IDEOLOGY, TECHNOLOGY AND THEIR IMPACT ON TRANSLATION PRACTICES

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Abstract *In the era of globalization, translation no longer functions as a mere linguistic process but rather as a sociopolitical act influenced by ideology and powered by evolving technologies. This paper explores how ideological frameworks shape the translation of texts, and how modern technology-particularly machine translation and AI-based tools-affects both the practice and ethics of translation. It provides insights into the ideological biases embedded in translation software, and how human translators navigate between fidelity, cultural sensitivity, and digital assistance.*

Introduction

Translation plays a crucial role in intercultural communication. Traditionally viewed as a linguistic skill, contemporary translation is embedded in ideological systems and empowered by rapidly developing technologies. This study investigates the dual forces of ideology and technology on translation practices.

Ideological Impact on Translation

Ideology influences how translators interpret and render texts. Political, religious, and cultural ideologies can affect word choice, tone, and even the omission or addition of content. Translators often serve as cultural mediators, balancing between source and target culture expectations. The ideological stance of a translator or the institution commissioning a translation can shape the final product profoundly.

Technology in Translation

Ideology, Technology and Their Impact on Translation Practices

The rise of machine translation, computer-assisted translation (CAT) tools, and AI-based software has transformed translation workflows. While these tools enhance speed and consistency, they also raise concerns about the loss of nuance, cultural sensitivity, and the risk of ideological bias encoded in algorithms.

Technology is both a facilitator and a challenge to human creativity and ethical responsibility in translation.

Intersection of Ideology and Technology

Ideology and technology often intersect. For instance, content moderation algorithms may automatically filter certain terms or prioritize certain interpretations over others. This intersection creates a complex terrain for translators, requiring critical awareness of both digital tools and ideological narratives behind texts.

Conclusion

Translation is no longer a neutral activity; it is a politically and technologically charged process. Translators must be aware of the ideological contexts they operate in and the capabilities and limitations of the tools they use. A critical, reflective approach is essential for ethical and effective translation.