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## TEACHING SIMULTANEOUS TRANSLATION IN SOCIAL NETWORKS TO FUTURE INTERPRETERS

*The article is devoted to teaching the main features of simultaneous translation in social networks, taking into account the specifics of this genre of communication. The relevance of the issue is that now more and more people are using social networks as a means to promote their business, and thus many experts and brands need translators, and especially simultaneous ones, who could help adequately represent products and services on the international market. The purpose of the article is to analyze the main challenges that translators face when working with text messages, comments and posts in social networks, namely the speed of reaction, the importance of context and non-standard formats. In addition, the peculiarities of translation in various social networks, such as Twitter, Facebook, Instagram, LinkedIn, and their influence on the process of simultaneous translation are considered. In the course of the research, such methods as observation, synthesis and analysis of information were carried out. The article presents an analysis of the main features of simultaneous translation, namely speed, brevity, informality, a large amount of visual content, emotional aspect, tone of voice and their structural-grammatical and lexical functions. The article contains recommendations for translators on effective and accurate simultaneous translation in social networks.*

*Informational and explanatory functions, to which the whole article is devoted, are only its secondary purpose. The following main methods of simultaneous translation were also highlighted: functional substitution, transcription, transliteration, descriptive translation (explication), reduction, expansion and borrowing. In addition to this, we identified the main approaches used in simultaneous interpreting, namely targeting real-time, blogger, audience, social network and content. In addition, key aspects have found their way into translator training profiles and quality standards for translation services. Central to the acquisition of translation competence is reflection on decisions and actions during the translation process, as well as various process studies.*

**Keywords:** simultaneous translation, media translation, social networks, blogger, brevity.

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## НАВЧАННЯ МАЙБУТНІХ ПЕРЕКЛАДАЧІВ СИНХРОННОГО ПЕРЕКЛАДУ В СОЦІАЛЬНИХ МЕРЕЖАХ

*Стаття присвячена викладанню основних особливостей синхронного перекладу в соціальних мережах з урахуванням специфіки цього жанру спілкування. Актуальність питання полягає в тому, що зараз все більше людей використовують соціальні мережі як засіб просування свого бізнесу, а тому багатьом експертам і брендам потрібні перекладачі, а особливо синхронні, які могли б допомогти гідно представити товари та послуги на міжнародному ринку. Мета статті – проаналізувати основні виклики, з якими зустрічаються перекладачі при роботі з текстовими повідомленнями, коментарями та публікаціями в соціальних мережах, а саме швидкість реакції, важливість контексту та нестандартні формати. Крім того, розглядаються особливості перекладу в різних соціальних мережах, таких як Twitter, Facebook, Instagram, LinkedIn, та їх вплив на процес синхронного перекладу. У ході дослідження були використані такі методи, як спостереження, узагальнення та аналіз інформації. У статті аналізуються основні особливості синхронного перекладу, а саме швидкість, стислість, неформальність, великий обсяг візуального змісту,*

емоційність, тембр голосу та їх структурно-граматичні та лексичні функції. Стаття містить рекомендації для перекладачів щодо ефективного та точного синхронного перекладу в соціальних мережах.

Інформаційно-пояснювальні функції, яким присвячено цілу статтю, є лише другорядною її метою. Також було виділено такі основні способи синхронного перекладу: функціональна заміна, транскрипція, транслітерація, описовий переклад (експлікація), скорочення, розширення та запозичення. На додаток до цього, ми констатували основні підходи, які застосовуються під час синхронного перекладу, а саме орієнтація на реальний час, блогера, аудиторію, соціальну мережу та вміст. Крім того, ключові аспекти знайшли свій шлях до профілів підготовки перекладачів і стандартів якості перекладацьких послуг. Центральна роль у набутті перекладацької компетенції полягає в обмірковуванні рішень і дій під час процесу перекладу, а також різноманітних досліджень процесу.

**Ключові слова:** синхронний переклад, медійний переклад, соціальні мережі, блогер, стислість.

An extended abstract of a paper on the subject of:

#### “Teaching simultaneous translation in social networks to future interpreters”

**Problem setting.** In recent years, social media has become a ubiquitous part of modern life. With billions of users across various platforms, social media has transformed the way we communicate, interact, and share information. However, with the vast amount of content being shared on these platforms, interpretation has become a crucial factor in determining how messages are received and understood by their intended audience. In this article, we will explore the peculiarities of interpretation in social media sites, and how they affect the way we communicate and perceive information.

Simultaneous translation in social media discourse is becoming increasingly important as online communication brings together individuals from different linguistic backgrounds. Social media platforms namely Instagram, Facebook, Twitter, YouTube and LinkedIn are used by millions of users from all over the world, which creates a need to bridge the language barrier.

