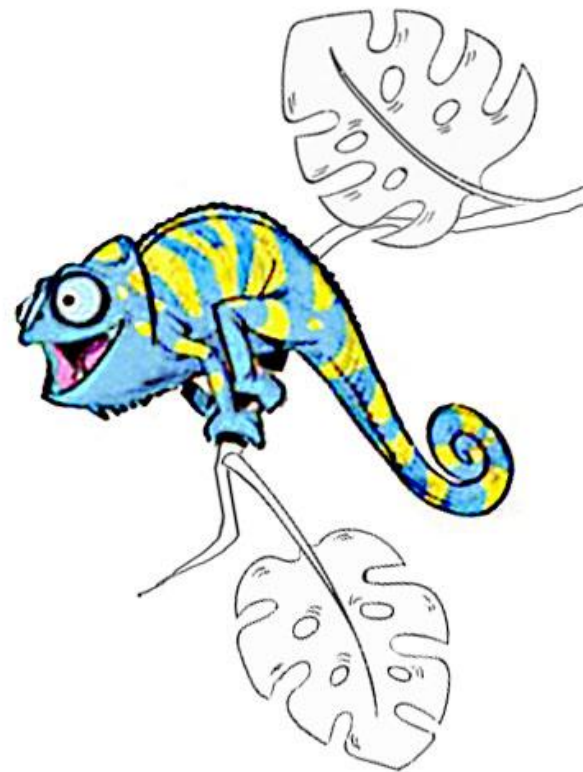
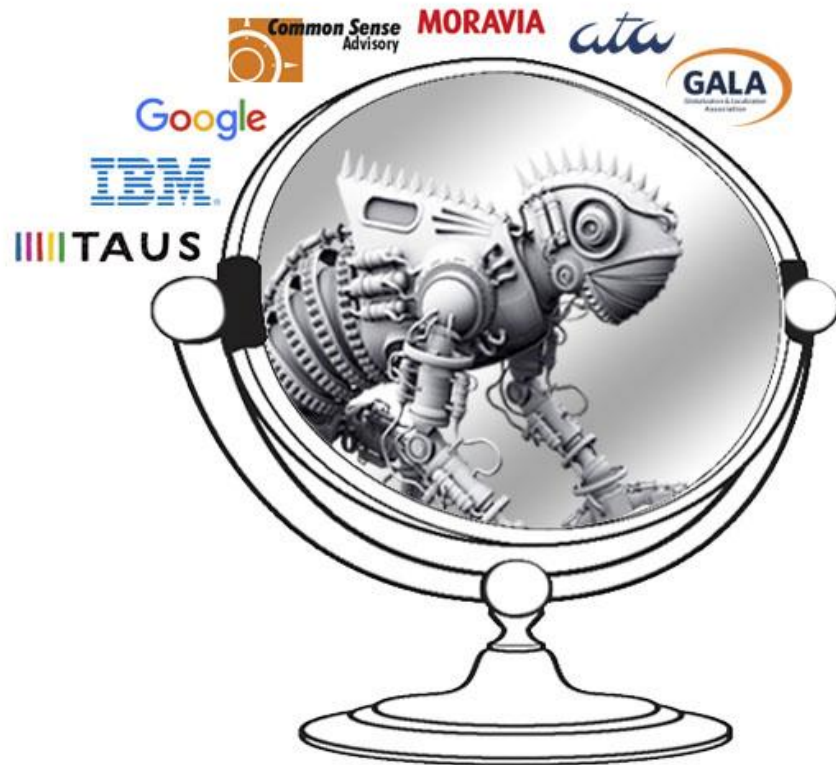
*Expertise*

