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**TRANSLATION OF BUSINESS AND BUSINESS OF TRANSLATION: A  
SUCCESSFUL REMEDY TO UNEMPLOYMENT**

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**Abstract**

Translation and its oral form interpretation remained the best and only mediator between two traders of two different language communities. The Egyptians trade with Roma and to China passing through the dessert of Arabia, towards the Persian gulf and crossing the gigantic mountains of Himalayas. In all these circles bilingual and multilingual translators, interpreters were the main mediators to for successful and fruitful dealings. With the passage of time the importance of translators/interpreters grew many fold for religious matters as the Septuagint from Hebrew to Greek , Vulgate by the comparison of Greek Septuagint with Original Bible , Buddha's Scriptures from Sanskrit to Chinese and then Quran from Arabic to Persian, Latin, and other world languages. In all these cases the translation & interpretation were the key agents. With the advent of Machine, language learning, language transferring duties, and all relating fields became mechanized in vast parameters. Then in 21<sup>st</sup> century translation became an octopus touching and catching all branches of sciences in multi-directional strata. Now it became a

business almost in all branches of sciences. Every person having command of two languages can practice translation and earn millions through a range of translation practices, crowdsourcing translation, freelancing translation, proofreading, desktop publishing, designing, and above all the smartest job is translation management which is widely practiced round the globe. The article will focus on the areas of Business of translation along with a historical review and its helpful role in curbing the crises of unemployment not only in Pakistan but round the globe.

## 1. Introduction

Translation is a human, linguistic and cross-cultural activity being the oldest profession started either for religious purposes or for trade. Its root was round the globe from one end of America to the end of Japan. With the passage of time, the industrialization, globalization and internet played an important role in making this translation a very serious text transfer activity. Due to these characteristics the translation is the quick, easy and every person approachable job round the globe.

## 2. Translation of Business

### 2.1. Early Evidences of translation of Business

Trade is as old as the humanity because the only fruitful profession of all the time since far BC to the current era. The trade of ancient roots can be traced back to fourth millennium<sup>1</sup> There are proofs that the Babylon of Hammurabi's day (2100 BC) was a polyglot city in which official business of the empire was made possible by a corps of scribes who used to translate edicts into various languages.<sup>2</sup> We can find some glimpses about the beginning of the religious text like Bible Genesis: 42: 23, (He spoke by an interpreter) as the Cambridge Bible commentator narrates that at the time of Joseph prophet, as shown in the Tel el-Amarna tablets, that: "Between the kings of Canaanite cities and the Egyptian court all the communication were carried out in Assyrian language as a lingua franca."<sup>3</sup> The traditions of translating material among Egyptian, Mesopotamian, Syriac, Anatolian and Hebrew go back several millennia. An early example of a bilingual document is the 1274 BCE [Treaty of Kadesh](#).<sup>4</sup>

According to the archaeological proofs about writing it first evolved in Ancient Mesopotamian Sumeria round about 3200 BC whereas at the same time Clay tokens were used for goods as a symbol during trading of good, advancing towards a new system of pictographic writing and then to the advent of alphabet; cuneiform. As a result of this advancement in writing history got its first written translation of Sumerian poem 'the epic of Gilgamesh' into Southwest Asian Languages. This is the first survived literature got translated as a master piece of oldest literary works containing the splendor of magic of a good story.<sup>5</sup>

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<sup>1</sup> - Richard L. Smith. 2009. *Premodern Trade in World History* p. 142. . Routledge New York and Canada

<sup>2</sup> - Eugin Nida, *Toward Science of Translating*, 1964, P. 11; Mustafa A. R., Ansari R. H., Younis M. U. (2012)

<sup>3</sup> - Cambridge Bible for School and College: [2 Kings 18:26](#); [Ezra 4:7](#):<http://biblehub.com/commentaries/genesis/42-23.htm>

<sup>4</sup> - Translation: <https://en.wikipedia.org/wiki/Translation>

<sup>5</sup> - Oleg Semerikov . *Connection, Communication and Culture: A History of Translation* (accessed on 7-4-2016) <http://www.translatorsfamily.com/blog/for-clients/a-short-history-of-translation.html>

Interpreters; the powerful beings, communicated between speakers of minority and majority languages from Ancient Egypt to the 21<sup>st</sup> century, as said Claudia Angelelli, these powerful beings remained behind the screen to interact two different language speakers with each other specially in trade channelizing information or similarly playing the role of a gatekeeper. But throughout the history they were considered mere language conduits, behind the screen in the whole complex linguistic cross-cultural transfer whereas they were the only pillar between two trade entities.<sup>6</sup>

