

АНАЛИЗ РЫНКА ПЕРЕВОДЧЕСКИХ УСЛУГ В РОССИИ ANALYSIS OF TRANSLATION MARKET IN RUSSIA

В работе дается обзор основных тенденций современного рынка переводческих услуг, и рассматриваются особенности использования современных технологий перевода как один из возможных способов удовлетворения стремительно растущего спроса на качественный и быстрый перевод. Новизна работы заключается в системном подходе к проблеме развития переводческого бизнеса, так как совершенствование организации бизнеса и осмысленного следования мировым стандартам эффективности и качества является одним из способов освоения новых рынков.

Translation market in Russia is growing steadily and significantly. It grows by 8 % each year owing to the process of cultural and economic globalization [1].

First of all, let us point out the process of the market development (Table 1, [1]).

Table 1.

The time period	The features of the period
1990-1998	First bureaus. Low competition. Absence of market information.
1998-2004	Formation of large companies. The foundation of National Association of Translation Companies (NATC)
2004-2007	The increase in competition. Companies' positioning. The foundation of the first branch magazine "Who is Who in the Translation Market".

Russia's joining the WTO will give additional growth by 15% or even 20%. The expenses on management and software support will increase the cost up to 15% annually.

A well-organized process is the way to attract additional investment to the country's economy. It should also be pointed out that human factor is the main risk in this business. Companies should invest more money in human resources management to attract well-qualified personnel and to avoid 'brain drain' [2].

A high-quality translation service is one of the prerequisites of competitive export of goods and services.

The branch of technically complicated translations is growing fast because of the increase in productivity and quality. We can count a rough proportion between a well-done translation and the company's profit as the ratio between the turnover of the project and the overall company's turnover. In order to raise the translation quality the following points should be studied in the project:

1. potential target audience and probable requirements to the final result;
2. appropriate usage of technologies and software;
3. development of a glossary for the multiple-sheet translation [3,4]

For this purpose LISA (Localization Industry Standards Association) has developed the pattern of quality assurance for localization projects and translation. According to this module, the quality of translation can be evaluated by 7 criteria: equivalence, accuracy, correspondence to the terminology database, appropriate usage of both languages, the style of the translation, correspondence to the standards of the original language, uniformity in vocabulary usage. In practice the world standards of quality such as DIN 2345, ISO 9002, UNI 10574 и SAE J2450 are also used [5].

Another way to raise the quality of the translation is to use cutting edge technologies such as terminology database and TM-technologies (Translation Memory- translation data base) which

allows to raise productivity and, as a result, reduce the cost because some parts of the text can be repeated. It can also help to adhere to the common terminology and use the synergy of all the interpreters involved in the project [6].

So the use of cutting edge technologies will help to satisfy the rapidly growing demand for qualitative and prompt translation. Only well-organised management and adherence to the world standards of efficiency and quality can contribute to it.

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