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| BOOK REVIEW

When Translation Goes Digital: Case Studies and Critical Reflections: A Book Review by Renée Desjardins, Claire Larsonneur and Philippe Lacour

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| ABSTRACT
When Translation Goes Digital, a collection of articles edited by Renée Desjardins, Claire Larsonneur, and Philippe Lacour, filled the niche and explored how the digital landscape impacts translation and Translation Studies. With the development of technology, digital humanism is an approach to accommodate the fundamental changes that have occurred in this advanced society with the advent of digital tools. This book will surely offer a learner or translator innovative views to analyze translation problems, such as philosophy, ethics, economy. Moreover, it possesses the most advanced digital tools helpful for translation, invented for adapting to the innovation of the translation industry and updating translation values.

Book Review: When Translation Goes Digital: Case Studies and Critical Reflections

by Renée Desjardins, Claire Larsonneur and Philippe Lacour

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Digital humanism is an approach to accommodate the fundamental changes that have occurred in this advanced society with the advent of digital tools. The facing challenge is how to place the translation in the future reconfiguration of language, culture, and society in the digital sphere. Facing this issue, there is a great dearth of studies on the topic of translation and developing technology. *When Translation Goes Digital*, a collection of articles edited by Renée Desjardins, Claire Larsonneur, and Philippe Lacour, filled the niche and explored how the digital landscape impacts translation and Translation Studies.

Apart from the introduction, concluding remarks, and an index, this collection consists of ten chapters. In the introduction, Renée Desjardins, Claire Larsonneur, and Philippe Lacour provide a fresh idea of "augmented translation" in which digital technologies are translators' partners enhancing human capacity rather than making them empowered.

Many of the issues in this collection are also those questions that always hovered in every translator's mind. Merging with the information world, the translators can see the factors in human society are evolving: the values of translators, the workflow of the translation industry, the obstacles in GILT, and the salary changes caused by advanced tools. Furthermore, the novel methodologies in each chapter are quite thought-provoking with the cutting edge of digital tools, including Zooniverse, visualization tools, TraduXio, Twine.

This book addresses several issues that have emerged in translation studies in this digital era. The first question is: How should we co-exist with technology in the human and non-human crossover? Indeed, technology, digitization, and automation can affect humans (by extension, human translators, the translation industry, and translation studies) by digital disruption. However, they do not eradicate human involvement in translation. Chapter 1 (Human and Non-Human Crossover: Translators Partnering with Digital Tools), was written by Iulia Mihalache, an Associate Professor at the Département d'études lan-gagières at Université du Québec en Outaouais (UQO), Canada, who has developed Translation Ecosystem, a translation technology learning platform for students in translation departments across Canada. In this Chapter, Iulia Mihalache examines human-computer interaction more closely, arguing that translators can be empowered or called to perform new tasks on account of new technologies. Therefore, translators should view technology as partners instead of threats. She suggests that augmentation technologies will take the person to unprecedented levels of mental and physical capability.

Based on this ecological idea, the editor embeds Boyi Huang's paper in Chapter 2 (Subtitlers' Visibilities on a Spectrum in the Digital Age: A Comparison of Different Chinese Translations of *The Big Bang*). This case study, the Chinese fansubbing translations of the hit American TV show *The Big Bang Theory*, indicated that online spaces allow subtitlers to make themselves "known" because subtitling is more democratic for users in the era of online user-generated content. Fansubbers in this study were more physically visible than industrial subtitlers; they also symbolically visualize themselves as educators and innovators, while industrial subtitlers play the symbolic roles of gatekeepers and adherents. Huang's case study reinforces the previous argument related to digital threats: in this particular case, fansubbing and platforms have not made human intervention obsolete, but they have afforded more agency and creativity.

In a similar vein, Chapter3 *You Can't Go Home Again: Moving afternoon Forward Through Translation* by Gabriel Tremblay-Gaudette focuses on the text-image relations in printed novels. It represents a contribution to the translation of *Afternoon*, a story written by Michael Joyce in 1986. The *Afternoon* is the first digital work of fiction built with a hypertextual, multilinear, and narrative structure. Therefore, it requires not only the interlingual translation process but also the entire technical and hypertextual infrastructure.

Overall, Part I aims to prove that technology did not replace human translators: it allowed them to create a literary translation entirely in a new form. This collaborative project indicates the potential for literary translation to be"augmented" by technology, thus giving literary translators agency in an increasingly digitized landscape.