The expansion of trade was a strong source of spreading translation and interpretation as at the fall of Constantinople by the hands of Ottoman Turks affected the Trade route of Far East with India, China and the other countries in the range whereas Portugal started searching alternative routes. Columbus set a sail to the Red Indians that as well paved way for trade translation.<sup>7</sup> The demand of business transaction document as a result of Industrial Revolution of 18<sup>th</sup> century caused the establishment of professional associations and schools that formalized some translation socialites.<sup>8</sup>

## 2.2. Trade and Business Translated works

We find the earliest work on wine and agriculture written in Punic which was later on due to the destruction of Carthage in 146 BC, translated into Latin by the order of Roman Senate the Senate, proving to be the only source of all Roman writing on viticulture.<sup>9</sup>

## 3. Business of Translation

There are elements that played important role in converting translation into a business. Research studies say that three elements played a vital role in converting the translation into a business and those are Industrialization Movement (specially the advent of Machine), Globalization and Internet. These strong movements changed the world's need and brought the white and blacks, red and yellow close together. A large number of national and multinational companies focusing on the expansion of their business and sales started hiring translators for the translation of their products. Due to the day by day growing need of translation a large number of translation companies established worldwide in all the disciplines as the global shift and movement of people changed the notion of learning from translation to learning to translate.<sup>10</sup>

### 3.1. Industrialization Phase

#### The Role of Industrialization and Translation Business

England is the place where in 18<sup>th</sup> century the world biggest change occurred in the shape of industrialization affecting human life round the globe. This stormy 'Industrial Revolution' abandoned human life with innovation spreading to Belgium, Germany, Northern France, the United States, and Japan. It in fact logically formalized translation for the business purposes which is considered the biggest explosion in the translation world and business alike. As a result

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<sup>6</sup> -Claudia Angelelli . *Revisiting the Interpreter's Role* 1, John Benjamin's Publishing, 2004

<sup>7</sup> -Hans Henrich Hock, Brian D. Joseph. 1938. *Language History, Language Change and Language Relationship: An Introduction to Historical and Comparative Linguistics*. P.37. Mouton.

<sup>8</sup> - Andrew Wilson, *Translators on Translating: Inside the Invisible Art*, Vancouver, CCSP Press, 2009

<sup>9</sup> -

<sup>10</sup> -Eva C. Karpinski. (2012) *Borrowed Tongues: Life Writing, Migration and Translation*. P. 1. Wilfrid Laurier University Press

translation specialties became formalized, with dedicated schools and professional associations forming up and causing translation to become recognized as a specialized and valuable profession.<sup>11</sup>

Translation turned fully from culture towards business as B.Mossop (2006) narrated in the Canadian government translation bureau provision of translation for economic and business purposes.<sup>12</sup> Keiran J. Dunne as well focused on the influence of industrialization on making translation a widow for economic growth and business enhancement.<sup>13</sup> Wrong translation enhanced the market of accurate translation as Nineteenth century some wrong translation slackened the world as the wrong translation of Japanese Premier Kantara Suzuki's word "Mokusatsu" and consequently America destroyed two cities with atomic bomb. Second the Khurschive example of a common Russian proverb to US diplomats that means "we will be at your funeral" which was translated "we will bury you". This translation created a wave of war fear between Russian and USA.<sup>14</sup>

### 3.2. Educational Institution and Business Translation

Use of translation during business communication classes as mentioned by Pop Merabela to engage the students in metaphoric kinds of translation regarding various angles of business, in response the students following the teacher's research strategies, translate their various kinds of discursive activities starting from the academy to their workplace elaborating how being a researchers of business communication, the tutor work shows a deep resemblances with the histories, theories, and practices of literary translation. (Translation in Business Communication, p. 981.)<sup>15</sup> Pop mentions that translation is motives of students from classrooms to workplaces, from objective analysis to real engagement, from area of professional education to a practice in workplace enabling them during this move from academic to workplace discourse they become translators. (Pop. 982)

The translation of 'business metaphor' or 'metaphorical business texts, letters' attracted equally the attention of teachers, students, military, political, governmental and businessmen because a mere mistake in its translation cause big problems as Li Lan and Graham T. Bilbow mentioned that "business as war" is a metaphor contains currency value among Chinese and Japanese schools as they included in their war business discourse the 500 BC war treaty "The Art of War by Sun Wu" for the purpose of learning war strategies. (p. 143) They further discussing 'business as machine, business as plant and translation of business metaphor' quoted Bullis (1997) that translation is constitutive agent of conceptual and social realities, playing with meanings within the boundaries of a vast range systems. They further quoted Sherblom (1998: 75) explaining the transformative characteristics of translation "as a transformative business

<sup>11</sup> -Lee Densmer.2013. Translation History: from sticks and Clay to Internet. <http://info.moravia.com/blog/bid/293495/Translation-History-From-Sticks-Clay-to-the-Internet>

<sup>12</sup> -B. Mossop (2006) From Culture to Business. P. 1-27. The Translator, [volume 12, Issue 1](#), 2006

<sup>13</sup> - Keiran J. Dunne (2012) The Industrialization of Translation: Causes, Consequences and Challenges. P.143-148. Translation Spaces. V.1 No. 1, John Benjamin's.