**Cultural**

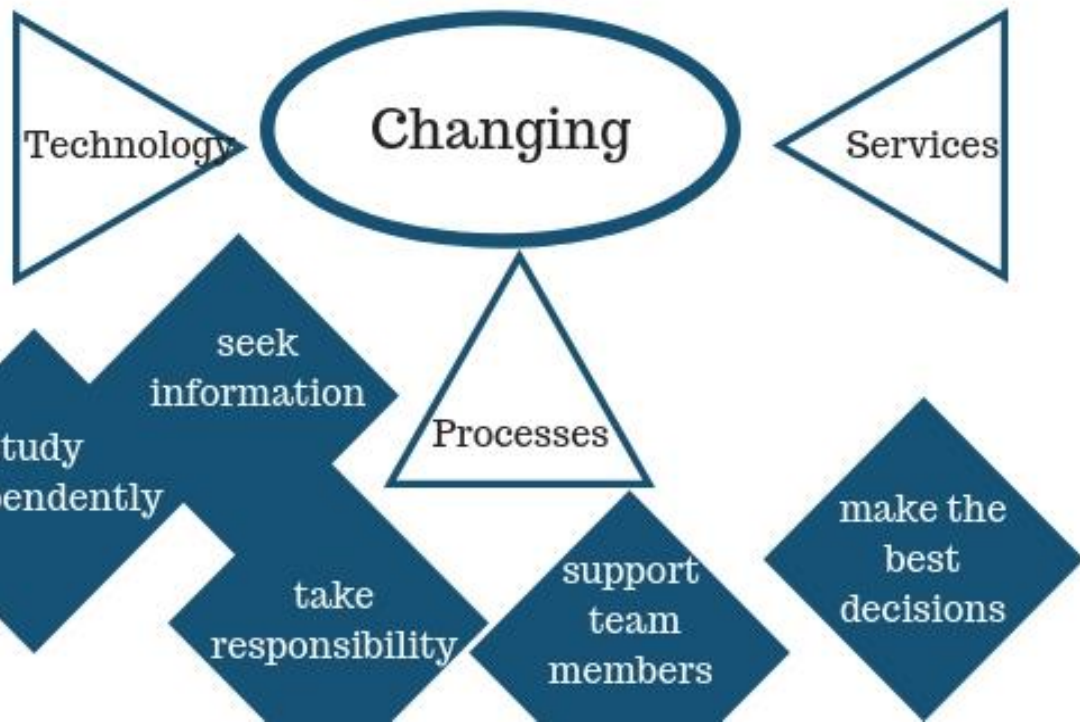
**Linguistic**

**Technical**

# FORECASTS



## Transferable skills in the changing industry

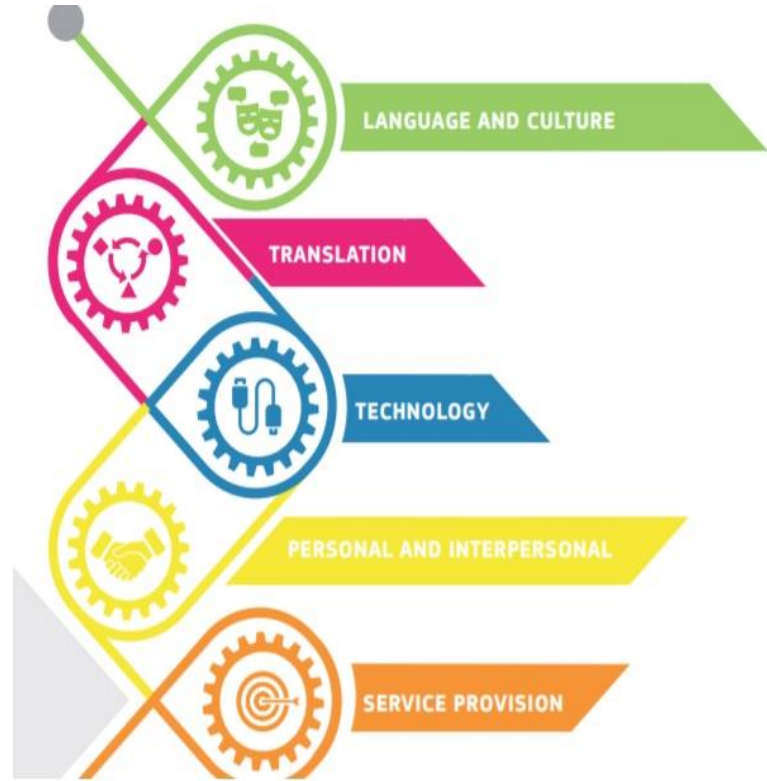
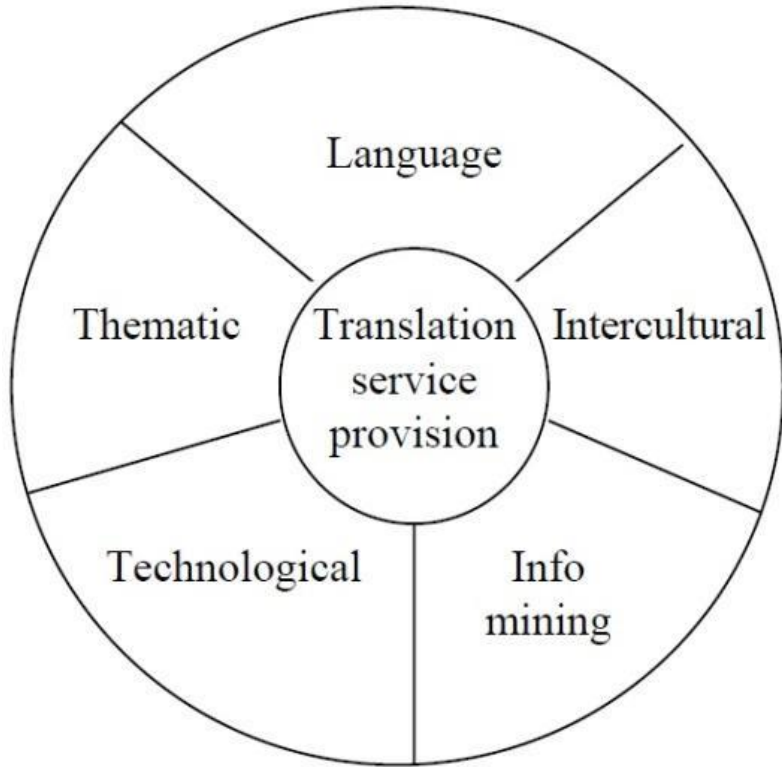


# Hard Skills and Soft Skills



Hard Skills	Soft Skills
Job-specific professional abilities	Subjective and emotion-based
Measurable	Non-measurable
Teachable	Have to be developed and acquired
Diploma in Translation, fluency in a foreign language, knowledge of CAT-tools and other software, experience in a particular industry sector.	Emotional Intelligence, Problem Solving, Presentation Skills, Time Management, Interpersonal Skills, Leadership & Management, Communication Skills





# Soft Skills in EMT 2017

Plan and manage  
time, stress and  
workload

Comply with  
deadlines and  
instructions

Adapt the  
organisational ergonomics  
of the working  
environment

Work in a team

Self-evaluate,  
update and develop  
competences  
and skills

Use social media  
for professional  
purposes



soft skills are the  
No. 1 priority for  
talent development  
in 2018

**Bloomberg  
Next**

75%  
of long-term job  
success depends on  
soft skills

Sponsored By

  
workday.

The Workday logo features a stylized orange arc above the word 'workday.' in a blue, lowercase sans-serif font.

**Deloitte.**  
Access Economics

Soft skill-intensive  
occupations will  
account for two-thirds  
of all jobs by 2030.

next 5-10 years:  
relationship building, teaming,  
co-creativity, brainstorming,  
cultural sensitivity, and ability  
to manage diverse employees

The Future of Employment  
Carl Benedikt Frey & Michael Osborne

OXFORD  
MARTIN  
SCHOOL





Any skill, no matter how difficult to acquire, can become obsolete when the machines improve.

There is no point in trying to beat machines at their own game

Emotional intelligence will remain one of the most valuable human skills.



