TRANSLATION – MONITORING

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Abstract

The translation market and translation as a professional activity are in constant evolution. New requests appear in the market that go beyond the standard translation service from one language to another. Translators are requested by companies or public organisations to perform multilingual information monitoring, in order to obtain data or information in the target language. The translator becomes the main actor in a process involving the development of search strategies, strategic multilingual monitoring and the adapted and selective translation of information with the clear aim of facilitating the decision making of the final customer.

Resumen

El mercado de traducción y la traducción como actividad profesional evolucionan de forma constante. Aparecen nuevas solicitudes de servicios en el mercado que van más allá la traducción de un documento de una lengua a otra. Surge la necesidad de la vigilancia multilingüe: el seguimiento de información multilingüe y multisoporte encargado por empresas u organismos públicos con el fin de obtener datos en la lengua de destino para una toma de decisión óptima. El traductor se transforma en el actor principal de un proceso que implica el desarrollo de estrategias de búsqueda, la vigilancia informativa estratégica y la traducción adaptada y selectiva de contenidos para favorecer la toma de decisión del destinatario final.

Keywords: Translation. Monitoring. Multilingualism. Strategy. Business intelligence.

Palabras clave: Traducción. Vigilancia. Multilingüismo. Estrategia. Inteligencia económica.

Introduction

Translation is one of the professional activities that evolves more quickly in the area of those who work in communication-related fields. This can be seen, not only in translation strategies and specialism fields, but also in the ways of translating and communication contexts. Thus, as well as the clear evolution of translation in itself, the scope of the translators' activities also widens, along with the amount of services they can provide their clients with. In this sense, in recent years a type of job has appeared in the translation market, in which the translator has to go a lot further than a "simple" transfer from one language or culture to another. The translator is faced with a type of task that does not focus on the need to translate a specific text, but on the need to access multilingual, multicultural and multi-platform information, which can only be accessed thanks to the translation and, therefore, to the translator.

A multinational with their headquarters in Spain, who we had provided translation services for on many occasions in the area of our work as a translation agency, requested our services as they were interested in everything that was being said in relation to one of their competitors abroad. The client's job differed greatly from those we had completed up to that point. In this specific case, the client didn't provide us with a text to be translated, but they asked for information monitoring. The client, without really knowing the type of service they had requested, wanted us to provide multilingual information monitoring related to one of their competitors in France. The client's problem was that they did not know how or where to look for and monitor the information, where both the language and the sociocultural context were unsurmountable problems for them. Our task in this translation project consisted in "monitoring" our client's French competitor, carrying out informative follow-ups, remaining alert in relation to the information that may appear, finding relevant information that was suitable for the contents of the project; all of this using media provided in a foreign language, to finally provide the client with useful information in their language. This project differed greatly from a conventional translation request, with the end product that was being requested also differing greatly: they did not just require a simple translation,

but information translated into their language after filtering and analysing it. At the same time, they did inform us of the clear objective of the information that we were going to provide: decision making and interaction within their business environment. The report we provided them with was a key part of our client's company strategy. We realise that our job, the translation itself, had changed radically. We weren't working with a conventional translation plan, receiving a text (in whichever format), in a certain language in order for us to translate it into the language that the client asks for, but we had a job of reflection in relation to the client's information needs, finding the sources of pertinent information, and even determining the languages and geographical areas in which we had to carry out this search.[1]

Currently, progress of the Internet and the unstoppable globalisation has caused a change in relation to information. It has become a high value resource, both for businesses as well as public institutions, as its access, control, management, analysis and interpretation may constitute a great competitive advantage for whoever possesses it. The problem is not the lack of information; on the contrary, it is the avalanche of it that has caused the increase in speed of data transfers and the generalisation of use of the Internet, both on a professional and personal levels. To illustrate the enormous quantity of data generated, we can look at what happens every minute on the Internet –571 webpages are published, 156 million emails are sent, users publish more than 400 hours of YouTube videos and online commerce generates more than $270,000.[2] In summary, on the Internet we can find almost everything we wish to know about any subject, if we know how to look in a way that is both appropriate and efficient. The paradox arises from the fact that the more information is generated and the faster it is circulated, the more difficult it is to find specific information, that piece of information that we really need, and which could become of exceptional value.

Therefore, we need to find this information, process it and analyse it. In this sense, "monitoring" has a fundamental role. Monitoring involves ongoing information management in relation to a specific subject in order to find information that is both pertinent and relevant. Monitoring ends up replacing the feeling of not being able to "keep up to date" and constitutes, without a shadow of a doubt, the driving force behind Competitive Intelligence (Martinez, 2012).

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1. In this case, our client competitor was working in France, as well as in Belgium and other European countries.
2. Source: https://es.statista.com/grafico/13159/que-sucede-en-un-minuto-en-internet/

We can begin to see the relationship between monitoring and translation when the information that we need to access, both in relation to companies as well as public institutions, is not available just in one language, or one culture, but tends to be increasingly more multilingual, multi-platform and multicultural. In this context of information management, not only translation as an activity in itself, but also the translator, has a central role. The translator, therefore, becomes someone who is involved in translation-monitoring. This clearly constitutes a new opportunity for translators. As mentioned in the introduction, translation as an activity in itself evolves extremely rapidly, in accordance with market needs. Nowadays we do not translate in the same way as we translated just twenty, ten or even five years ago. Translation-monitoring is simply the result of a new global market need, in which companies or public institutions need to monitor a certain subject, or acquire specific information provided in a language or culture that they do not understand. The translation market is a healthy one, which continues to grow, even during the years of the recent financial crisis. In 2017, the translation market was worth $43 billion, with an estimated growth of more than 6%.[3]

The purpose of this article is to attempt to define translation-monitoring as a new type of translation and service that professional translators can offer, constituting, without doubt, a new niche in the market. Our main objective consists in taking the first steps towards the characterisation of translation-monitoring. In the first section we will explain what monitoring is as well as its implications, prior to, in the second section, detailing the main existing referenced contributions in relation to translation and monitoring. We think that the translator's competencies are compatible with the provision of a translation-monitoring service. We do not aim to confirm that translators, with their translation training, are able to carry out multilingual monitoring, but the competencies and aptitudes acquired during their university studies may constitute, in our opinion, the ideal base to implement ad hoc training in translation-monitoring.