<sup>14</sup> - <http://www.k-international.com/blog/translation-in-history/>

<sup>15</sup> - <http://steconomice.uoradea.ro/anale/volume/2007/v2-the-impact-of-foreign-languages-on-the-development-of-the-business-environment/9.pdf>.

communication phenomena, translation becomes a more complex process engaged in by whole communities and cultures.”<sup>16</sup> (p. 145)

### 3.3. Business Circles of Translation

Translation is a service business, not an industry or commerce said Danilo Nogueira.<sup>17</sup> Tim Parker (Tim Parker: 2015) mentioned that in economic competitive age survival lies in expanding business to other countries as a result even in the USA due to the diversity of spoken languages the need of services by business increased many fold taking the example of Hispanic population in 1980 stood at 14.6 million crossing 54 million in 2014 – a 270% gain in 34 years.<sup>18</sup>

### 3.4. Business through Translation Software

Translation companies specially newest and fastest ones, now changing their style starting with translation software start up worldwide as mentioned Tim Parker. ( Start a Business Translation: 2015) giving the example of TransPerfect that provides traditional translation services but the same company has Onelink technology that allows companies to localize their website easily. Making a huge and expensive task of website translation in desired language within 30 days. Specially the quality translation increases the rates of translators as every businessman wants a faithful, culture centered, according to the need of the clients

Google is the biggest software systems that not only provide the translation services in more than 80 languages but it also provides apps which converts the voice into words and words into voices. Similarly Skype the internet-telephony service, provide as video, voiced and effective services, and a vast majority of people using it for business translation purposes.<sup>19</sup>

Translation is a tool to help human to meet their needs in this case since 1980s, the ‘Translation Memory’ (TM) is the first useful step to help human memory for speeding the translation tasks, translation manual and earn more and more.<sup>20</sup>

Jiri Stejskal from American Translators Association says that human judgment is irreplaceable in connection to machine translation which is the 2 step in business translating revolution<sup>21</sup>

The companies are working for producing automatic translation software like Uber which tries to replace human translators a struggle done by an American company **Smarter** having the clients like Tesla an electric carmaker, and a music – streaming service Spotify,<sup>22</sup>

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<sup>16</sup> - Chan Sin-wai (2004) (Edt.) Cultural Similarities and Dissimilarities of Business Metaphor and their Translation. Translation and Bilingual Dictionaries . P.145, Max Niemeyer Verlag Tübingen

<sup>17</sup> - Danilo Nogueira (1998) The Business of Translating : Sao Paulo Brazil : <http://translationjournal.net/journal/06xlat1.htm>

<sup>18</sup> - Tim Parker. Start a Translation Business. 2015, Attard Communications, <http://www.businessknowhow.com/businessideas/translation.htm>

<sup>19</sup> - The Economist Newspaper Limited. The Translation Industry : Say What? ( February 7<sup>th</sup>, 2015): <http://www.economist.com/news/business/21642187-technology-may-not-replace-human-translators-it-will-help-them-work-better-say-what>

<sup>20</sup> - The Economist Newspaper Limited. The Translation Industry : Say What? ( February 7<sup>th</sup>, 2015): <http://www.economist.com/news/business/21642187-technology-may-not-replace-human-translators-it-will-help-them-work-better-say-what>

<sup>21</sup> - The Economist Newspaper Limited. The Translation Industry : Say What? ( February 7<sup>th</sup>, 2015): <http://www.economist.com/news/business/21642187-technology-may-not-replace-human-translators-it-will-help-them-work-better-say-what>

In the software world the biggest breakthrough as Jochen Hummel; a pioneer in Translation Memory (TM) is the production of software that merge memory and content management in a single database.<sup>23</sup>

In the century of rapid race, competition and electronically explosion every company compulsorily in dire need of using translating software for better, accurate and fast business content translation regarding various areas the company involve in them. As InWhatLanguage and Net-Translation providing a set of servicing such as document translation,, software localization and desktop publishing . Gengo or Day Translation distinguished in accuracy and speed, as well Edge Professional, and DynamicLanguage is the most expensive in this regards.<sup>24</sup>

The following companies are the top ten translation services providers:

1-Straker Translation 2- InWhatLanguage 3- One Planet 4-Net Translation 5- Day Translation 6- Dynamic Language 7- Foreign Translaiton 8- Gengo 9- Babylon Professional 10- EDGE Professional Transaiton.<sup>25</sup>

Alan Turing's article with the title 'Intelligent Machinery' and the concept of 'Electronic Brain' helped humanity.

