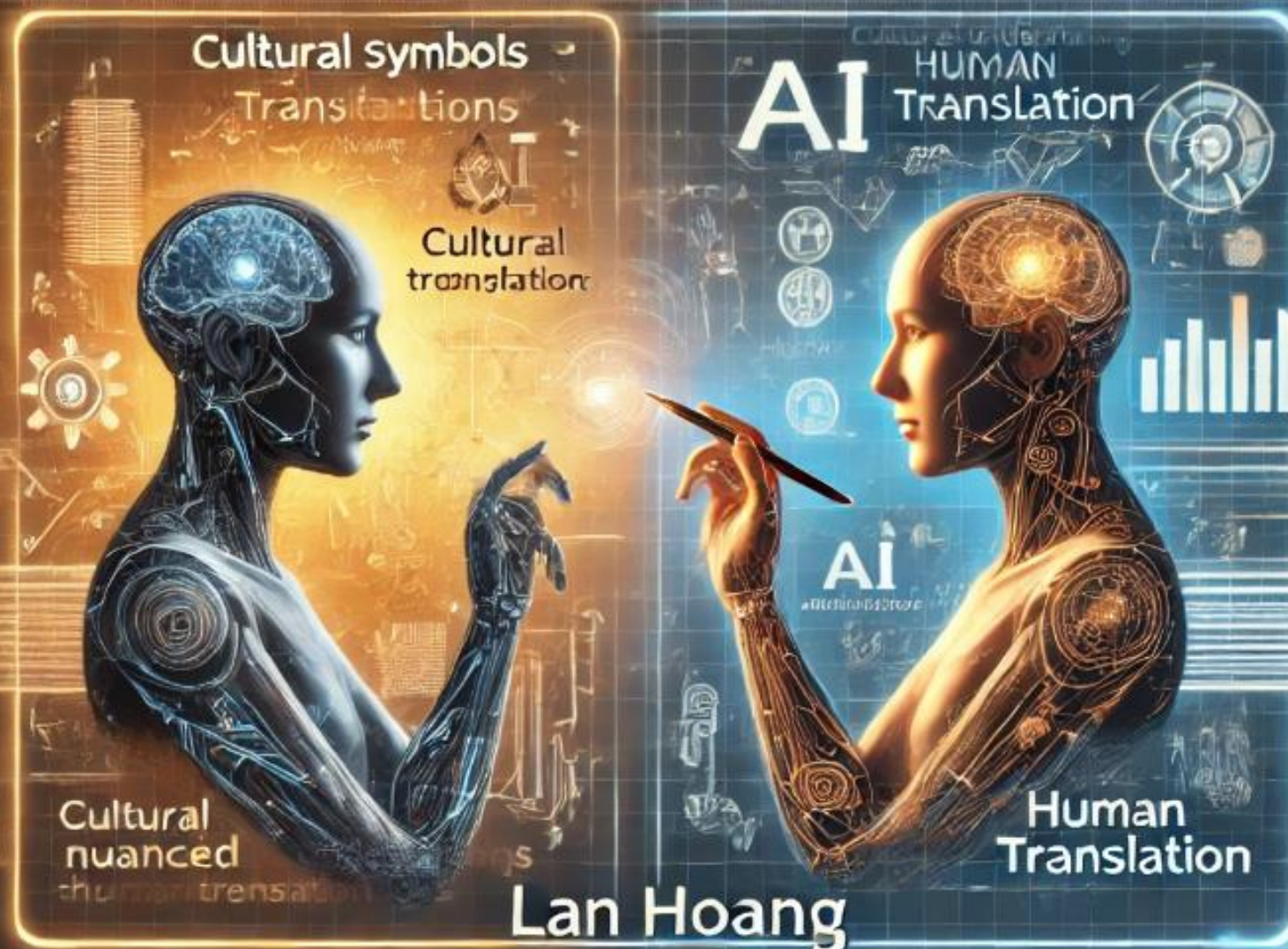


An era of rapid technological innovations



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Introduction to AI in Translation and Interpreting

