Research Article

Digitalization of Business and Legal Glossaries: Accelerating Translators Working Performance?

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Abstract.

The demand for professional translation services has grown exponentially in an increasingly globalized world. However, translators face numerous challenges in ensuring accuracy, consistency, and efficiency, especially when dealing with specialized fields such as business and legal translation. This mixing method research conducted at the study program in English for Business and Professional Communication (BISPRO) of Politeknik Negeri Jakarta, explores the potential benefits of digitizing business and legal glossaries to enhance translators' working performance by exploring the advantages of digital technology in the translation of the legal and business documents. The research aims to investigate the challenges and the advantages of digital glossaries, including ease of access, real-time updates, and enhanced search capabilities. It discusses the utilization of technology such as mobile applications. The research findings suggest that digitizing business and legal glossaries has the potential to significantly accelerate translators' working performance, leading to improved translation quality and efficiency. Furthermore, it also suggests the need for continued innovation in translation technology and the establishment of standardized practices for digital glossary creation and utilization in translation.

Keywords: digital glossary, digital tools, translation, for legal, translation for business

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1. Introduction

The growing demand for translation services in the globalized world is a significant trend driven by various factors, reflecting the increasingly interconnected nature of our global society. This demand is driven by both individuals and businesses, with profound implications for communication, commerce, and cultural exchange. Professional translators are constantly upgrading their language skills and knowledge to meet client needs [1].

Furthermore, translation competence by PACTE (Process in the Acquisition of Translation Competence and Evaluation) models have standardized the skills and knowledge required for translation students, including bilingual and extra-linguistic knowledge

about translation, instrumental, strategic competencies, and the psycho-physiological competencies [2]. Also, Ministry of Man-Power of Indonesia [3] and Sukaesih [3] about the new-issued National Standard of Competences for general text translators consists of 12 units of competencies for job-oriented goals to fulfill the need of industry 4.0 in pursuing the economic growth of the 5.0 era where digitalization of the curriculum will be a way to answer the challenges of the future. These competencies are interrelated, as students need linguistic knowledge in two languages, connect it with social and cultural contexts, use various translation techniques and tools, and make strategic decisions in the translation process. Technological advances have led to digitalization, making translation services more efficient. Technology has bridged language barriers for interlingual and intercultural communication, especially when content is available in English, the most widely used internet language. The penetration of Internet usage, particularly in countries like Indonesia, has opened up opportunities for digital technology businesses.

Along with that, technological advances have changed and led society to the new age of digital where life is possibly increased to elevate productivity and quality, including translation services [4]. Technology has offered many innovations to overcome the language barrier for interlingual and intercultural communication which means that everyone is allowed to acquire information from other languages or cultures as long as the content is available in English the biggest language users use on the internet (around 28%) [4]. In addition, the Databoks reveal that 60.4% of worldwide information is available in English [5]. Furthermore, in 2018, nearly 80% of young people from 104 countries used mobile phones, and Indonesia contributed 3% to the growth [6]. From 2022 to 2023, in DataIndonesia.id, We Are Social reported that the number of internet users in Indonesia increased by 3.85% higher than the previous year with an average use of 7 hours 42 minutes per day, although it is still mostly concentrated on the islands of Java, Bali, and several provinces in Sumatra alone [7,8]. This penetration of internet usage makes Indonesia the sixth internet user country in the world which is very promising in the world's digital technology business [9]. It can be concluded that internet media is a mutual thing in everyday life, especially for students.

In education, the use of technology as a learning medium, such as mobile applications, has positively impacted students' academic performance across various domains [10]. Translation students express a need for mobile applications that facilitate document translation (71.4%), linguistic knowledge (48.6%), English grammar (62.9%), and vocabulary (91.4%). However, students face challenges in understanding terminologies related to certain documents linked to a lack of learning media that enhances instrumental

sub-competence. Many dictionary applications students use may not provide the most appropriate word equivalents, especially for legal and business documents, where accuracy is crucial. Legal documents are also heavily influenced by the structure of the legal system as well as the culture of the country, which in practice can be highly personalized to be easily understood by the intended audience [11].