Volume of Translation Industry:

Translation industry is fast growing as said by Darja Fiser<sup>26</sup> 'Translate Media' published an E-book that explains the current size of translation industry,<sup>27</sup> recorded the report of 'Common Sense Advisory' that translation market is worth than \$33.5 billion globally in 2012 whereas it crossed 47.3 \$ in 2015 with an increase ratio of 40 % within three years,<sup>28</sup> for reaching to international clients every company needs translation in the field of pharmaceutical, legal, media sector, where as some of them focus on specific sectors, similarly Finance, IT and Legal are the sectors with the provision of greatest translation volume with tourism and government services whereas among other translation industries are retail, pharmacy, gaming and marketing.<sup>29</sup> The factor behind this translation business expansion there are three elements these are globalization, widespread access to internet and e-commerce.<sup>30</sup> The types of translation activities in which a bilingual can engage himself/herself are 'localization' in the 'culture and language' are localized

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<sup>22</sup> - The Economist Newspaper Limited. The Translation Industry : Say What? ( February 7<sup>th</sup>, 2015): <http://www.economist.com/news/business/21642187-technology-may-not-replace-human-translators-it-will-help-them-work-better-say-what>

<sup>23</sup> - The Economist Newspaper Limited. The Translation Industry : Say What? ( February 7<sup>th</sup>, 2015): <http://www.economist.com/news/business/21642187-technology-may-not-replace-human-translators-it-will-help-them-work-better-say-what>

<sup>24</sup> - Why Use a Translation Service?

<http://translation-services-review.toptenreviews.com/>

<sup>25</sup> - Why Use a Translation Service: <http://translation-services-review.toptenreviews.com/>

<sup>26</sup> -Darja Fiser. Recent Trends in the Translation Industry in Slovenia. P.23.

<sup>27</sup> - Rupert Evans. Freelance Translation: From Zero to Hero. Chapter 1 , Translation Industry, p. 3.; <https://www.translatemedia.com/careers/how-to-become-a-translator/the-translation-industry/>

<sup>28</sup> -ibid

<sup>29</sup> Ibid, p.5

<sup>30</sup> Ibid p.3



to the target market,<sup>31</sup> ‘transcreation’ i.e. creating and translating at the same time. A bilingual self employed

### 3.5. Globalization and Business

Globalization changed the shape of the world by a huge human physical transfer from one angle of the globe to the other . If we take just example of an Arab world UAE where 85% of population is foreign speaking Pashto, Urdu, Bengali, Hindi, Thai, Malayalam, Persian, Tagalog and Tamil. Majority of them in 1940 engineer tried to automate Machine translation or to mechanically aid the human translator.<sup>32</sup> Internet is that tool fosters the translation market and provided language localization.<sup>33</sup>

## 4. Remedy to Unemployment

There are a variety of translationactivates for multilingual, bilinguals mono lingual’s. I focus on ‘crowd sourced translation’ and ‘freelance translation’ because these two are the most practiced variety of translation and helpful for the jobless community.

### 4.1. Crowdsourcing Translation

Crowdsourcing or crowdsourcing translation sometime called ‘community transition’ as well is a totally new business oriented area in translation industry which is widely adopted by the a large number of bilingual, multilingual and even monolingual public having expertise in various social and natural disciplines and sciences..

The term was first coined in 2006 with the combination of two words ‘crowd’ and (out) source’<sup>34</sup> the dictionary shows the verb ‘crowdsourced , crowdsourcing’ as “to utilize (labor, information,) contributed by the general public to offer (a project) via the internet and without compensation.”<sup>35</sup>

Marriam-Webster defined it, “thepractice of obtaining needed services, ideas , or content by soliciting contributions from a large group of people and especially from the online community rather than from traditional employees or suppliers”.<sup>36</sup>

Its etymology and history goes back to article discussion of 2005 as William Safire (2009)<sup>37</sup> discussing primary use of the word ‘crowdsourcing’ quoting Jay Holt’s e-mail message to Phrasedick Brigade, mentioning the response of Mark Robinson the editor of Wired magazine with his contributing edition Jeff Howe when he asked about the internet help of business use amateurs replacing the professionals, “Hmmm.. it’s like they’re outsourcing to the crowd.”