**Recent research and publications analysis** shows that this type of translation in social media discourse has insufficient amount of studies. There are the most well known modern foreign scientists who deal with this issue, for instance, Shixuan Sun, Wenjie Zhang, Yun Chen (Qin, Wang, 2020:222;). Their papers provided a comprehensive review of the challenges and approaches to simultaneous translation in social media, including linguistic and cultural differences, noise and variability in social media data, and the need for real-time translation. Taking into account Ukrainian scientists, they haven't been so active yet in this field of study. Overall, these recent research and publications highlight the importance and potential benefits of simultaneous translation in social media, as well as the challenges and approaches to achieving it effectively. **Paper objective.** The main objectives of an article on simultaneous translation in social media sites are to identify the challenges and opportunities of implementing simultaneous translation in social media sites, and analyze the current state-of-the-art technologies for achieving it. Moreover, the additional objectives include evaluating the effectiveness of simultaneous translation in social media sites, both from the perspective of users and content providers, and examining the impact of language barriers on social media engagement and information access. We explore the potential approaches of simultaneous translation in social media sites, such as improving cross-cultural communication, facilitating multilingual collaboration, and promoting global knowledge sharing. In addition to this, we provide practical recommendations and guidelines for implementing simultaneous translation in social media sites, based on the current state-of-the-art technologies, user needs, and ethical considerations.

Overall, the objectives of an article on simultaneous translation in social media sites would depend on the specific focus and scope of the research, but they would generally aim to shed light on the challenges, opportunities, and implications of this emerging technology.

**Methods of research.** While researching such methods were used as observation; surveying students, analyzing the results of student surveys, assessing the level of foreign language proficiency and translation skills, as well as exploring and solving problems with its subject and the desired improvement of the level of its mastery. The research was carried out on the basis of West Ukrainian National University, taking into account a survey among students of the Department of Foreign languages and Information-Communicative technologies.

**Results and Discussion.** Simultaneous translation provides the capability for users to understand and communicate with other users who speak different languages. It allows for seamless communication and facilitates global collaboration, which is especially important in today's interconnected world.

Some social media platforms have already started implementing simultaneous translation features, for instance, offer automatic translation of posts and comments, allowing users to see content in their preferred language. Meanwhile here are some examples of simultaneous translation features on social media sites:

1. Facebook offers automatic translation of posts and comments for its users. If the content is foreign, Facebook provides an option to translate it to the user's mother tongue (Pöchhacker, 2021).

2. The Twitter app has a built-in translation function that allows users to translate tweets real-time. If the tweet is in a different language, a prompt to translate the tweet will be sent to the user (Qin, Wang, 2020:222).

3. LinkedIn's built-in translation feature provides the facility to posts, comments, and profiles by simply clicking on the translate icon (Qin, Wang, 2020:222).

4. Instagram allows users to translate comments on their posts using the built-in translation feature (International Journal of Interpreter Education, 2021:57).

5. YouTube has a translation feature that allows creators to add subtitles and captions for their videos in different languages. YouTube also provides an auto-translate feature which uses machine learning to translate video titles and descriptions. These simultaneous translation features on social media sites not only help people better understand other languages but also give an opportunity of cross-cultural sharing of ideas and knowledge (Pöchhacker, 2021).

Simultaneous interpretation in social media sites refers to the ability of social media platforms to offer live, real-time translation of written or spoken content between different languages. This enables users to communicate with each other across language barriers without having to type or speak in each other's languages. Social media platforms such as Facebook, Twitter, LinkedIn, and Instagram are increasingly offering these translation services, powered by machine learning and artificial intelligence technologies. This feature has become particularly helpful during global events such as conferences, summits that have been held related to the

current situation in Ukraine, or the Olympics where people from different countries gather and help bridge the gap of language barriers (Zinukova, 2018: 92).

Overall, simultaneous interpretation in social media discourse is a useful tool that facilitates communication and collaboration between users from different linguistic groups. It helps to break down language barriers and create a more inclusive and connected online community.

Interpreting simultaneously in social media sites involves a different set of skills and challenges compared to traditional interpreting. Let's take a look at some peculiarities of this specific process:

1. Speed: Social media is fast-paced, with messages and comments being posted and updated constantly. Interpreters must be able to keep up with this speed while translating in real-time. The speaker can be constantly distracted by various comments of their followers as a result it can be an obstacle in the process of interpretation (Veiga, 2019: 159; Şerban, 2011:300).

Bloggers may speak quickly and deliver a lot of information in a short amount of time. Interpreters need to be skilled in listening and processing information quickly to keep up with the pace of the speech.

