

AI as a Game-Changer in Today's Translation Industry:

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In my talk, I will explore the game-changing impact of artificial intelligence (AI) on the translation industry, emphasising its pragmatic, ethical, and didactic implications. I argue that AI – particularly in the form of neural machine translation (NMT) – is not only reshaping translation workflows but also challenging underlying notions of what constitutes translation and the translator's role. Through a critical conceptual lens grounded in the contemporary theories of human-technology relations, I will highlight pressing ethical concerns such as data commodification, dehumanisation of translators, and translator identity erosion in the context of digital capitalism. Drawing on Arendt's semantic dichotomy, I will reimagine the translator as either a mechanical executor or a creative agent, calling for a reassertion of sustainable and human-centred translation values. I propose a staged integration of AI literacy in translator training, advocating for a delayed yet thoughtful introduction of AI tools. By fostering a balanced, hybrid approach that honours both technological potential and human agency, I will offer a timely roadmap for sustaining translation as a meaningful human activity in the digital era.