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<sup>31</sup> Ibid p,6

<sup>32</sup>W.J. Hutchins, *Early Years in Machine Translation: Memoirs and Biographies of Pioneers*, Amsterdam, John Benjamins, 2000

<sup>33</sup> - M. Snell-Hornby, (2000), *The Turns of Translation Studies: New Paradigms or Shifting Viewpoints?*, p. 133. Philadelphia, John Benjamin’s,

<sup>34</sup> -Dictionary Reference: <http://www.dictionary.com/browse/crowdsource?s=t> ..  
<https://en.wiktionary.org/wiki/crowdsourcing>

<sup>35</sup> Dictionary Reference: Crowdsourced: <http://www.dictionary.com/browse/crowdsource?s=t>

<sup>36</sup> -<http://www.merriam-webster.com/dictionary/crowdsourcing>

<sup>37</sup> - William Safire ( 2009) Fat Tail : [http://www.nytimes.com/2009/02/08/magazine/08wwln-safire-t.html?\\_r=4&ref=magazine&..](http://www.nytimes.com/2009/02/08/magazine/08wwln-safire-t.html?_r=4&ref=magazine&..) , A version of this article appears in print on , on page MM24 of the Sunday Magazine with the headline: Fat Tail.

When Howe informed William Safire, so he frankly used the word “crowdsourcing” .later on in June 2006 the article came out with the title “the rise of crowdcourcing”<sup>38</sup> which got published in his book 2008<sup>39</sup>. “Crowdsourcing: Why the Power of the Crowd is driving the Future of Business”<sup>40</sup>

It can be linked to ‘ collaborative translation’ as mentioned by Sharon O’Brien.(2010:17), “ two or more agents cooperate in some way to produce one translated product”..... “the term has also to be closely linked to with the concept of community translation, social translation, volunteer translation, fan translation, fan subbing and crowdsourcing’. The collaboration can be human to human, and human to machine as well during the process of revision, and proofreading.( Sharon O’Brien.(2010:17)

Gaurav Mishar determined the future of crowdsourcing by putting three points: Input sheila Mason<sup>41</sup> mentioned that proz.com a a single translators networking site directory has over 300,000 translators and translation companies along with its ‘ jobs’ provision facility through email.Alex Eames through ‘Translator Tips’<sup>42</sup> sells an E-book ‘How to Earn \$80,000 +Per Year as a Freelance Translator’ that contains a plethora of information about effective translator CV, CAT tools, e-forums, translator forums and marketing

- **Monolingual Crowdsourcing translation through software**

Even the monolinguals can use do business through translation software ‘mono trans’ and ‘monotrans2’ the improved version. This software can be used in the translation of rare languages, in case of calamities, earthquakes and tsunamis where only source or target language speakers are found.<sup>43</sup> Monolingual crowdsourcing translation means ‘the idea of monolingual crowdsourcing for translation– that is, technology-assisted collaborative translation involving crowds of participants who know only the source or target language’ as defined by Bederson and his team.<sup>44</sup>

- **Money through Crow sourcingTranslation:**

Nataly Kelly (2013) mentioned in her article<sup>45</sup> the how much companies gained through this kind of translation activity

1. Amara:<sup>46</sup> one million US dollars received from Mozilla and Knight Foundation in May 2012, a project of non-profit participatory Culture Foundation, translated videos in 24

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<sup>38</sup> - The Rise of Crowdsourcing: <http://www.wired.com/2006/06/crowds/>

<sup>39</sup> - Jeff Howe. 2008. Crowdsourcing, Why the power of the crowd is driving the future of business. New York: Crown Publishing Group

<sup>40</sup> -Crowdsourcing Translation.2012. European Union. P.9. Luxembourg: Publications Office of the European Union, 2012

<sup>41</sup> -Sheila Mason. How to Market your Translation services.

<sup>42</sup> -[www.translatortips.com](http://www.translatortips.com)

<sup>43</sup> -Chang Hu and others.2014.Crowdsourcing translation without bilingual people, <http://www.cs.umd.edu/hcil/monotrans/>

<sup>44</sup> - Shan Hu. The Value of Monolingual Crowdsourcing in a Real-World Translation Scenerio: simulation using Haitian Croale Emergency SMS Messages.

<sup>45</sup> - Nataly Kelly (2013) There’s big Money in Crowdsourced Translation- Or is There?: <http://www.commonseadvisory.com/Default.aspx?Contenttype=ArticleDetAD&tabID=63&Aid=3023&moduleId=390>



hours into 20 languages, since 2010 to 2012 170,000 videos had been translated through crowdsourced translation and supported YouTube as well and completed the subtitle translation portal DotSub.