2. Brevity: One of the most significant features of social media is the brevity of the content that is shared. Platforms like Twitter, for example, limit users to 280 characters per tweet. Instagram limits users to one hour of uninterrupted live streaming. This constraint has forced users to be more concise and precise with their words, leading to the development of a unique style of communication that is characterized by its brevity and informality. However, the brevity of social media content can also lead to misinterpretation, as readers may not fully understand the intended meaning behind a post. This is particularly true in the case of sarcasm and humor, which can be difficult to convey through text alone. Without the benefit of tone or facial expressions, it is easy for readers to misinterpret the tone of a post, leading to confusion or even offense (Hunchyk, 2019:35).

The brevity of social media content also means that it is often stripped of the nuance and context that would be present in more traditional forms of communication. This can lead to a lack of understanding and misinterpretation of the message being conveyed. For example, a tweet that expresses a controversial opinion may be interpreted as being more extreme than intended if the context is not fully understood (Dukhovnaya, 2019:98)

Consequently, the main task of an interpreter is to understand these tricks and decode the text properly, being clear and brief.

3. Informality: Social media is a casual and informal environment, with users often using colloquial language, slang, emojis, jargon and acronyms that is not commonly used in formal settings, for example, IG – Instagram/ інста – Інстаграм (in the Ukrainian language we use a short form instead of an acronym), DM – Direct Message/ ПП – приватне повідомлення, POV – Point Of View/ ПОВ – Точка зору (in this case we can see that some acronyms have been transliterated). Interpreters must be familiar with these language units to accurately interpret the meaning behind the messages. This can make it difficult for interpreters to find equivalent expressions immediately in the target language and convey the meaning accurately. Moreover, professionals ought to be able to use such translation transformation as compression and functional substitution for instance on the tips of one's toes/ навшипінки; of the most part/ здебільшого; before long/ невдовзі незабаром; suddenly/ раптом; trying to outrate each other/ наввипередки since they are time limited and the less text they use, the more professional they are. (Hunchyk, 2019:34).

4. Emotion and Tone: Social media posts often contain emotional and sarcastic tones that can be difficult to convey through simultaneous interpreting. Interpreters must understand the context of the post, the author's intent, and emotional nuances to ensure an accurate rendering. Additionally, bloggers may use non-verbal cues, such as facial expressions or gestures, to convey meaning. Interpreters need to be able to comprehend and notice these cues and translate them into words adequately (Visual Interpretation, 2016: 169; Champagne, 2021).

5. The Abundance of Visual Content: Social media sites may include videos, images, and other multimedia content that interpreters need to translate into the target language in real-time. Another challenge of interpretation in social media is the abundance of visual content. Platforms like Instagram and TikTok are primarily visual, with users sharing photos and videos to communicate with their audience. While visual content can be powerful and engaging, it is also open to interpretation, as viewers may read different meanings into the same image (Visual Interpretation, 2016:169).

Visual content can also be misleading or manipulative, as images can be easily edited or altered to convey a certain message. For example, a doctored image may be shared on social media to create a false narrative or mislead the audience. In some cases, visual content may also be shared out of context, leading to misinterpretation of the message being conveyed.

Furthermore, the rise of deepfakes and other forms of manipulated media has made it increasingly difficult to discern what is real and what is not on social media. Deepfakes are computer-generated images or videos that are made to look like real footage, and they can be used to spread false information or create misleading narratives. This has further complicated interpretation on social media, as it can be difficult to tell what is authentic and what is not (Veiga, 2019: 159; Şerban, 2011:300).

6. Cultural Awareness: Social media is a global platform, and different cultures have a huge amount of ways of expressing themselves. Interpreters need to be familiar with these cultural norms to accurately interpret messages across cultures. Furthermore, bloggers may refer to events, people, or places that are specific to their culture or region. Interpreters need to be aware of these cultural references and have the necessary background knowledge to translate them correctly (Veiga, 2019: 159; Şerban, 2011:300).

In conclusion, interpreting simultaneously in social media requires a unique skill set that combines linguistic proficiency, cultural awareness, and an ability to keep up with a fast-paced environment.

7. The Influence of Algorithms: Social media algorithms play a significant role in determining how content is shared and viewed. The algorithms that power social media platforms are designed to prioritize certain types of content, such as posts that generate a lot of engagement or that are shared by influential users. This means that content that may not align with the platform's algorithm may not be seen by as many people, leading to a skewed perception of what is popular or important (Veiga, 2019: 159; Şerban, 2011:300).