For this reason, in the final section we will present our training proposal, combined with the sub-competencies (PACTE, 2001) acquired by translation students during their degree and the specific competence related to strategic monitoring.

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3. Source: http://www.commonsenseadvisory.com

1. Monitoring

Monitoring consists of informative management to detect both threats and opportunities in a specific sector or area of specialisation, with the aim of providing the client or end user with information transformed into useful knowledge, which may be used in their decision making. The role of the monitor consists in aiming to limit the risk by providing information with high added value. The information becomes the central pillar of monitoring work, the fundamental raw material that the monitor has to find, filter and process.

Often monitoring is considered as fundamental in the strategy definition process of a company or organisation. The role is to identify and process useful data and information, which will allow the end-user to define their strategy and take informed decisions.

Informative monitoring is an age-old human activity, whose most important references arise from the application, in the civil field, of practices and techniques used by the intelligence services. When beginning an activity, be it business-related, organisational or a relationship-based activity, the need to be informed, to monitor your environment and your competitors, whether friends or enemies, or to make comparisons with others and to understand market trends, is constant throughout history. In the last 20 years humanity has produced more information than in 2000 years prior to this, and this volume of information increases exponentially each year. The quality of the filter, therefore, is essential.

This fact, in which the importance of good information screening is highlighted, is the origin of a company's needs to establish an advanced and perfected search, processing an information distribution process. From this viewpoint, monitoring consists in providing good information to the right person at the right time, in order to make the best decision. The large quantity of information stored on the mega databases throughout the world allows us to come to the conclusion that we need proper methodology for the processing and analysis of information due to the real information overload that we are suffering. The secret can be found in attempting to combat what is known in French as, "trop d'info, tue l'info".[4]

Many authors and theorists in the field of monitoring propose, from their observation in their practical studies, dividing monitoring into more specific types of monitoring. These differ amongst themselves, essentially by the type

4. Too much information kills the information itself. (Own translation).

of information processed and the measures used in practice to obtain it. The method used or the process involved in each type of monitoring is basically the same. The main difference consists in taking into account the diversity of the information, both in relation to its format as well as its nature, in order to adapt the tools used for its search, processing and distribution. A list of monitoring types is detailed below. This list does not aim to be exhaustive as there are so many different types of monitoring as well as activity sectors and client aims:

— Scientific monitoring refers solely to scientific products and processes, in other words, articles published in journals, theses, various research reports et cetera.

— Technological monitoring is based on the identification of the abolition of techniques and technologies used, or which may be used by the competition.

— Legal and regulatory monitoring consists in monitoring the development of legal texts such as rules and regulations, which may have an influence on the launch of a product, or even the setting up of a company in a certain sector, region, country, organisation et cetera. For example, a multinational in the automobile sector, which has been able to anticipate the approval of a new renewable energies subsidies law, may start production.

— Commercial monitoring is based on clients' needs and products that are launched. These needs may consist in an explicit request or a more tacit one. Monitoring is carried out, for example, by a banking institution, which allows it to identify, in relation to its clients, that a large number of them donated money to charities or NGOs. The results of the monitoring report may allow the bank to take the decision of offering these clients ethical investment funds that have both a social as well as financial interest.

— Sociocultural monitoring is based on social behaviour and cultural factors of diverse consumer groups in a specific market.

— Image (or reputation) monitoring will focus on outside perception in relation to a company or organisation's image.

— Media monitoring refers to monitoring information published in the media.

— Healthcare monitoring: this is mainly pre-emptive, monitoring new drugs or outbreaks of diseases.

— Competition monitoring is without doubt the most widely used. It allows the understanding of the current status and competitors' policies through the analysis of their financial status, new products that are launched, research in innovation matters et cetera.

We should highlight the fact that the various types of monitoring may be, and are, in the majority of cases, interconnected. Competition monitoring, therefore, may include technological and strategic monitoring, and so on and so forth. There is no clear separation between the different types of monitoring. The same piece of information may be critical in various monitoring sectors. It is therefore necessary that monitoring consists in a global activity. It should be placed at the crossroads of a company's various activities, in order for the information to be useful at all levels of decision making. However, at the procedural level, monitoring is not launched in a multi sectoral format, in other words, even though the commercial monitoring process may involve technological monitoring, the organisation or business has to take an initial decision in the definition of the monitoring project.

We understand strategic monitoring as all monitoring whose end purpose is the decision making process by the client. The monitoring process in these cases will generate a product, whose aim will be to promote a decision based on useful knowledge provided by the monitor. The product, as a result of the monitoring, will be strategic in nature in as much as it has importance or influence on the decision making carried out by the decision maker. We could say that the large majority (if not all) of monitoring is aimed at decision making, towards a clearly strategic objective, as this will always be used, to a greater or lesser degree, in making a decision, or to tip the balance for one side or the other.