2. Gengo<sup>47</sup>: Tokyo-based founded by Robert Laing, having 6000 pre-tested translators, received US \$5.25 million in 2011 for its crowdsourced translation platform. It offers translation at 0.05 US\$ per source word.
3. Qordoba<sup>48</sup>: founded by May Habib, based in the United Arab Emirates, it started translating 5000 words per day to 40,000 through crowdsourcing. It received much amount from Wamda Capital in late 2011.
4. Smartling<sup>49</sup>: founded by Jack Welde, based in New York City focusing purely on technology, software to quickly translate content. The company received 10 million US\$ in 2011, and 4 million US\$ in 2010, it is not only providing crowdsourcing translation but a translation management solution.
5. TextMaster<sup>50</sup>: it is Brussels-based, received €1.64 million from a French firm Alven Capital and Angel Investors offering a database of more than 38,000 professional writers and translators, processed more than 17 million words, along with the provision of access to 8,000 translators with starting price 0.014 US\$ per source word.
6. Verbalizelt: founded by Ryan Frankel and Kunal Sarda in New York City, providing 3000 translators' services, completing translation and interpretation of 16,000 documents and events through it received US \$ 1.5.
7. Duolingo<sup>51</sup>: founded by Luis von Ahn and Severin Hacker in 2011, received 15 million US\$ for its monolingual crowdsourced translation<sup>52</sup> which can be monetized for 36 major sub-sector of translation market<sup>53</sup>.

Nataly mentions that beside this crowdsourced translation the investors started machine translation, translation management systems, and other technology relating to translation which a market worth more than \$33 billion basically consisting on human-delivered services. She concluded that crowdsourced translation is the most active area of investment in translation industry.<sup>54</sup> Nataly Kelly mentioned the companies who earned millions through this Crowdsourcing translation world wide like.<sup>55</sup>

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<sup>46</sup> -Amara: <http://www.amara.org/en/>

<sup>47</sup> -Gengo: <https://gengo.com/>

<sup>48</sup> - Qordoba: <http://www.qordobatranslation.com/>

<sup>49</sup> -Smartling: <https://www.smartling.com/>

<sup>50</sup> -TextMaster: <https://www.textmaster.com/>

<sup>51</sup> -Duolingo: <https://www.duolingo.com/>

<sup>52</sup> - Crowdsourced translation without bilingual people: <http://www.cs.umd.edu/hcil/monotrans/>

<sup>53</sup> - Nataly Kelly (2012) Where to find Global TranslationMoney: <http://www.commonseadvisory.com/AbstractView.aspx?ArticleID=2913>

<sup>54</sup> - Nataly Kelly (2013) There's big Money in Crowdsourced Translation- Or is There?: <http://www.commonseadvisory.com/Default.aspx?Contenttype=ArticleDetAD&tabID=63&Aid=3023&moduleId=390>

<sup>55</sup> - Nataly Kelly . Crowdsourced Translation and Beyond: <http://www.moravia.com/en/services/managed-services/multilingual-crowdsourcing/>

Michael Kwan (2012) mentioned 9 important Crowdsourcing translation services:<sup>56</sup>

1. Smartling (<https://www.smartling.com/>)
2. Gengo. (<https://gengo.com/>)
3. Get Localization (<https://www.getlocalization.com/>)
4. FoxTranslate (<https://www.rev.com/translation>)
5. Acclaro Website Translation (<http://www.acclaro.com/crowdsourcing-translation>)
6. Transifex (<https://www.transifex.com/>)
7. Ackuna Cloud Translator (<http://ackuna.com/>)
8. Lingotek (<https://www.lingotek.com/>)
9. OneSkey (<https://www.oneskyapp.com/>)

#### 4.2. Translation Business and Non-discipline Persons

A steady flow of bilinguals and multi-lingual's having Masters and PhDs in various natural and social sciences are successfully driving their jobs, institutions as freelancers, crowdsourcers, translation managers, marketers, trainers and teachers as an examples I will quote some of them in the following lines:

**Tess Whitty** a English-Swedish freelance translators since 2002 having **M.Sc. in Economics-International Marketing, Business Administration and Languages, M.A. in Business Communication and PR** along with being the member of ATA, SFOE, IAPTI and ITI Grader for the English-Swedish Certification through ATA Trainer, speaker, mentor and coach.<sup>57</sup>

**Marta Stelmaszak** a Polish-English translator and interpreterhaving specialization in Law, IT, Marketing and Business, a member of Management Committee of Interpreting Division at the Chartered Institute of Linguists, Co-head of UK Chapter of International Association of Professional Translators & Interpreters, Associate of Translation and Interpreting Institute, Qualified Business Mentor, Member of the Institute of Enterprise and Entrepreneurship and the Chartered Institute of Marketing, Currently studying for Master's degree in Management , Information Systems and Innovation at the London School of Economics and Political Science and awarded with Higher Education Social E.<sup>58</sup>