To overcome these challenges, translation processes need to evolve. Manual printed dictionaries are insufficient as language continuously evolves due to cultural acculturation [12]. Digital technology, including internet applications, online dictionaries, digital glossary repositories, and translation tools, accelerates translation performance in terms of accuracy, consistency, and efficiency [13]. Translators must adapt to these digital tools, becoming editors of the final documents and administrators of digital glossary repositories [14]. In this research, the authors investigate the impact of digitalization on the practice of translation, particularly in the business and legal domains, and the benefits of language and translation technology for improving the performance of translation students in the English for Business and Professional Communication Study Program (BISPRO) program. Hence, we aim to investigate the pronounced advantages associated with the utilization of digital technology in the translation of legal and business documents.

2. Methods

This study employed a mixed qualitative and quantitative research approach, specifically the Mixed-Methods Research (MMR), where quantitative and qualitative methods are combined in collecting and analyzing research data to gain increasing prominence and utility across a range of academic disciplines including applied linguistics and language teaching and learning [15–17]. Essentially, the study primarily centered on students of the BISPRO Study Program who actively engaged in translation classes focused on business and legal texts, using a combined qualitative and quantitative research approach to generalize natural phenomena within a specific domain. Its objectives were to identify the challenges encountered by the students, explore their utilization of digital technology, and evaluate the benefits derived from this technology in the context of their translation assignments. To address the objectives of this research, a questionnaire was developed. The questionnaire consisting of six questions about challenges and advantages was distributed to 120 students registered in semesters III and V, with a sample size comprising approximately 50% of the total student body.

Data collection was facilitated by the utilization and adaptation of questionnaires designed to gauge the students' perceptions of Language and Translation Technology (LTT). The questionnaire was adapted into six distinct sub-sections, each aligned with specific indicators and can be seen in the provided table [13]. The Likert Scale was employed in constructing the questionnaire to assess the opinions and attitudes of the selected sample. Further, the data were interpreted with the following formula:

Index Formula % = $Index\ Formula\ \% = \frac{Total\ score}{Y\ (the\ highest\ score)}\ x\ 100$

To support the score interpretation, the percentage of the score is set in the interval below:

Interval Score= 100/ 4 (total score of Likert) = 25

0% - 24,99% = Never (1)

25% - 49,99% = Seldom (2)

50% - 74,99% = Often (3)

75% - 100%% = Always (4)

3. Results

The first question with related indicators is "What are the challenges in translating business texts ?" The result is displayed in the following table 1:

TABLE 1: The result of the first question.

No	The Percentage of the Data	
1	Marketing and Branding Terminologies	76%
2	Cultural Sensitivity	75%
3	Industry-Specific Jargon (vocabulary)	71%

Firstly, according to Table 1, it is evident that students encounter significant challenges when translating marketing and branding terminologies. Secondly, students face considerable difficulties in maintaining cultural sensitivity during the translation process. Lastly, students often find it quite arduous to render industry-specific jargon accurately.

The second question with related indicators is "What are the challenges in translating legal texts?" The result is displayed in the following table 2.

Based on Table 2, it is evident that students encounter challenges in achieving precision when translating legal texts, particularly in the context of accuracy of terminologies,

TABLE 2: The result of the second question.

No	The Percentage of the Data	
1	Accuracy of Terminologies	81%
2	Complex Terminologies	81%
3	Cultural and Linguistic Nuances	81%
4	Different Legal Systems	80%

intricate terminologies, cultural and linguistic nuances, and the complexities arising from different legal systems.

The third question with related indicators is "How does Language and translation Technology (LTT) change a translator's work, compared to a situation where a translator is not using any translation memories, spelling & grammatical checkers?". The result is displayed in the following table 3:

TABLE 3: The result of the third question.

No	The Percentage of the Data	
1	It facilitates learning	75%
2	It changes translating in practice	71%
3	It develops the translator's professional skills	71%
4	It changes the computerized working environment	68%
5	It changes the working culture	68%
6	It changes the nature of translating	68%
7	It puts more emphasis on technical innovations	67%
8	It broadens one's personal abilities	66%
9	It changes the roles and responsibilities of translators	64%

The advantages of LLT utilization shown in table 3 multifaceted and encompasses in the following sequence: facilitating learning, changing translation practice, developing the translator's professional skills, changing the computerized working environment, working culture, nature of translating, putting more emphasis on technical innovations, broadening one's personal abilities, and changing the roles and responsibilities of translators. The fourth question with related indicators is "Language and Translation Technology (LTT) works well as...". The result is displayed in the following table: The respondents believe that LLT is useful as a translator tool, a provider of feedback, a model and simulator for translation, a platform for information exchange, a shared

background material repository, a framework for translation work, an information bank, and a connector between different CAT tools as shown in table 4.