Given that business activities regularly cross borders, the information that businesses need is evermore multilingual, multicultural and multi-platform. The limitations of automatic translation tools and, above all, their inability to "think", or to establish search parameters configuration and multilingual information management, the use of a professional translator is necessary. Professional translation-monitoring is present in the professional marketplace. There are many organisations that are already using professional translators that have focused their activities on multilingual monitoring. Even though we have started from an observation of the practice of a new reality, in the following section we will focus on analysing the main theoretical contributions regarding the relationship between translation and monitoring.

2. Translation and monitoring: current status

The increasingly rapid and important development of communication via the Internet, the multiplication of channels of distribution used by the media (be they written, oral or audio-visual), the democratisation of IT and multimedia tools, as well as the development of technical processes have transformed information into a raw material, both for the private and public sectors.

The increase in formal monitoring practices, both by businesses as well as public institutions, is a fact. Every day we can see real examples of the successful use of the information that allows us to understand the importance of obtaining information that offers clues to help with decision making. If we wished to illustrate the current status of our societies, we could say that the "global village" has incorporated a giant Tower of Babel in its heart, which never stops growing thanks to the exponential growth of communication channels. In this way monitoring of the international environment acquires a preferential place within company strategy. The information acquired and transformed into useful knowledge constitutes a competitive advantage that allows the enabling of decision making. In this sense, then, monitoring becomes a main support tool for decision making, and becomes both multilingual and strategic.

We could affirm that the context of the globalisation of economies and of their relationships, thanks mainly to the Internet, is granting a central role to multilingual communication experts, capable of facilitating communication between subjects with different cultures and languages (Guidère 2008). The profession of the translator is in constant evolution due to the diversification of markets and the possibilities offered by new technologies and "information highways". The emergence and, to a certain extent, the massive use of new IT tools, translation and text processing, enable the birth of new translation branches (Hurtado 2001), as well as localisation or audio-visual translation, which is generated by and generates deep changes, both in the process as well as in the product of the translation task itself.

As far as we know, up till now there has been no reflection in the Spanish-speaking area (either in Spain or in Latin American countries) regarding the relationship between translation and strategic monitoring. Therefore, we have considered it relevant to baptise this new discipline, being inspired by the nomenclature used by Guidère (2008: 118), which combines monitoring and translation, conjugating the aptitudes of the translator with those of a monitoring expert, with everything that this implies in relation to documentary, search, processing and analysis competencies, as well as those related to *translation-monitoring*.

The brief panorama that we consider below aims to be a global vision of the contributions by the main authors who have reflected on the relationship between monitoring, in its various guises, and translation. The focus of this global view in relation to that which has been said regarding translation-monitoring is fundamentally practical, and not merely theoretical, given that the authors involved are also professional translators. The only existing bibliography in reference to the relationship between monitoring and translation is constituted, on the one hand, by two articles published in 2007 in the *Traduire* journal and, on the other, in the minutes of a seminar that took place in 2008 at the Geneva School of Translation and Interpreting. From our viewpoint, the two most representative authors in theoretical reflection in the area of the relationship between translation and monitoring are Guidère (2008) and Gouadec (2009).

2.1 Multilingual monitoring: Mathieu Guidère (2008)

Mathieu Guidère is one of the first and few authors having considered the topic of the emergence of a new form of translation reflected in strategic monitoring. Professor Guidère is known thanks to his numerous works related to the analysis of advertising and politics, as well as other sociocultural matters in reference to Islamic terrorist groups in Iraq and other Arabic countries. Between the years 2003 and 2007, as director of the strategic analysis and technological monitoring laboratory (LAISVT in French), he put into practice (multilingual) monitoring in an international monitoring project, whose aim was to monitor Islamic fundamentalist radical groups, mainly in the area of the Middle East. In his article "La veille multilingue: défense et illustration de la traduction stratégique" (Guidère 2008), the author observes the deep and constant evolution of translation, and considered the strategic aspect in which the work of a translator is framed. In short, he highlights that translation is the simplest and most effective way of promoting linguistic and cultural diversity. The translator, in a context of globalisation and foreign-language information exchange, becomes, thanks to their role as an intercultural mediator, a multilingual monitor.

In relation to the nomenclature, Guidère (2007: 47) refers to Anglophone terminology and highlights that monitoring in French is human in nature, and not as oriented towards automation or mechanisation as in English, with the use of terms such as monitoring, scanning, and screening. For Guidère, Competitive Intelligence (or economic intelligence as per the literal translation from French), refers to industrial espionage activities or competitive

monitoring, amalgamating and mixing the concepts of competitive intelligence and monitoring which, as we explained in the previous section, are not really related despite being interconnected.

For the author, the aim of multilingual monitoring is "préparer et étayer constamment la prise de décisions, c'est à dire d'aider les décideurs politiques et économiques à faire les bons choix ou à appuyer les choix stratégiques qu'ils font" (Guidère 2008: 18). The strategic aspect of translation-monitoring is fundamentally linked to decision making, for the purpose of the product, delivered by the translator to the initiator of the monitoring request. Guidère (2008: 22) distinguishes five different stages in the translation–monitoring process: diagnosis, information gathering, analysis and finally its synthesis before the distribution phase.