Highly-automated  
localization environment

Human skills

quality evaluation

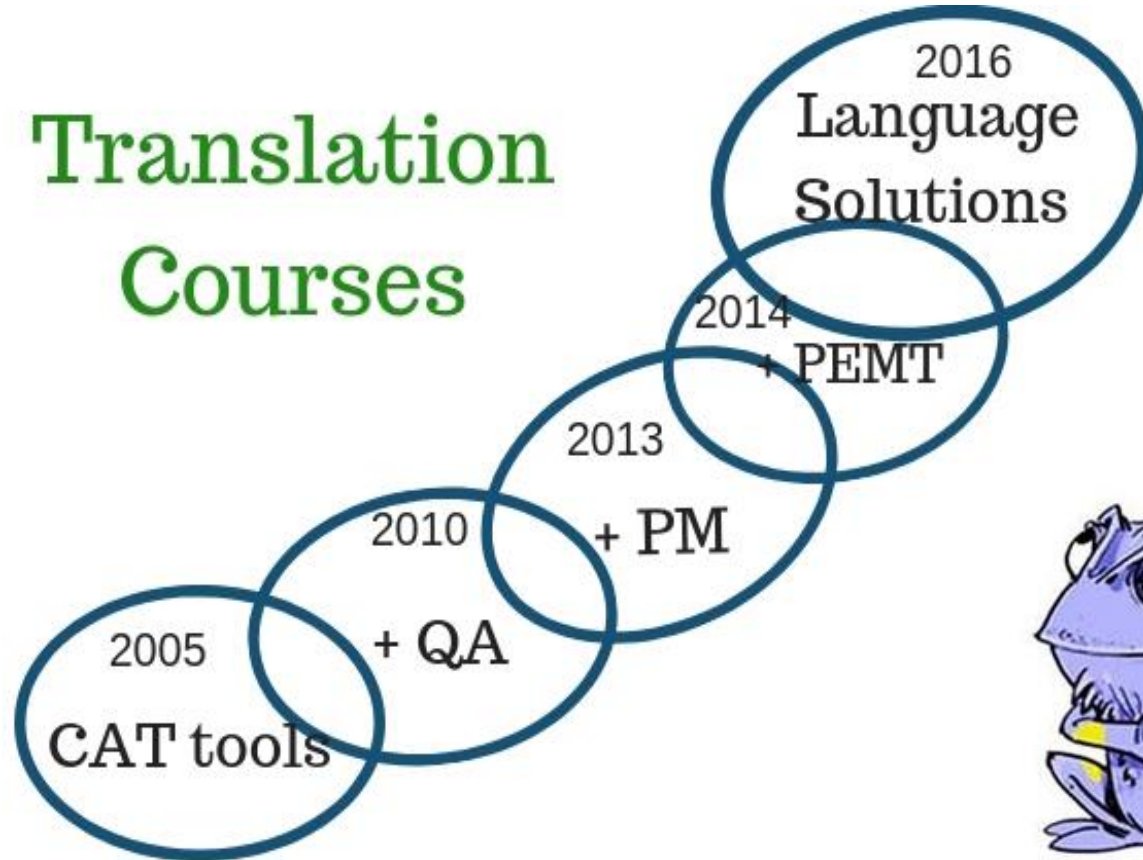
content profiling

cultural advisory

data analysis

computational  
linguistics

# Translation Courses



# Skill Set

Team  
building/  
collaboration  
skills

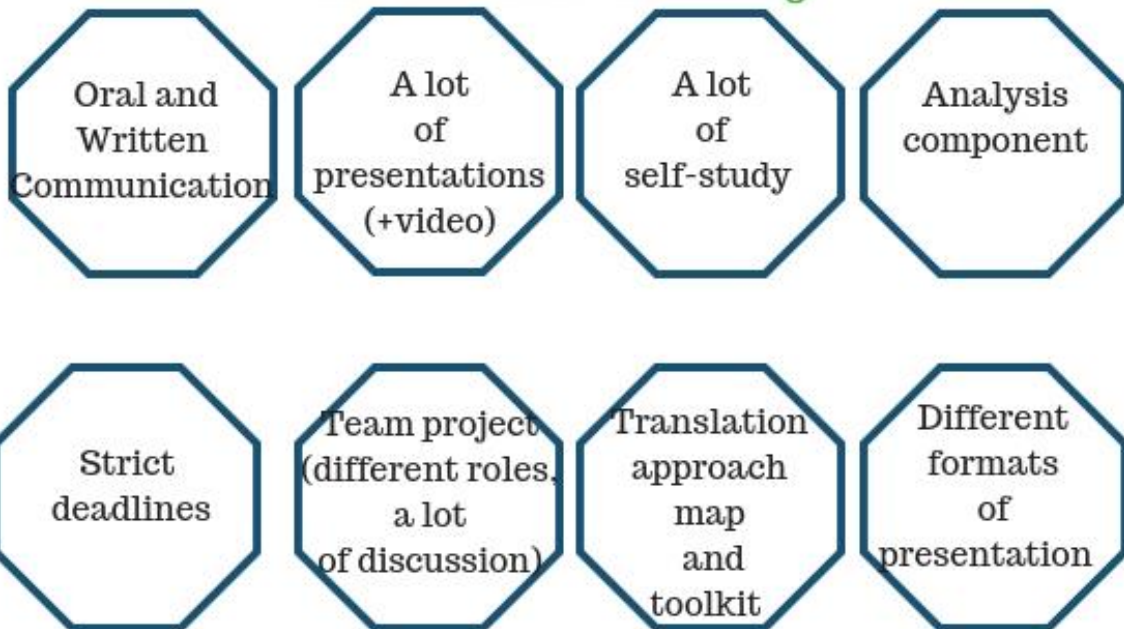
Problem  
solving  
skills

Strategy  
building  
skills

Technology  
skills



## How to incorporate soft skills into translators training?



# Transferable Skills Framework

1

Interpersonal Skills

Communication

Teamwork

Leadership & Supervising

2

Exploration and  
implementation  
Skills

Researching

and Analysing

Problem Solving  
and Decision Making

Planning

and Organising

3

Self-management  
Skills

Learning, Improving  
and Achieving

Resilience,  
Adaptability and  
Drive

Digital Skills



# Starting Point: PEMT

- TAUS (Translation Automation User Society) materials
- TAUS Post-Editing Course
- SDL PEMT Certification (free for users of SDL Trados Studio)
- TAUS Postediting course with different language modules



# Starting Point: Localization

- Localization Essentials by Google (free course)
- Website Localization For Translators (Udemy)
- A crash course to app localization (ProZ)
- Video games localization 101 - Introduction to video game localization (ProZ)



# Starting Point: AVT

TED Open Translation Project

Udemy: Learn All About

Creating Subtitles (SRT) and

Closed-Captions

Online courses: GoSub, ProZ

Courses/ Summer Schools



# Starting Point: Transcreation

- Courses in Creative Writing
- Courses in Marketing and Advertising
- Courses in specific domains