The last question with related indicators is "What are the accuracy aspects needed for translating business and legal texts?" The result is displayed in the following table 4:

TABLE 4: The result of the last question.

No	The Percentage of the Data	
1	a translator's tool	75%
2	a provider of feedback	71%
3	a model and simulator for translation	71%
4	a platform for information exchange	68%
5	a shared background material repository	66%
6	a framework for translation work	65%
7	an information bank	63%
8	a connector between different CAT tools	57%

TABLE 5: It is considered that credibility, compliance, and preservation.

No	The Percentage of the Data	
1	Credibility	81%
2	Compliance	81%
3	Preservation of Meaning	79%

From Table 5, It is considered that credibility, compliance, and preservation of meaning are crucial in the accuracy aspects of accuracy in translating business and legal texts.

4. Discussion

4.1. The challenges in translating legal and business documents

4.1.1. The terminologies difficulties

The collected data showed some points related to terminologies challenges in translating documents, particularly in legal and business text. The finding data states that the Accuracy of Terminologies is 81%, Complex Terminologies is 81%, Challenges in

Translating Marketing and Branding Terminologies is 76%, and Rendering Industry-Specific Jargon (Vocabulary) Accurately is 71%. Based on the data, it can be concluded that the legal terminology is highly specific and precise. Inaccurate translation of legal terms can lead to serious consequences, including legal disputes or misunderstandings. The high percentage (81%) suggests that most students find it challenging to ensure the accurate translation of legal terminologies. Legal documents often contain terms with no direct equivalents in other languages, making it crucial for translators to have a deep understanding of both legal systems involved.

Also, legal language is notorious for its complexity. It involves convoluted sentence structures, archaic phrases, and intricate vocabulary. Students find it challenging to navigate through these complexities, ensuring that the translated text retains its intended meaning and legal significance. The complexity often arises from the need for precision and the historical development of legal language, making it daunting for students to translate accurately.

Next, the high percentage suggests that a large majority of students find it challenging to translate marketing and branding terminologies. As previously mentioned, these challenges arise due to the nuanced and culturally specific nature of marketing language. Students might struggle to capture the essence of slogans, taglines, and brand messaging, which are vital for conveying the right marketing message to the target audience.

Furthermore, a substantial 71% of students were finding difficulty in translating industry-specific jargon emphasizing the technical challenges associated with business translation. Industry-specific vocabulary is constantly evolving, and it often lacks direct equivalents in other languages. This challenge demands a deep understanding of both the source and target languages, as well as ongoing education to keep up with the latest developments in various industries. In addition, most of the translated text contained technical terms for 76%, and some of them were related to business text for 12 % and legal text for 6% [18].

However, are all dictionary applications used by students able to facilitate them in finding the most appropriate word equivalent? In reality, in translating documents such as those in the legal, academic, business, and journalistic fields, the use of current dictionaries, both online and offline, has not been able to fully represent the intended meaning of the source text. Furthermore, in the legal context, for example, translations must be done accurately for texts such as contracts, financial documents, witness

statements, patents, laws, and writs of attorneys to avoid legally-induced problems. Legal documents are also heavily influenced by the structure of the legal system as well as the culture of the country, which in practice can be highly personalized to be easily understood by the intended audience [9]. For example, the phrase, "Right to Exploit" cannot necessarily be interpreted as, "Hak untuk mengekspoitasi/ memanfaatkan", but it would be more appropriate if it was interpreted as, "Hak Guna Usaha" in a legal contract, or another example, the phrase "Rapat Pembina" cannot be interpreted as simply, "Constructor / Coach / Erector / Builder's meeting", but it would be more appropriate to use the term, "the Board of Trustees' meeting".

It can be concluded that to translate important documents in the field of law or business, it is not enough just to have proficient English skills, one must have in-depth knowledge of terms related to the legal / business system, and must do research on the terminology used from the source language to the target language. This also demands BISPRO Study Program to facilitate translation students with a complete database in the form of a lexicon list (glossary) related to legal, academic, business, and journalistic documents.

