

## ABSTRACTS

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### PROFESSIONAL TRANSLATORS' TRAINING IN THE REAL WORLD: TRANSLATION INDUSTRY REQUIREMENTS

Today translating activity has become the fully fledged industry with its own standards and methods to communicate with its clients. Applying marketing strategies in the process of future translators' training model means considering labor market requirements, detailed examining of the groups of potential customers of education services, and academic process adaptation to the changes of translation industry situation.

Modern standards require designing new curriculum which will be based on competence approach, the priority direction of which is education vectors: self-determination, self-actualizing, developing individuality and socializing.

According to ABBYY Language Services analysts' translation market today is quite a fragmentary one. The factors which influence the translation industry are: market globalization, explosive growth of content production, fundamental contradiction of terms-price-quality, shortening of production chain, centralization and gradual management of linguistic assets – corporate glossaries, Translation Memory, CATs. One more very important trend is cloud decisions integration and crowdsourcing.

Ukrainian market today, as the reflection of all the processes which have taken place in the country for the last 20 years, has considerably changed.

To sum up, today modern translation industry requires strengthening of its infrastructure and creating absolutely new, alternative models of service supply process, which should be included into methodological part of future translators/interpreters' training. This process may be revealed in the form of criteria and requirements for university graduates in their real practice, and mutual attempts may help increase the quality of translators' training at universities due to adequate reaction to the changes that have occurred.

*Key words: translation service market, quality standards, translation companies, marketing research, educational services.*