

target audience and content type, and the cultural specifics of the country for which the translation is intended.

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ARTIFICIAL INTELLIGENCE AND TRANSLATION ACTIVITY

The term «artificial intelligence» was coined back in 1956 by Dartmouth College professor John McCarthy when he led a small team of scientists to determine whether machines could learn like children through trial and error, eventually developing formal thinking.

Today's realities require fast, high-quality and mobile translation. This stimulates the development of an artificial intelligence (AI) system, which, according to experts from Yale and Oxford universities, will surpass humans by 2062 with a probability of 50 % (Petrishin, 2022).

In various life situations, when there is a need for quick translation, the Google Translate service becomes an indispensable assistant, allowing you to automatically

translate words, phrases and texts into more than 100 languages. Currently, there are many commercial machine translation projects: Systran, IBM, Lemont & Hauspie, Language Engineering Corporation, Atril, Trados, Caterpillar Co., LingoWare, PROMT. The most famous machine translation programs in Ukrainian market are STILUS, ПАРС, Language Master. These programs are Windows applications that support Drag & Drop, OLE-automation technology, have an operational help system, a graphical dialogue setting, as well as other window controls and options, which make their programs really popular among users (Kozhevnikova, 2019).

AI technologies have also affected real-time video translation. Such a service was relevant during the pandemic for organizing video communication between users from different countries. In 2021, the startup Vidby was launched, which translates and dubs videos in 70 languages. Its founder, Alexander Konovalov, who lives in Switzerland, has been translating videos for President Volodymyr Zelenskiy in 20-30 languages using Vidby since the second day of the war in Ukraine (Field, 2022). So, AI-based translation services make our lives much easier. No paper dictionaries, often just a smartphone.

But there are many nuances and some of them are quite significant. First, automated translation is usually verbatim, without taking into account the peculiarities of a particular language and often with errors. Hence, this method of communication can be recommended to someone who does not know the language he needs at all. On the contrary, where templates are used (legal, government documents), these tools provide a fairly-quality result. AI-based translation tools will be useful for travelers (menu, signs, schedules, etc). You should not translate medical and pharmaceutical documents, literary works with nuances, reports, contracts. Incorrect translation can affect the reputation or lead to financial losses.

Secondly, the peculiarities of language are an important point in translation activities. A vivid example here will be idioms in English. Understanding and correct use of them refers a person to the Advanced (C1) level, and artificial intelligence cannot comprehend all the subtleties of this direction in English. Describing the peculiar specificity of language, Michael Hausman, a senior research fellow and lecturer at

Singularity University, notes: «Language is the Wild West from a data point of view» (Makoviichuk, 2022).

Thirdly, no matter how easy the work with use of AI may seem, we should not forget what human mind is capable of. Only a person can take into account the emotional component during translation, deeply understand all the exceptions in grammar and vocabulary.

The automatic replacement of words in one language with corresponding counterparts in another language is not only a minor part of the translation process. The ability to convey the meaning put into the words by the speaker and present it in a form accessible to listeners requires an understanding of the context and flexibility of the mind, which is not available to any robot. Regional accents and diction defects, cultural features and complex religious images, «untranslatable» word play and a peculiar sense of humor – all this requires an adequate interpretation with a focus on national specificity and not a verbatim transmission of the original text. While it is precisely these difficulties of translation that make any, even very advanced, technology powerless compared to professional translators.

Awareness of this will allow you to keep everything under control, and then the profession of translator will not be in danger of extinction. In our opinion, improvements in AI in this field will contribute to the deepening of knowledge and at the same time will not compete with translators in the labor market.

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