4.1.2. The cultural and linguistic difficulties

The finding data states that the cultural and linguistic nuances achieved 81% and the difficulties in maintaining cultural sensitivity achieved 75% from all participants. Documents are not only bound by linguistic intricacies but are also deeply embedded in cultural contexts. Different legal systems have unique cultural and historical backgrounds, which influence the language used in legal texts. Understanding these nuances is crucial to providing accurate translations. A lack of awareness of cultural subtleties can lead to misinterpretation of legal concepts, potentially causing legal complications. The high percentage in this category indicates that a significant portion of students struggle with maintaining cultural sensitivity during the translation process. This challenge highlights the importance of understanding cultural norms, values, proverbs, idioms, collocations, metaphors, and context [19]. Without this understanding, translations can lead to misinterpretations or even offend the target audience. The need for translators to bridge the cultural gap accurately is evidently a key concern among students.

The connection between language and culture has been defined by many communities to new things, and new cultures. that a translator is required to achieve better translation. In addition, Newmark also states that culture is the manifestation

of life and is used as a means of expression where knowledge and humanities are in parallel states of ideas [20]. There are some cultural categories to classify cultural expressions. Newmark divides cultural categories into five [20], a) ecology (plants, animals, mountains), b) material culture (food, clothes, housing, transport), c) social culture (work and leisure), d) organizations, customs, ideas (political, social, legal), e) gestures and habits (nonlinguistic features). Furthermore, Gaber [21] adds that the five different techniques in translating culture-bound words, a) by using cultural equivalents technique for the words or phrases, b) by using a functional translation technique that has the same function in the source language c) by using paraphrasing technique to explain the meaning of words or phrases in the target language, d) by using glossing technique to add a footnote or within the text to explain words or phrases, and e) by using borrowing technique to the words or phrases from the source language.

Those types of cultural expressions and techniques in the translation of culture-bound words/ phrases are needed by the students while translating legal and business documents since law and business can be categorized as vital reinforcing communication between nations, communities, and people [22]. Unfortunately, the cultural sensitivity and linguistic nuances particularly in legal and business documents cannot be defined right away by the students only by using the manual dictionary. They need an instrument/ tool to comprehend cultural sensitivity and linguistic nuances. It means that the instrument/ tool can cover the possible cultural sensitivity that might happen in legal and business contexts and it must be digitalized by a data system to make them easier to find.

4.1.3. Different legal systems (80%)

Legal systems vary significantly across countries and regions. Students face challenges in comprehending the differences between these systems, including variations in laws, regulations, and legal procedures. Translators must be well-versed in both the source and target legal systems to ensure that the translated text aligns with the legal framework of the target language jurisdiction. In addition, the difficulties in translation legal discourse are related to the two legal systems associated with the source language (Sl) and the target language (TL) and the nature of these languages [22]. Therefore, the translator must be able to be proficient both in the languages and the legal system produced by the countries of the SL and the TL. This condition demands the students' extra effort.

4.2. The advantages of Language Translation Technology (LTT) in translating legal & business documents

4.2.1. Changing the nature of translation and translators

Based on the finding data, some advantages can be the advantages of using LTT in Translation, particularly in changing the nature of translation the the translators themselves. First, the data showed that translation credibility (81%) is of utmost importance in both business and legal translations, as inaccuracies can result in misunderstandings, legal disputes, and damage to a company's reputation. In legal texts, translation credibility is closely tied to the precision of legal terminology, which must align with specific legal systems. For businesses, maintaining credibility when translating official documents, contracts, or financial statements is essential to avoid significant financial implications. Second, Translation Compliance achieved 81% where both legal and business translations necessitate strict adherence to legal regulations, industry standards, and ethical guidelines. Legal translations must align with local and international laws to ensure legal validity, while business translations, especially in highly regulated sectors such as finance, healthcare, or pharmaceuticals, require strict adherence to industry-specific rules.

Therefore, translation students must emphasize mastering language nuances and cultural accuracy, with meticulous attention to detail, thorough research, and adherence to industry-specific terminology to ensure credibility in both business and legal translations Konovalova [18], Dweik [19], and Alharbi [22] Translation students must acquire a profound understanding of legal frameworks in both source and target languages, along with specific legal and industry standards relevant to their work. Mastery of compliance is essential to prevent legal repercussions, emphasizing the critical need for comprehensive training in this field.

Those ideas are related to the finding data about the preservation of meaning in translation (79%): Preserving meaning is essential in both legal and business translations, as it entails accurately conveying the intended message, tone, and context of the original text. In legal documents, even slight wording changes can drastically impact legal implications. Similarly, in business, particularly marketing or branding materials, maintaining the intended tone and marketing message is crucial for effective communication with the target audience. Translation students need to delve deep into the source text's context, transcending mere linguistic translation to capture nuances, cultural references, and

legal implications accurately. Techniques like localization and transcreation are often used to ensure meaning preservation across different contexts.