2.2 The translator–monitor in the area of new translation professions: Gouadec (2009)

Gouadec, in his description of the various existing formats in relation to the profession of the translator (*Profession Traducteur*, 2009), in the section related to the translation profession, mentions those branches of translation, which he calls "Traducteur à double competence". In other words, translators with competencies who merge together with others, to carry out a specific job. Within these professions, according to Gouadec, we can find the translator–monitor. This relates to:

> Un traducteur chargé de repérer les informations se rapportant à un ou plusieurs sujets particuliers et à les reformuler / synthétiser / réorganiser / résumer en les traduisant Dans la langue des demandeurs d'information. Il cumule donc les fonctions de recherchiste et de traducteur. La veille en question peut être stratégique, commerciale, technologique ou autre. Elle doit permettre au demandeur de trouver les informations utiles et d'en tirer parti le plus rapidement possible. (Gouadec 2009b:61)

Gouadec explains, without going into detail, that the translator uses standard search engines, along with dedicated search engines, generally designed to respond to a need for information requested by a specific client. At the same time, Gouadec states that the translator, depending on the volume of the translation itself, may use an automated translation program as a tool to process all the information. In relation to the product, Gouadec considers that the translator-monitor produces document files or localised webs, analytical summaries and dossiers that are increasingly more comprehensive, only translating that

which is strictly necessary, and presenting the useful information in the clearest and simple way possible.

According to Gouadec, we find ourselves before a real redefinition of the translator, as they must be capable of undertaking a multitude of functions, and therefore, become a document maker, a searcher of information, a technician, a terminologist, phraseologist, translator, adapter, reviewer, proofreader et cetera. The author provides a long list of the many and varied functions that a translator may adopt, whose renewed role is clearly multifaceted and multidisciplinary within the area of multilingual communication (Gouadec 2009b:62).

> Si elle demeure le moyen privilégié de la communication internationale multilingue, la traduction doit être replacée, aujourd'hui, au centre d'une galaxie. En effet, autour de la traduction se sont développés des métiers qu'il est convenu d'appeler les métiers de la traduction [...]. Que l'on considère ces métiers comme des extensions de la traduction ou qu'on les voie comme de nouveaux métiers, l'important est de savoir qu'ils se développent rapidement et qu'ils tirent de plus en plus les traducteurs vers des activités, des responsabilités, et des compétences d'ingénieur en communication multilingue multimédia.[5]

Here, Gouadec identifies the need to position translation and the translator in a new professional framework, in which the translator has to adapt to the needs of both markets and clients, as well as developing new profiles which may move away from the traditional definitions of a translator. In the *Guide des métiers de la traduction localisation*, Gouadec (2009a) discusses the relationship between translation and monitoring, but also includes this activity with terminology, granting the translator-monitor the same competences as those of a terminologist.

> En toute logique, le terminologue est un «veilleur». Il l'est doublement, il assure d'abord tout naturellement une veille terminologique permanente au sens où il repère, recense, intègre et traite les nouveaux termes qui apparaissent Dans son horizon professionnel et dans les domaines d'activité des commanditaires de son travail. Mais il est également chargé d'assurer la veille technologique ou commerciale ou stratégique pour le compte de divers servies ou clients commanditaires. (…) Le terminologue est le veilleur idéal parce qu'il est un véritable spécialiste de la documentation, d'une part (il est par nature un fureteur efficace et ses stratégies de recherche d'informations sont, en principe, d'une efficacité redoutable) et parce qu'il maitrise des langues étrangères, d'autre part. (Gouadec 2009a:32)

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5. Source: http://www.profession-traducteur.net/traduction/traduction.htm

In reference to translation-monitoring as a whole, the author defines the translator-monitor's tasks in the following way:

> Les traducteurs de veille représentent une catégorie particulière de traducteurs qui traquent l'information commerciale, stratégique, technologique ou autre, souhaitée par leurs clients. Ils recherchent les sources d'information (sur le web), sélectionnent l'information pertinente, la traduisent, la remettent en forme et la rediffusent généralement par voie de lettre d'information ou via un intranet ou extranet protégé. (Gouadec 2009: 68).

2.3 Translation-monitoring: A new professional opportunity for translators

Thanks to the emergence and increasingly rapid development of information sciences, the communication function of translation is of undeniable importance. In this context, translation does not constitute a function as any other interlinguistic communication does, and the translator now no longer simply represents a link between the issuer and receiver, between two texts. Going further than the textual platform, translation is positioned within a context of linguistic mediation, along with a cultural and social one. Guidère (2008: 16) considers that translation becomes multilingual communication as it constitutes mediation with a social value, which is developed via a three stage process: identification of the recipient, definition of the specific language, and the establishment of a relationship based on common knowledge. The job of the translator, in this context, goes further than his "traditional" tasks, becoming the strategic actor thanks to the decisions he has to take, in order to suitably identify the type of communication in order to optimise the multilingual communication process.

Translation-monitoring, understood as an informative management activity in two or more languages, regarding a subject defined by the job provider, is a relatively recent activity due to the relatively new nature of the wider discipline, in which competitive intelligence is included (Martinez, 2012). Application of a formal monitoring system in the heart of a company or state strategy (in this case leaving to one side the practices of the intelligence services, which are not related to this study), is relatively new, and even newer when related to the Spanish context. Furthermore, in the same way in which we have not found much bibliography in Spanish in reference to the general field of strategic monitoring and competitive intelligence (the majority of the bibliography related to these two disciplines we have found in English and French), the bibliography relating to the implications of translation monitoring is quite scarce. As we discussed earlier, the pioneering work that established a relationship

between strategic monitoring, translation and *traductology* was an article published in the *Traduire* journal in 2007 by Prof. Mathieu Guidère, followed by the minutes of the seminar that took place on 28 and 29 May 2008, organised by the Geneva School of Translation and Interpreting (ETI Switzerland) and by GRETI (Translation and Interpreting Research Group), whose aim was the study of the relationship between translation and strategic monitoring in the current framework of globalisation of the economy, and a generalisation of communication tools in all languages. We should also mention the work of Prof. Gouadec in 2009, *Guide des métiers de la traduction*, in which he mentions translation-monitoring as one of the new translation professions that has arisen from companies' information needs, and where the translator is an actor, whose competencies are the most suitable for this type of work.