Good side of AI in Translation/ Interpreting

Limitations of AI in Translation/ Interpreting

Case Study: Pronouns

Case Study: Cultural Nuances

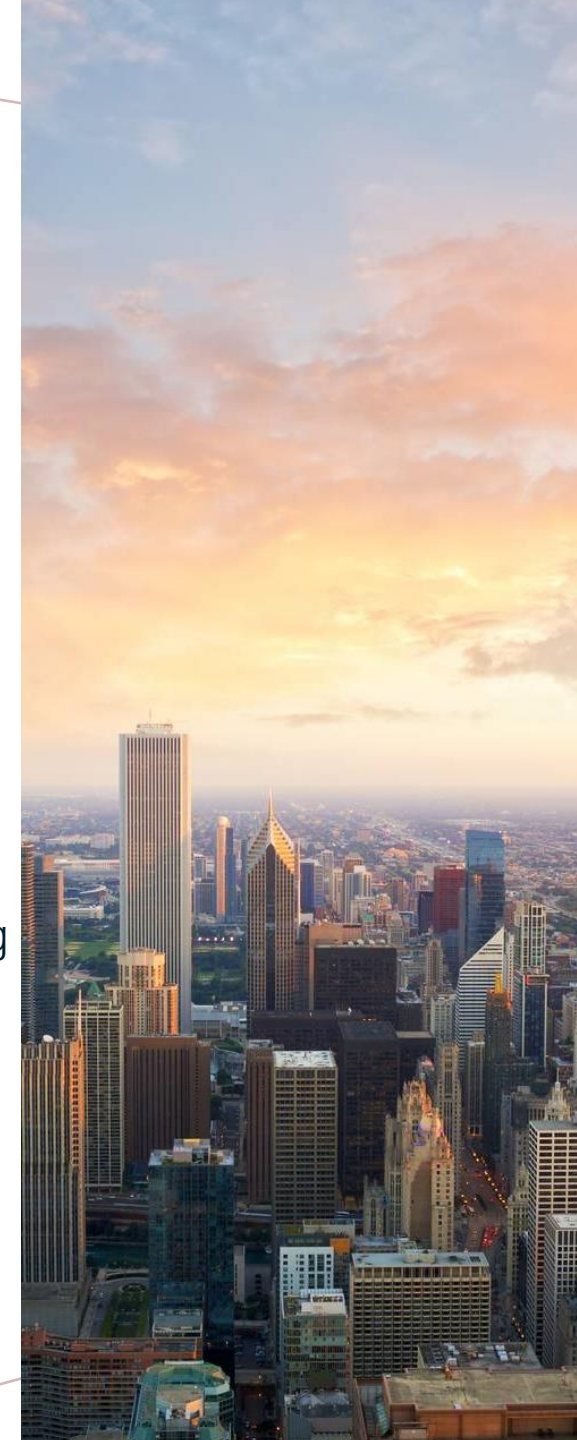
Case Study: Contextual Translation/ Interpreting

Case Study: Emotional and Tone Translation/ Interpreting

Case Study: Voice Recognition in Interpreting

Collaborative Approach: AI and Human Translators

Conclusion



INTRODUCTION TO AI IN TRANSLATION AND INTERPRETING

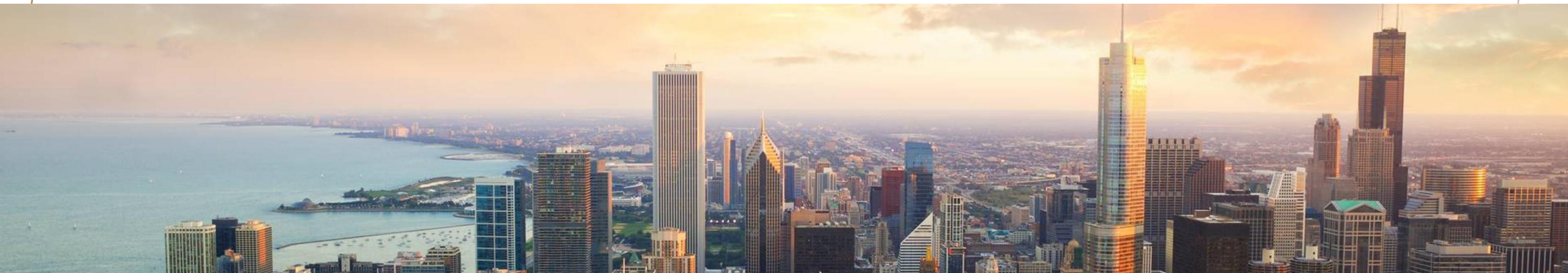
1950S: THEORETICAL FOUNDATIONS BY PIONEERS LIKE ALAN TURING.

1990S: STATISTICAL MACHINE TRANSLATION (SMT).

2010S: NEURAL MACHINE TRANSLATION (NMT) AND WIDESPREAD ADOPTION OF GOOGLE TRANSLATE, ETC.