Another advantage of using LTT in translation is developing professional skills (71%): Using LTT hones essential skills such as digital literacy, adaptability to new technologies, and the ability to navigate complex software interfaces. Translators become proficient in utilizing various tools, enhancing their professional expertise. Then, it is immediately changing the nature of translating (68%): LTT alters the fundamental nature of translation. Translators rely on automated suggestions, translation memories, and machine translation outputs. Consequently, they now act as editors and curators, refining machine-generated content to ensure accuracy and cultural appropriateness. It can be said that translators need to build and rebuild their knowledge through training and practicing to be in line with the world's changes such as the use of computer tools. The translators nowadays have been standardizing their working performances to new skills and competencies [23] which is related to the point of broadening personal abilities (66%) where LTT enhances translators' skill sets beyond language proficiency. They develop expertise in using diverse software applications, managing digital assets, and collaborating with global teams. These abilities contribute to their overall professional growth.

In addition, the data found that the LTT has been changing the roles and responsibilities of translators (64%). Translators are no longer mere language experts; they become technologically proficient professionals. Their roles expand to include managing translation memories, ensuring data security, and integrating various LTT tools into their workflow. They also play a crucial role in post-editing machine-generated content, ensuring high-quality translations. In the class case, for example, the use of LTT can be the model and simulator for translation (71%) that can simulate translation scenarios, allowing students to practice their skills in a controlled environment. Translation software often provides exercises and simulations that mimic real-world translation projects. This hands-on experience helps students apply theoretical knowledge in practical situations, enhancing their translation capabilities. For those ideas, translators have become part of digital literacy which is not only being able to use tools but also being able to function in the digital environment [24]. It is known that the digital literacy performed by digital tools can frame a five-skill holistic conceptual model: a) photovisual digital thinking, b) reproduction digital thinking, c) branching digital thinking, d) information digital thinking, e) socio-emotional digital thinking, and f) real-time digital thinking which means that using digital tools for translating documents can encompass many conventional holes

of translations and translators. Digital tools can elevate the process, the competencies, and the performances of translations beyond.

Lastly, the data showed that LTT gives benefits to Platform for Information Exchange (68%) that facilitates communication and collaboration among translators, clients, and other stakeholders. Online platforms and translation management systems enable seamless exchange of project-related information, fostering efficient teamwork and ensuring that everyone involved is on the same page regarding project requirements and progress. It brings the ideas of translation to the upgraded competencies including language competencies, textual competence, subject competence, cultural competence, and transfer competence [25] including the strategies and procedures that allow translating the text quickly and efficiently in one large group of people where exchanging information of glossaries, for example, can be done.

4.2.2. Changing of learning and working environment

One of the major challenges of teaching Gen-Z is bridging the theoretical knowledge to real-life situations where using digital technologies while learning can encourage them to be the center of learning processes. The data found that the LTT can facilitate learning (75%) and serve as a valuable educational tool. Translators can access vast databases, translation memories, and language resources, enhancing their learning experience. Continuous exposure to diverse linguistic contexts and specialized terminology aids in professional development. Furthermore, LTT can be a streamlined tool for translation practice effectively (71%). They automate repetitive tasks, allowing translators to focus on the creative and nuanced aspects of translation. This efficiency leads to higher productivity and improved translation quality.

Also, the use of LTT transforms the way translators interact with technology and changes the computerized working environment (68%). It necessitates familiarity with translation software, online platforms, and collaboration tools. Translators work in a digital environment, accessing and managing translation projects electronically. Then, this situation is changing the working culture (68%) of the translators by having technological collaboration. Translators collaborate with developers, engineers, and other professionals to optimize translation tools. This interdisciplinary collaboration enriches the working culture, promoting innovation. Lastly, what makes it easier is the framework for translation work (65%) where LTT provides a structured framework for translation projects. It helps in organizing tasks, managing deadlines, and tracking project progress.

Translators can efficiently allocate resources, divide tasks, and ensure the timely delivery of high-quality translations within the specified guidelines. As stated previously by Eshet-Alkalai [24], using LTT in learning can be the most effective way to move along the rapid changing of digital technology particularly in translating legal and business documents.