The algorithmic nature of social media also has implications for how users consume content. For example, if a user's feed is primarily composed of content from like-minded individuals or pages, they may develop a skewed perception of the world around them. This can lead to confirmation bias, where individuals only seek out information that confirms their existing beliefs and opinions, rather than challenging them. If we speak about interpreters, in this case professionals should take this aspect into

consideration. Having investigated the key features of a blogger, an interpreter must behave in the same way as a speaker and try to do their best in order to follow the personality of a customer while interpreting (Veiga, 2019: 159; Šerban, 2011: 300).

Speaking about approaches of interpretation in social media discourse, we can define the following ones:

- Real-time interpretation: This approach involves the interpretation of the social media content in real-time. Depending on the volume of content, real-time interpretation can refer to the interpretation of the content in minutes or hours. This approach requires fast and adequate interpretation, as social media is all about keeping up with the speed of the conversations (Champagne, 2021; Gile, 2019: 532).

- Content-based interpretation: This approach is focused on interpreting the content of the social media posts, such as the text, images, videos, and audio. The interpreter analyzes the content of the posts and tries to interpret the main message or theme of the post. This approach is useful for understanding the context and sentiment of the posts (Champagne, 2021; Gile, 2019: 532).

- User-based interpretation: This approach is focused on interpreting the social media users and their demeanor. The interpreter ought to analyze the user's profile, posts, comments, and other social media interactions to gain the understanding of the user's personality, preferences, and opinions. This approach is useful for identifying influencers and understanding the target audience (Champagne, 2021; Gile, 2019: 531).

- Network-based interpretation: This approach is focused on the social media network itself and its dynamics. The interpreter analyzes the social media network structure, the relationships between users, and the interactions between them. This approach is beneficial for identifying key players and understanding the power dynamics within the social media network (Gile, 2019: 531).

- Topic-based interpretation: This approach is focused on interpreting the social media content based on specific topics or themes. The interpreter analyzes the content of the posts related to a specific topic, such as a product or service, and tries to understand how the topic is being discussed on social media. This approach is useful for understanding the market trends and consumer sentiment towards a specific topic (Guz, 2022: 234).

Simultaneous interpretation of bloggers can pose some challenges for interpreters due to the specific characteristics of this type of discourse. Some of the peculiarities include:

Overall, interpreting bloggers requires a high level of skill and experience in simultaneous interpreting. Interpreters need to be able to adapt to the unique characteristics of this type of discourse to provide accurate and effective interpretation (Guz, 2022: 237).

It is crucial to note that the choice of the appropriate method of translation depends on the audience an occasionalism is aimed at, which is demonstrated above. If we speak about the main translation teaching methods of simultaneous translation, cognitive and audio-visual methods are the best options to deal with this issue.

The cognitive teaching method is aimed at the formation of cognitive skills in a future translator, which allows them to determine the type and purpose of information, highlight its main content, build ways to solve problems while translating these lexical units, be able to make their own judgments and show creativity. It's really crucial to be able to identify the best equivalent in order to fulfill the main task of bloggers (Chernovaty, 2021: 350; Guz, 2022: 225).

They are able to offer social innovations, new ideas, new ways of thinking, even those that are controversial and not accepted by the general public. A blogger doesn't only directly call for and motivate certain actions, but also organizes these actions during the entire process of their implementation, carrying out technologically complex interactive processes in the network, that is, work not only in the text, but also in the comments to their text. As a result, a translator ought to be able to comprehend which translation technique works in a specific situation (Guz, 2022: 225; Kemp, 2021).

The audio-visual teaching method can be used to build and test models of translation competences setting out the knowledge and cognitive components aimed necessary for effective translation work. Furthermore the key aspects have found their way into translator training profiles and translation service quality standards. A central role in acquiring translation competence is to reflect on decisions and actions during the translation process, and various process research methods have been used in translator training to encourage self-reflection (Munday, 2021; Selivanova, 2021: 543).

**The conclusions of the research.** A theoretical analysis of the main aspects of simultaneous translation in social media sites has shown that professionals ought to pay attention to such issues as speed, brevity, informality, a large amount of visual content, emotional aspect, tone of voice and their structural-grammatical and lexical functions. In this work we have stated recommendations for translators regarding effective and accurate simultaneous translation in social networks.

The following main methods of simultaneous translation have been also mentioned: functional substitution, transliteration, compression and borrowing. In addition to this, the main approaches, used in simultaneous interpreting, have been identified, namely targeting real-time, blogger, audience, social network and content. Furthermore, key aspects have found their way into interpreter training profiles and quality standards for translation services. In addition to this, we have analyzed two main teaching methods of future interpreters namely the audio-visual and cognitive teaching methods and we can state that they are the most efficient while preparing students for this type of interpretation.

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