**Corrinne McKay**<sup>59</sup> having master in **French Literature** from Boston College<sup>60</sup>, ATA certified French –English translator in the areas of International Development , corporate communications and Law, an ATA director, authored book for freelance translators ' How to Succeed as a Freelance Translator and Thoughts on Translation'<sup>61</sup>

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<sup>56</sup> - Michael Kwan (2012) . 9 Website Translation Crowdsourcing Services : <http://smartlifeblog.com/website-translation-crowdsourcing-services/>

<sup>57</sup> -Tess Whitty. 2014. Marketing Tips of Translators- for a Successful Freelance Career and Lifestyle. <http://marketingtipsfortranslators.com/episode-001-introduction-podcast-marketing-tips-translators/>

<sup>58</sup> -Marta Stelmaszak CVs for Translators. : <http://marketingtipsfortranslators.com/episode-002-cvs-translators-interview-marta-stelmaszak/>

<sup>59</sup> -Corinne Mackay. 2014. Marketing Tips When getting Started as a Translators. <http://marketingtipsfortranslators.com/episode-003-marketing-tips-getting-started-translator-interview-corinne-mckay/>

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<sup>61</sup> - Corinne Mackay: <http://translatewrite.com/>

**Olga Arakelyan** a certified ESL teacher from Russia, working as freelancer since 2007 from English and German to Russian Language, proofreading, and editing services,<sup>62</sup> having specialization in marketing, music, real estate, tourism and education, co-author with Nicole Y. Adams of the book 'Diversification in the Language industry-published in 2013'.<sup>63</sup>

**Anne Diamantidis**, working at GxP Language Services, a Medical LSP based in Germany, A Professional Translator from French to English and German specializing in Medicine, a BDU member and former Proz com staff member and a Translator without Borders. An experience translation industry trainer, speaker (over 50 seminars, training sessions, webinars, and industry conferences presentation) an a regular author of Social Media Today, LinkedIn & Business Magazine, BDU's MDU. Organizer of 24 translation conferences as TriKnof Conference (<http://trikonf.com>) and Co-founder of Alexandria Project (<http://alexandria-library.com>).<sup>64</sup>

**Karen Tkaczyk**, MChem in Chemistry with French (University of Manchester UK, Ph.D. in Organic Chemistry (University of Cambridge UK) a Diploma in French, working as a freelance translator from French to English ( MITI & ATA-certified) specialized translator of Chemistry and its industrial application. She worked in the pharmaceutical industry in Europe, in 1999 in pharmaceutical and cosmetics in the US, then she turned into a professional translator in 2005, and currently administrator of ATA's Science and Technology Division.<sup>65</sup>

**Konstantin Kisin**, having training in the psychology of communication and human behavior, having a successful experience of ten years in a legal, financial, and video games translation, along with being an international speaker and trainer with the focus on the business side of translation, working for helping freelancers to earn more money.<sup>66</sup>

**Marian S. Greenfield** with 35 years of experience in Translation industry, freelance translator from Spanish, Portuguese, and French into English in legal and finance areas, past president of American Translators Association (2005 to 2007), and the New York Circle of Translators, Board Member of ATA, Treasurer of the NYCT, currently the president of AFTI ( an arm of ATA's foundation ) taught translation and the business of translation at the University of Chicago, New York University, and the University of Puerto Rico, translated in New York's Financial District for a period of 20 years.<sup>67</sup>

These are some example of diverse discipline scholars working successfully in various fields of translation industry .

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<sup>62</sup> -Olga Arakelyan 2016. Professional Translator, Blogger and Certified EFL teacher from Russia.: <http://www.freelancermag.com/freelancer-insides/11156-olga-arakelyan--professional-translator-blogger-and-certified-efl-teacher-from-russia>

<sup>63</sup> -Olga Arakelyan. 2014. Google + for Translators.: <http://marketingtipsfortranslators.com/episode-012-google-translators-interview-olga-arakelyan/> ,. How I became a Freelancer: <http://www.yourprofessionaltranslator.com/>

<sup>64</sup> - Anne Diamantidis . Using LinkedIn to Market Translation Services. <http://marketingtipsfortranslators.com/episode-4-using-linkedin-market-translation-services-interview-anne-diamantidis/>

<sup>65</sup> - Karen Tkaczyk. 2014. Marketing for very Specialized Translators: <http://marketingtipsfortranslators.com/episode-5-marketing-specialized-translators-interview-karen-tkaczyk/>

<sup>66</sup> -Malisa Sukman. (2015) The Payoneer Freelancers Income Survey 2015. P.5. <https://www.payoneer.com/main>

<sup>67</sup> - Marian S. Greenfield 2015. An Alternative View on Marketing for Translators: <http://marketingtipsfortranslators.com/episode-56-an-alternate-view-on-marketing-for-translators-interview-with-marian-greenfield/>

### 4.3. Freelance Translation Sites

A huge number of sites attracting freelancers for various translational activities .