4.2.3. Technical innovations for translation

The data found that LTT encourages continuous exploration of technical innovations by emphasizing technical innovations (67%). Translators engage with emerging technologies like neural machine translation, artificial intelligence, and natural language processing. Staying updated becomes crucial to leverage these innovations effectively. Also, LTT serves as a fundamental tool for translators. It assists them in tasks such as terminology management, translation memory utilization, and ensuring consistency across translations. Translators rely on various software to enhance their productivity and accuracy, making LTT an indispensable part of their workflow (75%).

Moreover, LTT provides valuable feedback mechanisms for translation work. Automated tools can highlight potential errors, inconsistencies, or deviations from established styles or glossaries. This feedback loop allows translators to refine their work, leading to continuous improvement in their skills (71%). In addition, LTT platforms often serve as repositories for shared background materials. These materials include glossaries, style guides, reference documents, and previous translations. Having access to a shared repository ensures consistency in terminology and style across translations, especially in collaborative projects involving multiple translators (66%) and as the information bank tools (63%) serve as information banks, offering vast databases of previously translated texts and relevant reference materials. Translators can search for specific terms, phrases, or contextual information, enhancing the accuracy and relevance of their translations. Access to this wealth of information expedites the translation process.

Lastly, LTT can act as a connector, enabling interoperability between various tools; the connector between different CAT Tools (57%). In a diverse translation environment, translators often encounter different Computer-Assisted Translation (CAT) tools. This integration ensures smooth data exchange, allowing translators to work seamlessly across different platforms and projects. In translating, some translators think that CAT tools help them in performing and preserving their work [4,26]. Therefore, the skills to

operate and apply the tools may be considered a need by translators, and training in using the tools consequently should be conducted.

4.3. Implications and strategies to address these challenges in translating business texts

To address these challenges effectively, educational institutions should take a multi-pronged approach. Firstly, they can create specialized training programs that focus on business translation, covering areas like marketing, cultural sensitivity, and industry vocabulary. These programs should include real-life case studies and practical exercises to give students the skills they need.

Moreover, cultural immersion activities like exchanges and internships can help students better understand the languages and cultures they're working with. Partnering with businesses and industry experts is also important, as it can provide students with real-world insights and applications for their learning. Creating a supportive environment is crucial too. Institutions can set up peer learning groups and mentorship programs where students can share experiences and challenges. Furthermore, providing regular feedback on translations can help students improve their skills. In essence, these strategies combine classroom learning, practical experience, cultural immersion, and ongoing feedback to prepare students for successful business translation.

4.4. Implications and strategies to address these challenges in translating legal texts

To help students overcome the challenges of legal and business document translation, educational institutions should adopt a comprehensive strategy. They can start by offering specialized courses in legal translation that focus on terminology accuracy, handling complexities, understanding cultural nuances, and navigating different legal systems. These courses should include practical exercises and real legal scenario simulations to equip students with practical skills.

Moreover, granting students access to extensive legal terminology databases is crucial. These databases can assist students in finding accurate equivalents for legal terms. Regular updates to these databases are necessary to keep up with changes in legal language and terminology. Bringing professionals into the classroom can provide valuable insights. Guest lectures and workshops by legal experts, experienced

translators, and specialists in different legal systems can offer practical guidance to students.

Additionally, internships and practical experience in legal settings can significantly enhance students' skills. Hands-on experience allows students to apply their theoretical knowledge in real-world situations, increasing translation accuracy and confidence.

Lastly, continuous assessment and constructive feedback are essential. Regular assessments and feedback sessions help students identify their weaknesses and areas that need improvement. This feedback loop is vital for refining their translation skills. By implementing these strategies, educational institutions can better prepare students to tackle the complexities associated with translating legal texts accurately and effectively. It's about combining classroom learning with practical experience, access to essential resources, expert insights, and continuous feedback to prepare students for success in the field of legal translation.

5. Conclusion

In conclusion, both the challenges in marketing and branding translation and the advantages of Language Translation Technology (LTT) in legal and business document translation emphasize the dynamic landscape of translation. These challenges call for comprehensive educational strategies, including specialized training, cultural immersion, and industry collaboration. Simultaneously, the benefits of LTT underscore the transformative role of technology in the field, emphasizing the need to embrace innovation and broaden skills.

The convergence of these challenges and advantages highlights the evolving nature of translation, where education and practice must adapt to harness technology's potential while navigating language complexities and cultural diversity. This integrated approach combines theoretical knowledge with practical experience, cultural immersion, and ongoing feedback, preparing students for successful careers in marketing, legal, and business translation.

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