2020S: AI -> MORE SOPHISTICATED

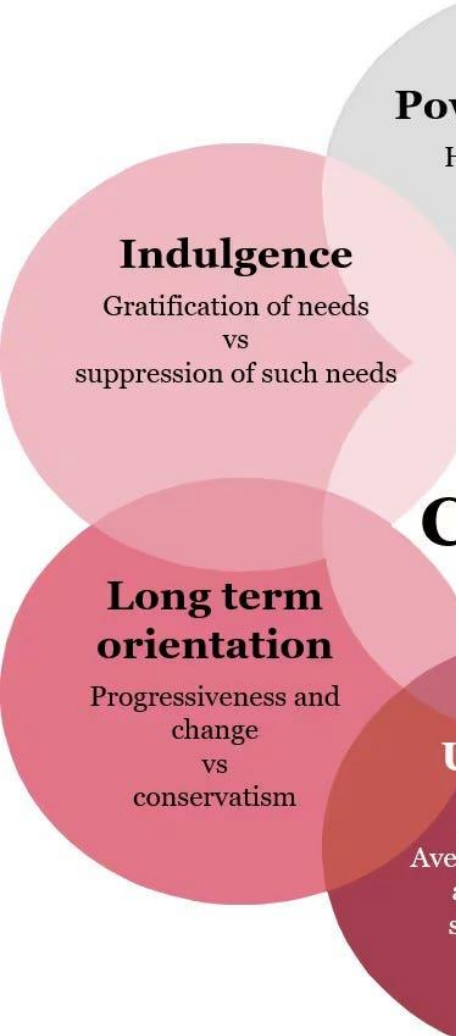
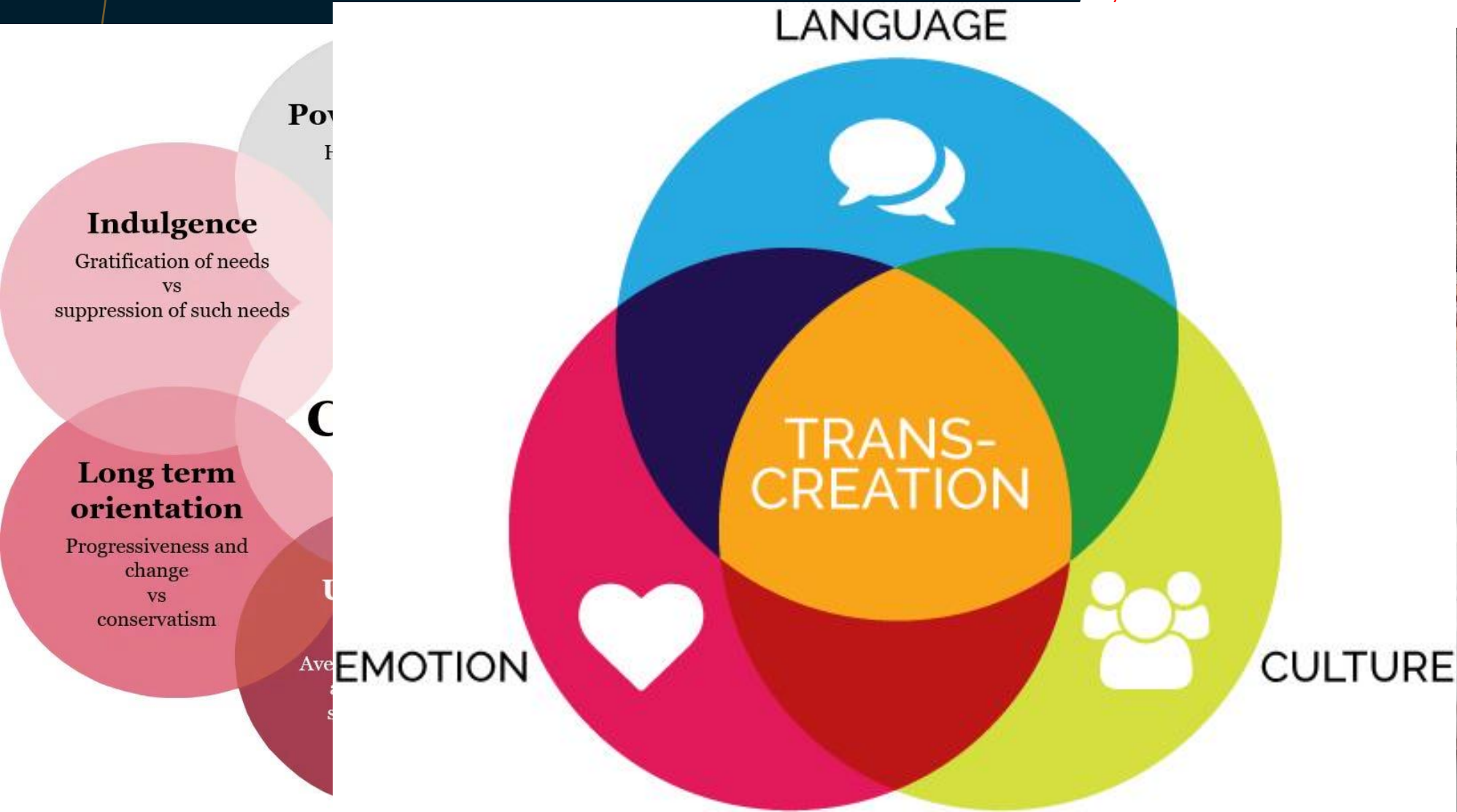
.... STILL INVOLVING