We could say that the seminar that took place in Switzerland in 2008 was a precursor in multilingual monitoring matters (a literal translation of the terminology used by the majority of authors that we have analysed), and that the study regarding this trend is in its infancy, given that it lacks a theoretical framework as detailed research has not taken place up till now, which would allow the corroboration or the argument against possible hypotheses regarding the orientation of this new avenue for professional translators.

The common area of the large majority of authors, whose thoughts we have mentioned previously, is the eminently practical side of their beliefs. Actually, all the authors, as well as being in certain cases translation teachers, are professionals who put into practice translation–monitoring on a daily basis. Therefore, we can affirm that the reflection which has taken place in relation to this discipline, this new branch of translation, is based on the observation of this trend.

We believe that Guidère is one of the authors who draws special attention to the theoretical aspect of the discipline, as he reflects on the implications of monitoring for the translator and the profession of translating. For him, the translators acquire a strategic role, as their intervention is vital for monitoring, thanks to their competences, both linguistic as well as cultural and analytical. However, Guidère creates an amalgam between competitive intelligence and espionage, distinguishing them from monitoring when, in effect, they are overlapping events. Competitive intelligence and monitoring are not really linked to industrial espionage as they are based on white or open information, and not black or illegal information. Alternatively, we believe that monitoring is a part of competitive intelligence, the mother discipline which in some way encompasses it. In this way, we can confuse competitive intelligence with monitoring.

The opinions given by Guidère do seem to be of great interest, as in some way the author lays the first foundations of what may be a *logical-translation* focus for translation-monitoring.

One of the most recent contributions in the subject of multilingual monitoring is that offered by Gouadec, although only briefly, in one of his recent books, *Les métiers de la traduction* (Gouadec 2009). Gouadec's contribution is of great interest to us, as it confirms that monitoring is becoming one of the new fields in which the translator has a fundamental role. In relation to methodology, the author says that the translator translates that which is strictly necessary, delivering clear, precise and simple information. For Gouadec, the translator is a multifunctional actor, the reason for which monitoring becomes one of their action areas. The methodological sequence presented by Gouadec seems interesting to us despite the fact that, from our viewpoint, it lacks theoretical or practical foundations, as the author does not illustrate this with examples of the methodology he presents. Alternatively, the author compares the translator–monitor with the terminologist by considering that the competencies necessary for monitoring are the same that would be used by a terminologist. We do not consider that the translator-monitor can be compared with a terminologist given that, even though both activities have a textual and conceptual component, translation-monitoring goes a lot further than terminology, above all in the analytical field. The translator not only has to choose the correct form of the keywords in their search, but they also have to be capable of selecting, analysing, condensing and translating the information found, to offer the clients or the monitoring recipient a product whose purpose is to enable decision making. As Gouadec says, the translator-monitor is characterised by their multifaceted nature, but we also believe by their networking capacity. Actually, the translation-monitoring work plan implies a close collaboration between all actors related to the process in order to generate a quality product that serves its primary function: to be a tool for decision-making.

As occurs in other types of translation, we think that translation-monitoring, once identified as a new discipline, requires specific training aimed at adapting to it and the reorientation of those aptitudes and sub-competencies acquired by translators that are in training, or professional translators involved in ongoing training. As mentioned in the introduction, we started from a check or observation of a professional market reality, in which a new type of demand for services has appeared, to which the translator may provide solutions, given that automated translation cannot provide these solutions as a deep capacity of reflection and analysis is required. As it stands, the translators' profile

seems to be suitable for the provision of a multilingual monitoring service; however, given the new nature of this discipline, this profile requires, as is logical, specific training which, from our viewpoint, may consist in adding to existing university studies. The conversations with actors and businesses in the monitoring sector (single language, in other words, carried out in one language) have indicated and shown to us there is a need to resolve the multilingual "problem" existing in monitoring, and that automated translation tools are not a viable solution, at least in the initial stages of the process based on the observations from our own professional experience, as well as in the features of the existing subjects in the translation and interpreting degree, and the competencies necessary for strategic monitoring.[6] Below we have presented our provisional translation-monitoring training proposal.

3. Towards a provisional didactic proposal

Both our professional experience as well as the newness of the subject addressed in this article regarding the relationship between translation and monitoring, has led us to affirm that there does seem to be a new professional avenue for translators. The multilingual and multicultural aspect of monitoring is a market reality. The translator and translation as an activity have a central role in the multilingual monitoring process. We believe that the translator's profile may be suited to the provision of a monitoring service, as long as they receive training which allows them to acquire the necessary monitoring competencies.

The translation–monitoring process involves the manifestation of the majority of the translation sub-competencies established by PACTE (2001). However, these sub-competencies are not sufficient for correct multilingual monitoring, given that they are exclusively aimed at the activity of translating itself, without taking into account the client's needs, who does not request the translation of a document from one language to another, but the monitoring, selection and obtaining of information, written in one or more languages of which they have no knowledge. In many cases, the client may even fail to state the languages in which the information is written, or specify which information they actually need. As a consequence of this, the translator-monitor's task is not solely limited to completing a project given to them by the client (as is the case of a regular translation project), but, on occasions, they also have to guide the client towards the final product that they need: what information

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6. Source: https://f-origin.hypotheses.org/wp-content/blogs.dir/12/files/2009/04/refer-entiel-metier-rm.pdf

they are looking for, in which geographical areas, which items to monitor et cetera. Once all the monitoring project parameters are established, the translator-monitor has to produce a target deliverable document, a multilingual monitoring report, in the language of the client, based on the information found, processed, analysed and, above all, translated.