1. ProZ.com have more than 3000 hundreds translators, translation software masters, trainers, and international speakers.<sup>68</sup>
2. Onehourtranslation Agency: with 17,000 professional translators provides services translating 200 words per hour.<sup>69</sup>

### 4.4. Earnings of Freelancers

Payoneer an online company conducted a survey of 23000 worldwide freelancers in 180 countries in 2015 to determine the hourly rate charged by the freelancers. Here is the summary<sup>70</sup>:

- The average hourly rate worldwide in 180 countries is \$21. (P.4)
- Freelancers of legal translation charge \$30 per hour. (P.4)
- The education level is 55 % are university graduates and 45 % are high school certificate holders. (P.7)
- As for age level so from 18 to 20 are 4%, from **20 to 29 are 52 %**, then from 30 to 39 are 29 %, from 40 to 49 are 10%, from 50 to 59 are 4 % and from 60 to onwards just 1 %. Totally 85% are in their 20s and 30s. (P.6)
- The report mentioned 7 main fields with their subfields(P.9);
  - **IT & Programming:** Mobile Programming, Web Programming, Database Programming, Game Programming, Developer and QA Testing
  - **Design & Multimedial:** Graphic Design, Web Design, Illustration, Video Editing, Multimedia Production
  - **Writing & Translation:** Writing & Content, Translation, Web Content, Sales Writing, Research
  - **Sales & Marketing:** Social Media, SEO, Media Buying, CRM, Sales
  - **Engineering & Manufacturing:** Engineering, Digital Engineering, Computer Engineering, Product Design, Telecommunication
  - **Finance & Management:** Financial Analysis, Accounting, Business Management, Human Resources, Project Management
  - **Legal:** Consulting, Contracts and others

In 2015 the translation and interpreting software localization of websites generated \$37 revenues as surveyed by Common Sense Advisory(CSA).<sup>71</sup> This figure clearly shows the growing status

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<sup>68</sup> - <http://www.proz.com/>

<sup>69</sup> - <https://www.onehourtranslation.com/translation/blog/marketing-your-translation-agency> ..  
<https://www.onehourtranslation.com/#oht:lang=en-us>

<sup>70</sup>  
<sup>71</sup> The Economist Newspaper Limited. The Translation Industry : Say What? ( February 7<sup>th</sup>, 2015):  
<http://www.economist.com/news/business/21642187-technology-may-not-replace-human-translators-it-will-help-them-work-better-say-what>

of translation expanding to world languages crossing the boundaries of 'FIGS' (French, Italian, German and Spanish) as a result European Union is now communicating in 24 languages.<sup>72</sup>

## 5. Conclusion

After this ancient status of translation for the purpose of trade and commerce, its industrialization status and the globalization expansion, internet availability every and easy access to online resources all these played a vital role in converting the translation as a growing, fruitful costly business worldwide which no doubt the most faithful friend of those who are jobless being multi-lingual's, bilinguals and monolinguals.

- Written Translation played a communicative role in the trade activities since ancient times enhancing the cultural interaction.
- Translators were mediators among trade and business parties of bilingual or multilingual nature.
- Oral translation or Interpreting played the role of mediator in all the trade and commerce activities conducted round the globe at the time
- Industrialization formalized the translation of trade goods, trade purposes and commerce activities a step towards the conversion of translation into a business.
- Globalization publicized the business of translation round the globe.
- Internet provided an easy, cheapest, and ever approachable platform for all jobless, job full, and other amateurs looking for some thrill, pennies and earnings.
- Translation industry is the fastest growing business industry worldwide because every company needs translation of its products in most of the world 7000 spoken languages.
- The CEO of Payoneer company is a Pakistani young whereas the area is new but growing, emerging and the people are trending towards quality translation.
- This is no doubt the most effective and easy remedy to the unemployment which will surely decrease the tension level of the jobless angry youths.
- All the jobless bilingual, monolingual and multilingual youths need counseling for adopting translation to earn their livelihoods and reduce their tension level, to remain on the right path, to avoid breaking of law and orders or to protect themselves from being an easy prey to the world gamblers just for some pennies.

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