GOOD SIDE OF AI TRANSLATION/INTERPRETING



LIMITATIONS OF AI IN TRANSLATION/INTERPRETING



CASE STUDY: PRONOUNS

- Pronouns pose significant challenges for AI, particularly in gender-based or high-context languages.
- “He is a teacher”
- In Vietnamese: He can be “cậu ấy” (neutral expression, young/same age), “anh ấy” (neutral expression, older age), “thằng ấy” (negative expression, young/same age), “nó” (very negative expression, young/same age/not so respectful), “anh ta” (a bit negative expression, young/same age), “ông ấy” (neutral expression, older age), “ông ta” (a bit negative expression, older age), “bạn ấy” (neutral expression, young/same age), etc.

CASE STUDY: CULTURAL NUANCES

- Cultural references and idiomatic expressions often lose their meaning when translated by AI.
- “Bãi biển đã trở thành nương dâu”
- AI -> “The beach has turned into a mulberry field.”
- Human -> “Where there was once a forest, now there’s a city.”
- Cultural stories besides each language/culture

CASE STUDY: CONTEXTUAL TRANSLATION/INTERPRETING

Overview: AI often struggles with context, leading to errors in translation/interpreting.

The police: "Can I start the interview now"

AI: "Tôi có thể bắt đầu phỏng vấn ngay bây giờ được chưa?"

Human: "Tôi có thể bắt đầu **thăm vấn** ngay bây giờ được chưa?"

In Vietnamese, we only use "thăm vấn" when it comes to criminal/police settings with negative meaning

Scenario: A live international conference where the speaker says: "I'm counting on you to bring home the bacon."

AI: "Tôi đang đếm số thịt xông khói bạn mang về nhà."

Human: "Tôi đang tin tưởng bạn sẽ mang lại thành công."

CASE STUDY: EMOTIONAL AND TONE IN TRANSLATION/INTERPRETING

Overview: The emotional tone of a message is crucial, particularly in creative or sensitive contexts, but AI struggles with this aspect.

In a drama film:

The husband: "I will go out a bit late and be back in 00:02 am"

The wife: "Oh great! Just go."

AI: "Ôi thật tuyệt! Bạn đi đi."

Human: "Thế á? Anh thử đi." (Oh really? You can try)

CASE STUDY: VOICE RECOGNITION IN INTERPRETING

Overview: Voice recognition is an area where AI has made significant strides, but it still faces challenges, particularly with accents, dialects, and noisy environments.

In a busy marketplace, an AI interpreter might struggle to pick out a speaker's words amid background noise, or misinterpret an accent/specific local vocabulary in a certain accents, leading to errors in real-time interpretation.

<https://ling-app.medium.com/5-vietnamese-dialects-2691e3b38e87>

CONCLUSION

- AI CAN HELP IN URGENT/SPECIAL SITUATION
- AI CAN HELP WITH PLAIN TEXT/SIMPLE STRUCTURE/SENTENCES
- AI HAS NOT COMPREHENDED COMPLICATED STRUCTURE, CULTURALLY SENSITIVE TEXTS
- AI WILL NOT BE PREPARED FOR UNEXPECTED SITUATIONS WHEN CLIENTS' SIDE DOES SOMETHING ELSE INSTEAD OF DIRECTLY SPEAKING FOR THEIR INTERPRETING

MY 2 CENTS

- *POST-EDITING? HOW GOOD IS THE TRANSLATION?*
- *WILL THE AI BE RESPONSIBLE FOR THE WRONG TRANSLATION/INTERPRETING IN SERIOUS CASES?*
- *INVESTING A LOT OF MONEY AND TIME IN AI BUT CAN'T DO THE SAME THING ON HUMAN TRANSLATORS/INTERPRETERS?*



THANK YOU

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