In the era of technology, it is undeniable that social platforms have an unmistakable impact on human communication, and by extension, translation and intercultural communication. Part II leads in with Abdulmohsen Alonayq's contribution to volunteer translators in Arabic-speaking countries. Abdulmohsen Alonayq is a Ph.D. candidate at Lancaster University specializing in Translation Studies. His project explores the concept of crowdsourcing in translation initiatives and how translators may be motivated and mobilized by narratives to join a crowd. It has shown that three descriptive narratives are commonly circulated online about contemporary Arabic translation: the Golden Era of Translation, the Bridge to Knowledge, and the dearth of Arabic content online. He analyzed the connection between the narratives on translation in the Arab world and the motivations of volunteer translators. In Chapter 5, Cho and Suh write about the translation of the Korean beauty influencer community on YouTube. We can see how the Korean beauty industry became popular through the unique translation strategies of Korean influencers on Youtube.

However, it is necessary to recognize that the term "social platform" can also apply to those platforms that typically escape the category of traditional social networking sites, like Instagram or Youtube. Therefore, Desjardins' chapter focuses more specifically on Zooniverse, a social platform that enables users to participate in larger-scale citizen science projects. Desjardins' analysis considers the translation flows that occur on Zooniverse, arguing that how English centralism in the translation of citizen science causes scientific unfairness. It indicates the relevance of problematizing the dominance of English as the language of production and dissemination of scientific capital. By examining the presence of translation on citizen science platforms, it can be seen that the present initial findings would support the hypothesis of Anglocentric bias in citizen science. Technology and

advanced computation can assist in these areas, but only to the extent that they reinforce human capabilities instead of supplanting them. To further the point, the authors present TraduXio, a free, open-source, web-based collaborative environment for computer-assisted translation projects. The case study clearly shows us the relevance of online collaboration for multilingual translation of literary texts. In a word, Part II deals with social engagement, networking, collaboration, and a social platform.

The translation is undeniably part of an economic socio-technological ecosystem that relies not only on digital and mobile technologies, but also on digital spaces where users congregate, create, and share content. Part III discusses the emerging problems in such an advanced translation industry. In Chapter 8, Merouan Bendi opens this section with a case study that focuses on the reception of localized content in Algeria. Bendi has focused on the ethics of machine translation (MT), specifically how to study the complex interrelation between different stakeholders. By centering the analysis on the user experience, Bendi provided a more nuanced account of the interaction of the end-user with a localized product and examined the different conditions that might have prompted the rejection or reluctant uptake of localized software in Algeria. However, the reception of localization is influenced by more than the technical issues but by ideological motives. In Chapter 9, Akiko Sakamoto addresses how machine translation impacts translators, project managers, and translation project workflows. Her research has revolved around the sociology of translation, particularly the influence of technology on translation practice and the agency of translators. The tensions are obvious between human translators and MT from her case study. Artificial Intelligence (AI), the Internet of Things (IoT), Big Data, and cloud computing have changed the way people interact with each other in production systems. Because new technology is rapidly evolving, it is difficult for professionals to keep pace, but it is also equally challenging to adapt process protocols and workflows in light of these changes. Finally, Claire Larsonneur's contribution also tackles the thorny subject of valuation from an economic and legal perspective. Larsonneur argues that neural machine translation (NMT) applications and platforms such as Google Translate and DeepL are freely available online require a professional definition. Beyond the impact on price, "free" NMT, if seen as a common good, also raises accountability, language standardization, linguistic diversity, data exploitation, and opaque translation processes.

The collection also has its shortcomings. As a book, it lacks connections between chapters and parts. If the editors add an introductory or conclusive chapter in each Part, illustrating the intrinsic warrant among Chapters and concluding the topic in each Part, this collection would be much more cohesive.

However, I still highly recommend this book because it sheds light on most issues closely related to our daily application of technology related to translation. This book will surely offer a learner or translator innovative views to analyze translation problems, such as philosophy, ethics, economy. Moreover, it possesses the most advanced digital tools helpful for translation, invented for adapting to the innovation of the translation industry and updating translation values. From this book, an amateur translator can also see the remarkable changes in the world of translation theories and the translation industry in this developing modern society and be more aware of how translation contributes so much more to this dynamic world.