The observation of the translation sector and of our own professional experience as a translator and director of a translation agency, has allowed us to reach the conclusion that the training provided during the translation degree is not enough for multilingual monitoring. There is a series of shortfalls which could be addressed through the implementation of ad hoc translation-monitoring training, which would allow the combination of the use and adaptation of the subcomponents of the translation competency with the competencies necessary for monitoring.

The need for translation-monitoring training is underpinned on the fact that there seems to exist a correlation between the competencies necessary for multilingual monitoring and the translator's profile. Even though the translator seems to have a series of suitable competencies for multilingual monitoring, as they have not received any training in reference to the provision of a service of this type, and which is not really related to a translation service per se, they need to receive specific training which allows them to adapt certain capabilities already acquired, and to acquire others that they currently do not have. We are aware that we are basing our proposal on the mere observation of the practice of a new event in the professional market, and putting it into practice would allow corroboration or argument against our hypothesis.

Given the newness of this type of translation service, currently no studies have been carried out which allow us to determine a starting point for possible translation-monitoring training. If we start from the analysis of the study plan and teaching guides of the University of Alicante degree in translation and interpreting, we could say that the subjects that offer more clues in relation to multilingual monitoring are the technical–scientific translation and terminology I and II subjects. Even though it's true that both subjects have training elements that appear to lay the groundwork for aptitudes and competences necessary for the first steps of multilingual informative monitoring, these training elements are, as is logical, exclusively aimed at translation (encompassing the various translation formats, as well as activities that gravitate around it: drafting, review, localisation et cetera). One of the aspects on which the teaching of the two aforementioned subjects is based is the students' capacity to provide documentary evidence, to find and generate terminology databases, in

the case of the subject of terminology; and, in the case of technical–scientific translation, of being able to find all the necessary resources which may help them in the completion of a translation, to solve terminology, comprehension or format problems. We find, in what we have just mentioned, one of the reasons for which the translation student is the ideal candidate for translation-monitoring training, given that they have already acquired a series of aptitudes and competencies necessary for correct multilingual monitoring, without even being aware of it. However, given that translation itself is not closely connected to translation-monitoring, there is a clear need to adapt these aptitudes, translation sub-competences or in general terms training activities, to translation-monitoring itself.

Given that currently there is no official university training in the subject of translation-monitoring, ad hoc training could be designed as part of a Master's degree, which would focus exclusively on translation-monitoring, combining the adaptation of already acquired competencies with the implementation of training subjects that are necessary and currently not yet acquired. The choice of the Master's degree level for implementation of this training can be explained by the expert level of translation acquired by students, once they have completed their degree.

Our teaching strategy approach for training in translation-monitoring is based on the observation of professional reality, but also on case studies. We have divided our training plan into three important blocks, in order for the students to be involved in the process and to understand its workings. Our aim is to transfer the process steps to the training itself. We have detailed below the three blocks that make up the contents of the translation-monitoring subject:

1) Introduction
2) Definition of needs and comprehension of the project
3) Search for sources and information, along with information gathering.
4) Analysis and processing of information, generation and distribution of the report.
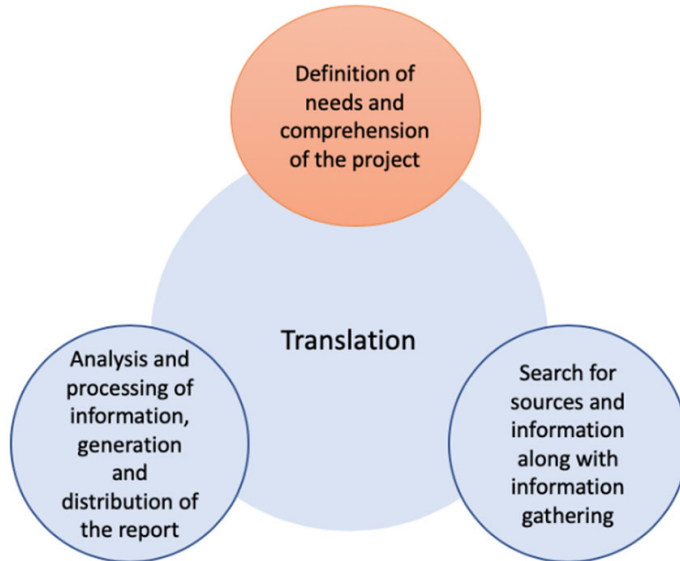
Subject contents:

Block 0 – Introduction
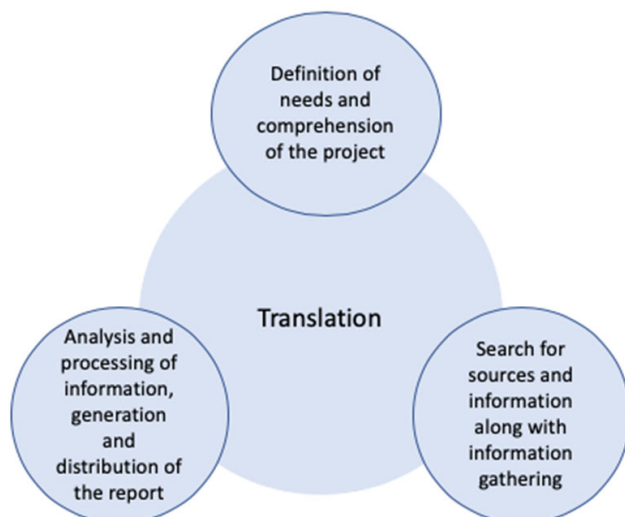
Introduction:

— What is monitoring.
— What is competitive intelligence and its relationship with monitoring.
— Models, sources and systems.
— Information value chain.
— Presentation of monitoring cycle.
— Monitoring of multilingualism/multiculturalism.
— The link between translation and multilingual monitoring.
— Definition of the multilingual monitoring process (flowchart explanation).

