

Flanagan, M. (2018). Machine Translation: What Language Professionals Need to Know (2017).
The Journal of Specialised Translation, 30, 338-339.

<https://doi.org/10.26034/cm.jostrans.2018.202>

This article is publish under a *Creative Commons Attribution 4.0 International* (CC BY):
<https://creativecommons.org/licenses/by/4.0>



© Marian Flanagan, 2018

Porsiel, Jörg (2017) (ed.) *Machine Translation – What language professionals need to know*. Berlin: BDÜ Fachverlag, pp. 260, €49.00, ISBN: 978-3-938430-94.

Machine Translation: *What language professionals need to know*, edited by Jörg Porsiel, provides a comprehensive insight into machine translation (MT) and the closely related topic of post-editing (PE). The focus is on MT systems currently in use and PE guidelines, as well as current and possible future scenarios of using MT and PE in the workplace. The book consists of 21 short chapters by a range of contributors who cover an array of relevant topics, including practical examples of how MT and post-editing are used in professional environments. A short glossary of industry terms is provided at the end. The preface, written by Dr. Aljoscha Burchards and Jörg Porsiel, sets the scene for the remaining chapters – they discuss what MT can and can't do, what makes MT so difficult and how MT can be used successfully.

The aim of the book is to “serve as a guide for decision makers and linguistic experts and help them make decisions on introducing or using machine translation in their own professional environments” (13). While some professionals might feel that money could be spent elsewhere than on translation technology, the chapters presented in this book might well change some perceptions on the usefulness of MT and PE. The intended audience is described as decision makers, Language Service Providers, IT experts and professional translators. However, this book is also an excellent resource for teachers, researchers and students within the domains of translation studies and technical communication.

The publication is informed both by research and industry. Chapters 1-7 focus on an array of MT-related topics. These include an overview of the language services industry and its future in this technological age (Chapter 1, Faes); a cursory, yet detailed introduction to knowledge-driven MT systems (Chapter 2, Thurmair); a practitioner's viewpoint on Neural Machine Translation (NMT), outlining the reasons for the optimism shown towards NMT as well as the strengths and weaknesses of this new technology (Chapter 3, Vashee); an introduction to data protection and its applicability to MT, with specific reference to the EU General Data Protection Regulation (GDPR) act (Chapter 4, Kamocki and Stauch); a discussion on the role of MT within the field of multilingual technical communication. Here, the use of controlled language – “the application of linguistic rules to source texts” (81) – is deemed essential to aid the technical communicator in producing documentation (Chapter 5, Wittkowsky); the role currently played by MT in professional translation together with predictions from the author on how MT and PE will play a more dominant role in the near future (Chapter 6, Seewald-Heeg); and, a discussion on the benefits of

terminology management in all types of MT systems, and how terminology can best be exploited to efficiently adapt MT engines to specific content (Chapter 7, Eisold).

Two chapters are devoted to translation quality. The first discusses the current gap between users of translation quality evaluation technology in industry and in research, resulting in a call for a single, common environment, where the two communities can combine features in order to advance MT and quality technology development (Chapter 8, Burchardt and Harris). The second examines the much-debated topic of quality in the field of translation, including a presentation of the traditional “transcendent view” (good/bad quality) and one that draws from the discipline of manufacturing quality management, based on “the extent to which a product meets specifications” (130) (Chapter 9, Burchardt and Lommel).

In chapters 10-14, the focus switches to post-editing (PE): Wallberg (Chapter 10) examines the new ISO post-editing standard and the possible effects this will have on PE training; Seewald-Heeg (Chapter 11) outlines an educational framework for PE modules that could be incorporated into current translation, localisation and language technology degree courses. Hansen-Schirra et al. (Chapter 12) investigate empirical work that can shed light on the PE process, including strategies employed by the post-editor, the final quality produced and the efficiency of the process; Grizzo (Chapter 13), a professional translator and post-editor, provides a field report on PE work environments, PE and productivity, and perceptions of PE among translators; Schneider (Chapter 14) considers how to effectively price PE services.

The remaining chapters present a number of practical examples: MT with Japanese and German (Chapter 15, Siegel), MT at the European Commission (Chapter 16, Eisele), localisation at Microsoft (Chapter 17, Wendt), MT in Catalonia (Chapter 18, Alonso), MT at La Vanguardia newspaper (Chapter 19, Martín), MT at Volkswagen (Chapter 20, Porsiel), and MT at ZF Friedrichshafen (Chapter 21, Kuhn et al.).

The strengths of this book are the strong practical focus and the range of experts who contributed. The reader is offered a unique insight into the most relevant and contemporary issues concerning MT and PE. Despite some weaknesses relating to formatting (e.g. table of contents layout, lack of colour in graphs, lack of references to Figures/Tables), this book is an important and very welcome addition to the field of professional translation.

Marian Flanagan
Aarhus University, Denmark
E-mail: marfl@cc.au.dk