



WHITE PAPER

AAA TRANSLATION

HUMAN TRANSLATION VS. ARTIFICIAL INTELLIGENCE



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LANGUAGE PROCESSING IS NOT PROFICIENCY

According to experts, language processing is how artificial intelligence tools like Google Translate attempt to understand and transform language. Machines use statistical models and algorithms of usage in order to attempt to understand human expression. This should be considered a second-tier approach to translation. Most experts agree that although machines reply to queries and transform lexical input, they do not comprehend meaning in an abstract sense. Tools translating on a statistical basis thus open themselves to error in style, tone, and connotation at frequent intervals (depending on the complexity of the language involved).

Most businesses require more than high-functioning guesswork based on probability. They need exact translation. They demand the transition from one native expression to another to be lossless and non-literal. While anyone can request that Google Assistant transform a foreign menu item into known words, we must all remain aware that machines do not yet understand language in a strict sense (though they are excellent at giving that impression).

Context, complexity, and constraint remain the domain of the human translator who comprehends abstractly, making successful translation independent of the literalism and blandness machines have introduced.

LIMITS OF LANGUAGE PROCESSING

In its most advanced form, natural language processing (NLP) is responsible for the widespread misunderstanding that machines “speak” and “translate.” This subset of artificial intelligence is deceptively named considering machines process each term independent of their order to “naturally understand” commands and texts.

Simply because you can ask Google for the [weather in Denver] or [Denver weather] does not mean that you can rely on language processing for the fluency that international business and branding demand. Language depends on the order of words (syntax) to produce abstract meanings, and this is another sense in which we must admit the actual limits of this decade’s favorite machines.

The truth is that artificial intelligence requires humans to fill in when a mathematical lack of understanding betrays itself through awkward phrasing and fallback replies. (To bad there is no citation for the witticisms that Siri can parrot.) When, however, an expert, human translator approaches a high-stakes sales document for an international company, they consider the culture and context of language while summoning their own creativity to write words that abstractly mean the same thing across time, space, and culture.

For businesses that deal internationally, stakeholders and professionals must still rely on the good sense, authentic fluency, and creative capability of human translators. Hiring an expert translation firm to handle everything from marketing copy to interpersonal emails is the smartest choice a firm can make if they value their clients' experience of their brand.

AAA Translation is a leader in global languages and consulting that specializes in helping business cross language and cultural boundaries with confidence.