Block 1 - Definition of the needs of a monitoring project

Block 1.1 Initial examination: discovering the subject, concepts, agents and keywords:

— Search engines and meta search engines (Google as a professional tool).
— Alternatives to meta search engines.
— Definition and configuration of a monitoring equation.
— Definition and translation of keywords.
— Search, monitoring and translation equation: main implications.

Block 1.2 Configuration of primary monitoring and alerts: testing the keywords, discovering sources, receipt of primary information:

— The use of tools: intelligence agents, news searches, RSS.
— Process feedback of the first steps: initial searches and findings re-orienting primary searches.

Block 2: The search for sources of information/information search and information gathering.
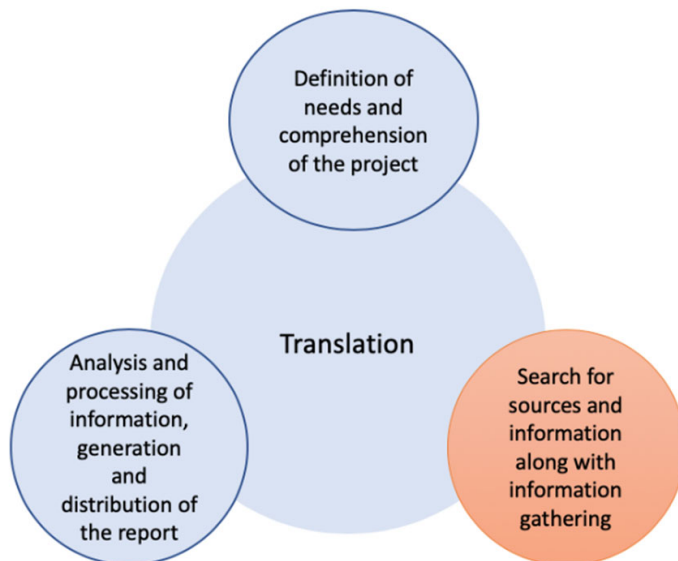

Block 2.1 Definition of the various types of information sources:

— General sources
— Technical sources
— Secondary sources
— Informers
— Invisible web
— Criterion to determine the reliability of information sources

Block 2.2 Grounding of the information search: application of the search equations with information gathering:

— Detection of new content
— Gathering/collection of information and its organisation for subsequent processing.
— The use of monitoring tools: information gatherers, RSS feeds.
— Application of data mining to multilingual monitoring.
— Knowledge management: the use of knowledge management platforms prior to processing.
— The indexing of information

Block 3: Analysis and processing of information, generation and distribution of the multilingual monitoring report.
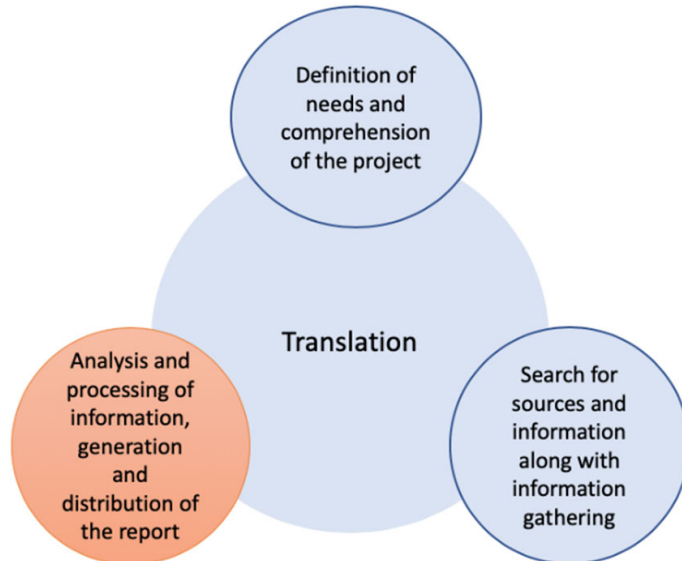
Block 3.1 Translation-monitoring, instrumentalisation of translation for the generation of useful knowledge:

— The various translation strategies when generating the monitoring report.
— Selective translation.
— Summarised translation.
— The complete translation.

Block 3.2 Information processing tools: multilingual data mining programs.

Block 3.3 Preparation of the multilingual monitoring report.

Block 3.4 Distribution methods of the final product: different platforms for the various informative requirements. Monitoring report delivered via:

— Email, newsletter.
— Blog.
— PDF document with links.
— Alert notes...

Block 3.5 The ethics of translation-monitoring.

In conclusion

The multiplication of communications, the exponential development of the quantity of information published on the Internet, the immense speed of dissemination of this information and the increasingly more important interaction between cultures and languages, are factors which provide monitoring with a multilingual nature. The relationship between monitoring and translation seems to arise naturally at the point when a client requests monitoring related to a certain subject, which requires access to multilingual and multicultural information. The translator is now not only limited to translating the text from language A to B, but they must produce a document, in the client's language, which allows them to obtain information regarding a specific subject that enables the end user's decision making. Thus, taking into account the theoretical vacuum, the new nature of the discipline and the absence of its treatment in Spanish, we decided to call the combined activities of translation and monitoring as "translation-monitoring", where the "translator-monitor" is the main actor.

