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METHODS FOR ASSESSING THE QUALITY OF PROFESSIONAL TRANSLATORS

Abstract

As professional translators, we know that the dominant quality evaluation method in our industry, error typology, is static and unable to respond to new text types or varying communicative situations. This is leading to rising levels of dissatisfaction among clients. In this paper, we report on findings from a benchmarking exercise carried out in collaboration with the Translation Automation User Society (TAUS) and eight of its member companies. Eleven translation quality evaluation models were benchmarked.

Keywords: translation method, evaluation models, translation quality, intermediate-level translators

1. Introduction

Weak quality translation can often be satisfactorily corrected by clinicians. Quality evaluation can prevent overbidding and ensure quality control. By contrast, detecting bad translators is often not possible. This raises the issue of whether bad translators can remain unidentifiable.

One method of evaluating translation quality is the use of a quality evaluation model. The scientific and prosaic claim that the quality control of translation quality is important because ambiguity caused by poor translation can be problematic in many different contexts, and even intermediate-level translators

may occasionally translate poorly. However, today we are already dealing with text types or communicative situations that cannot be taken into consideration by an error typology (the only available and dominant quality evaluation model).

higher appraisal of superficial aspects, poor performance ratings and 'thick' personality assessments (misbehaviour, demeanour) during an evaluation, and diminish the weight given to the artist-professional as a whole in the portfolio.

2. Risks Analysis of the Translation Model

As a translation professional, more than a language balancer, you must understand and appreciate the risks of your chosen methods, which continues to adapt. This requires a benchmarking assessment where multiple metrics diligently assess the efficiency of your model within that practice scope. Writing guidelines can help define and satisfy business objectives for specific content profiles. These may document production needs in order to be consistent with your core values, provide quality content at a reasonable rate and promote client autonomy. You can evaluate your method from the viewpoint of the quality of the output which can provide key insights and useful feedback, and then assess it on a non-redundant basis compared to existing methods in order to spotlight its advantages. These process results can guide your organization to move towards a properly functioning machine in accordance with the parameters of time, utility and sentiment.

3. Identification of Associated Translation Problems

This paper describes a prototype-based technique for risk analysis that provides a foundation for the development of quality planning methodologies.

The objective of risk analysis is to create a framework for organization-wide quality control management by creating a reference architecture, identifying tangible risks and developing an action plan to mitigate those risks.

Such a reference architecture includes the definition of all functional components and the identification of associated translation problems as risk factors pertaining to translation quality in which a certain level of risk is to be assumed.

Quality Planning on Communication and Translation is the process of developing strategies to mitigate identified risks based on analysis of the result of the risk signals. Quality Control is used to verify whether mitigation methodologies are able to address identified risks and to provide complete management of all communication process quality risks.

The reference architecture for quality planning on communication and translation enables the exploration of linguistic quality issues, semantic understanding issues, contextual and usability issues and the impact of the selected translation type.

For each identified risk factor, a risk profile is created describing the type of problem and likelihood. From there, further planning for risk identification and for systematic stress testing of identified risks is possible.

Supplemental Actions on Accuracy and Relevance are provided, enabling process researchers to test such logistical actions without disturbing the workflow of the communication process any further.

4. Rating of Translation Fidelity

Through testing of referential documents with proficiency standards for translation, it is feasible to determine levels of quality using fidelity profiles. Fidelity profiling, created by Profilertech, in conjunction with the TAUS, determines the quality facets that most match the profile.

For example, in business reports, content such as the alias, corporate address, and birth date is targeted. In content with a high volume of parameters (risk management software), the key information is administrative, legal and medical details.

English, French, German, Spanish, Italian, Dutch, Polish and Norwegian are six categories that trigger the creation of specific fidelity profiles. These six linguistically relevant fidelity profiles correspond to concepts such as: interpretability, factual information and referential information, and can be applied in models for standard and production quality.

To help determine the accuracy of an evaluation, the service provider can create a fidelity score by evaluating the profile they receive before, during and at the completion of the translation process.

This then helps companies understand their level of service via a simple chart of circles and transfer routinely given scores of satisfactory (1), very good (2) and excellent (3) quality into the actual test example.

5. Prospects for Adaptation

The void of areas to build a sound methodology for quality evaluation isn't getting any closer. There are, as always, two schools of thought for quality assessment methods. And the problem with both of them - albeit everyone's got their favorite. But I tend to side with quality assessment models I deem lean, dynamic and portable.

The fact is, quality assessment models need to separate the wheat from the chaff quickly. That means we need effective tools that can provide a rapid overview. They must be able to provide us with data that we can act upon. That's where Domo.co's article comes in. It provides a basis for a universal model to assess web copy quality. It isn't a universal model alone. But it's a brilliantly versatile one. That's what the email's testing the model and tailoring it according to Domo.co's needs.

6. Conclusion

Our initial findings suggest that there is more than one way to assess the quality of a translation and that in contrast to what has been shown in the literature, a text-based consensus method can match the accuracy of more process-based quality evaluations. There is no doubt that quality evaluation of translated text within the Forello is an important research avenue further work on quality evaluation methodology with more text content in English.

Next, we need to identify the best evaluation model in heterogeneous types of content. While we were looking at the process of quality evaluation of translation we realized that the outcomes of this is important for us. If our final quality

measure is a PDF file, we need to understand what is the right file for translation. And, depending on the platform, the translation itself. Therefore, measurement may need to be holistic and include aspects such as linguistics, quality of application and translation.

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