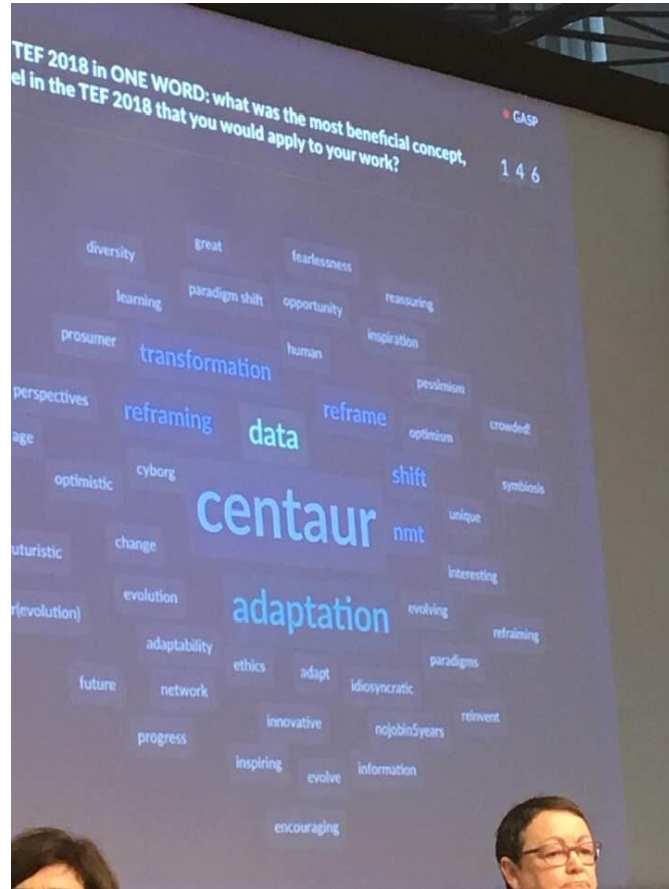
# STEPS



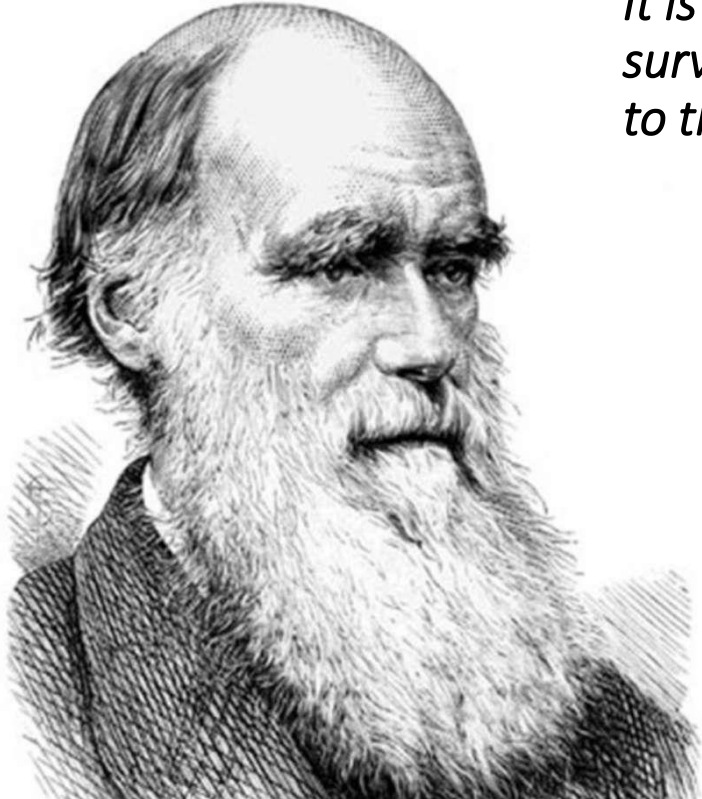
- Adapt quickly
- Prioritize which skills to develop
- Dedicate time to improving
- Find resources for studying
- Practice intelligently
- Do not postpone
- Learn by doing

**JUST DO IT!**

# Translating Europe Forum 2018







*It is not the most intellectual or the strongest who survive, but those who are able to adapt to or adjust best to the changing environment in which it finds itself.*

*Charles Darwin*

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[www.linkedin.com/tetyanastruk/](https://www.linkedin.com/tetyanastruk/)

# Our next webinar



## ***Business of Translation. Round Table Discussion***

with **the representatives of Ukrainian translation agencies**

November, 29<sup>th</sup>  
**16:00 (GMT+2)**

# Join us on social media



UTIC Webinar-2017. Grammarly Under the Hood

45 views



## Ukrainian Translation Industry Conference

Published on Nov 8, 2017

Let's have a look at linguistics from a different point of view. We invite you to discover computational linguistics and take a glimpse under the hood of Grammarly. What magical spells does it use to detect all next errors and free marking from grammar illbeary? Who teaches it to find more and more lawbreaker mistakes? All the secrets and magic will be revealed. We will talk about what NLP is, why and where we need it, and take a peek into the day of a Computational Linguist.

### About the speaker:

After graduating from Lviv Polytechnic National University two years ago, Oksana joined Grammarly as a Computational Linguist. At Grammarly, she is working in the area of Natural Language Processing. Her current projects are focused on error correction and stylistics. Oksana is also passionate about coding. She is one of the organizers of the DjangoGirls workshops that aim to teach women to code in Python.

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