Translation-monitoring is a new activity within the field of translation, and represents an emerging professional avenue, full of possibilities for both professionals and translators in training. This affirmation was the starting point of our research, as well as our first initial hypothesis thanks to the realisation, based on the observation of our own professional experience of the translation market reality, that this issue had not seemed to have been addressed in the area of modern *traductology*. This new nature that we have been qualifying as a trend, discipline or translation type, carries with it a pressing need for characterisation, definition and putting into perspective, both for professional translators as well as translation students. As a conclusion, in relation to the various sections of this article, we could say that:

1. Translation-monitoring does actually constitute a new professional opportunity for translators. Translation constitutes a central pillar of communication along with the exchange of goods and services at the heart of the rampant globalisation trend in which our society is immersed. However, we have detected that the market has generated a new type of services request, which is not focused on the mere request for the translation of a text drafted in language A into language B, but here the client, either an individual or from the private or public sector, requests information to which they have no access, as it is based on another culture and in a language they do not know. Translation-monitoring is a search and information management activity in one or more

foreign languages, for transformation of the information found into useful knowledge in the client's language to help them with decision making.

2. Translation-monitoring provides the translator with a new role at the heart of multilingual communication. It seems that the translator's role changes when it comes to carrying out a translation-monitoring project. When a translator has to carry out a translation requested by a client, they have no power of decision regarding the document that is to be translated, and in many cases is unaware of the purpose for which said document will serve. We could say that their task is limited to translating the document from one language to another. The difference with translation-monitoring can be found in the fact that the project does not concern a document that has to be translated, but an information request written in a foreign language. The translator has to make decisions in regard to the search for and selection of information, the monitoring strategies, their frequency et cetera. Furthermore, they also have to decide which fragments of complete texts are to be translated, what type of translation they have to carry out (a more literal translation or a more adapted and free translation), what type of platform they may consult to gather information (video, audio, text et cetera), and finally, in what form this is to be transmitted to the client. When commencing a translation-monitoring project, the translator will have, as a consequence, a new role if we compare it with the role of the translator when providing a conventional translation service. Here, the translator becomes a central and vital actor for the decision making of the final product's end user.

3. Our teaching model proposal, based on the mix of translation and monitoring competencies, may constitute a basis for the development of translation-monitoring training. Translation-monitoring consists in informative management in foreign languages, but also in different cultures. The translator, with their training and competencies acquired during their translation studies, has many of the necessary aptitudes for monitoring in various languages. The training model that we are considering, based on the praxis of this new discipline, but also on the translation sub-competencies and monitoring competencies, may constitute a starting point for translation-monitoring translator training.

Translation-monitoring implies a redefinition of the relationship between the translator and the client or end user of the product that is delivered. As mentioned previously, the request for multilingual monitoring consists in a request for information. The client is not somebody who wants a simple translation, in other words a client that requests a translator to translate a written document in language A in order to produce a document in language B. We

believe that this fact is essential in the characterisation of the discipline, given that the project is not constituted by a text in a certain language, but an informative need that may be more or less precise, in relation to a specific subject expressed in the client's language. When receiving the project, the translator will, firstly, have to be capable of analysing the client's informative need, and establishing their specific exact needs in the target language(s). Thus, the client on many occasions may request multilingual monitoring regarding, for example, a competitor in another country, but will not specify a linguistic limitation, leaving this decision to the translator-monitor, in order for them to evaluate the need to widen the scope of monitoring to other languages, or even other fields and areas. Even if in the framework of a translation project the translator may not know or directly deal with the end user of the delivered document, in the framework of translation-monitoring, said contact is vital, as the correct comprehension and orientation of the multilingual monitoring strategy suggested will depend on them. Alternatively, in the majority of cases, the translation-monitoring product will be confidential as it contains high added value information for its recipient. In relation to the translation-monitoring product, we spoke of the multilingual monitoring report. This report may have been prepared via the use of various translation strategies: comprehensive, selective or summarised translation. Translation-monitoring is conceived as a cyclical process in which the translator-monitor has to communicate with the client on a regular basis to provide them with results which may change the whole cycle after finding relevant information, and which involves a new informative need.

We believe that translation-monitoring constitutes a field of study with great possibilities, both for translation students as well as professional translators. As things stand, one of the future avenues of investigation which may be considered is moving towards the characterisation of the translator-monitor profile via a deeper analysis of the process and product. We believe that the translation-monitoring product, understood as a dynamic translation product, may be analysed more deeply with the aim of defining specific translation strategies. At the same time, it would be interesting to analyse the translator's decision making in relation to this last point. This would possibly allow you to systematise the teaching of these strategies. The use of eye tracking programs would allow us to specifically analyse the process followed by the translator–monitor when choosing relevant and pertinent information within the framework of the project requested by the client.

Finally it seems vital to mention a subject that we have not covered in this article, and which constitutes a totally new horizon for the translator: the implications of the translator in the client's decision making, or in other words, the ethical aspects linked to translation–monitoring. Information has become the operational raw material of our societies, and in the globalised world in which we live, the translator–monitor becomes a provider of multilingual information with a high added value. Therefore, cases may appear in which the information provided by the translator, always found and processed legally, would have unethical consequences when used by the end-user. We believe that the immaturity of the discipline involves reflection in relation to the translator's role in multilingual communication, as the translator, as we have tried to demonstrate throughout this article, is occupying an ever-increasing dominant role in the information society.

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BIONOTE / BIONOTA

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