

A Study on the Application of Crowdsourcing Translation Model to College English Translation Teaching

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Abstract

With the increasing popularity of international communication, translation plays an increasingly important role in English teaching. As a part of the comprehensive application ability of English, the cultivation of translation skills requires a lot of practice compared to other skills. However, in the current university translation teaching class, the time setting for this course is rather limited, and the translation practice actually provided to students is also not sufficient and systematic, which cannot put an active pole in the cultivation of translation skills. The crowdsourcing translation model emphasizes the collaboration of more than one person to complete a rather long translation task within a specified time. In this way, the crowdsourcing translation model not only enhances students' collaborative learning and self-directed learning, but also provides them with a large number of opportunities for translation practice. Improving the quality of translations under the crowdsourcing translation model is also of great significance for the development of crowdsourcing model. This article describes the main characteristics of crowdsourcing translation model and analyzes how to apply it to translation teaching, as well as highlights the issues that should be paid attention to in the application process, in an attempt to improve the teaching quality of translation teaching.

Key words: Translation teaching; Crowdsourcing model

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1. INTRODUCTION

The process of English translation is the conversion of one certain language to another language, at the same time expressing the original thinking content completely and accurately. Fundamentally speaking, the translation of English texts has established an important communication platform for personnel from different regions and countries. For China, English translation teaching has a positive impact on China's modernization process. In addition to promoting communication between China and the international world through daily translation, many classic works have been translated into English, opening the door to the translation of Chinese classics and playing a special role in connecting China and the world through English translation. This confirms the uniqueness of translation as a medium for cross-cultural communication activities. With the rise and development of intelligent teaching on the Internet, the necessity of English translation teaching has become more prominent. While information technology promotes the modernization of education, providing network media and emerging technologies for modern education, it also puts forward certain requirements for translation teaching. The College English Teaching Guide (2020) advocates that colleges and universities use information technology to create a diversified teaching environment and cultivate students' autonomous learning ability [Hou Xiaodan et al]. Obviously, the traditional teaching model of static and dogmatic college English is difficult to meet the personalized and multi-level needs of students in the new era. Translation, as a part of listening, speaking, reading, writing, and translating, is an increasingly important and specific way to test students' comprehensive English

abilities. For college English translation teaching, the crowdsourcing translation model based on translation projects can effectively improve students' translation ability, help solve the dilemma of easy input and difficult output for students, and change the cramming phenomenon in previous translation teaching, forming a good learning atmosphere of learning by doing, thereby effectively improving students' ability to actually apply English.

2. THE CURRENT SITUATION OF TRANSLATION TEACHING

It is undoubtedly a truth that both the translation from English to Chinese and from Chinese to English play an increasingly important role in the implementation of China's "bringing in" and "going out" strategies. Therefore, due to the course requirement of the integration of translation theory and practice, English translation teaching in universities can produce talented students with innovation of translation strategies, as well as the highly qualified translation work and cross-cultural communication, becoming an important driving force for the development of informatization and modernization. However, it has been observed that the current situation of English translation teaching in universities indicates that its reform efforts and speed to optimize this course are relatively slow compared to other teaching reforms like smart teaching and modern English teaching in universities, and there are also different problems in terms of English translation concepts, translation resources, course management, and course evaluation. The teaching resources of English translation course in universities may face multiple challenges, including the singularity of traditional resources, the decentralization of information resources, highlighting the problems of insufficient integration of translation resources. Traditional translation teaching resources mainly rely on paper-based textbooks, and teachers mainly assign and explain translation exercises for paper-based textbooks during teaching process. Therefore, a single learning resource, outdated teaching resources, insufficient translation practices all limit students' opportunities to access the latest translation theories and strategies.

3. CROWDSOURCING TRANSLATION

The word "crowdsourcing" was first proposed in the *Wired Magazine* by Jeff Howe. Jeff Howe was a contributing editor and his main responsibility was the edition on the entertainment industry among other subjects. He gave the subtle description of Crowdsourcing, and also expressed the important influence of crowdsourcing in other fields like, culture, politics, economy and business. With the deepening development of globalization, international

cooperation is becoming increasingly frequent, and the demand for translation is greatly increasing. However, a limited number of translators cannot meet unlimited translation needs. At the same time, the information technology revolution has further strengthened the globalization of information. In this context, the concept of crowdsourcing has been applied to the translation industry, and crowdsourcing translation has emerged. The social value of crowdsourcing translation lies in integrating idle human resources, which has the advantages of low cost, abundant resources, and high efficiency. It can complete projects that have only been completed in at least a few months or even years in a short period of time (Yang et al., 2020). Based on the development of the Internet, crowdsourcing translation effectively uses the human resources in society to transform the work that was time-consuming and costly into the work that can be completed in a low-cost way in a short time, improving the efficiency of the industry. So, various popular translation platforms in China and even around the world are developing rapidly. At present, crowdsourcing translation models have also been applied in other translation fields outside of the classroom. For example, in the translation of TED talks, Facebook, Twitter, and best-selling books, crowdsourcing translation model are all adopted.

3.1 Advantages and Disadvantages of Crowdsourcing Translation Model

Crowdsourcing translation model came into being with the arrival of the information explosion in the Internet era. The crowdsourcing translation model broke down the big translation tasks and assigned them to translators with sufficient time and ability to work together to complete the translation, gathering the wisdom of the group (Jia Liping, 2016). It was possible to create the largest output in a short period of time by gathering human resources, greatly reducing the cost of capital and time input for translation. This greatly improves the efficiency of traditional translation methods, shifting cultural rights from elite groups to common groups (Jia Liping, 2016). Although crowdsourcing translation model is developing rapidly and has great potential, from a practical perspective, there are still some problems with crowdsourcing translation model. Firstly, the biggest challenge faced by crowdsourcing translation model is the low entry threshold and uneven translation quality (Lu Yan, 2012). Therefore, it is imperative to control the quality of crowdsourcing translation team. Secondly, due to the disintegration of translation tasks and assigning them to multiple translators, there will inevitably be stylistic differences, and the coherence of context and terminology will also be tested. How to effectively integrate the translations of different translators is also a problem faced by crowdsourcing translation model. Then, the involvement of multiple translators raises questions about the confidentiality of the materials (Zhai Yingying,

2023). These are all the issues that should deserve more attention in the development of crowdsourcing translation model.

3.2 The Necessity and Feasibility of Applying Crowdsourcing Translation Model to Translation Teaching

There must be a reason for applying a new model in one field, so does the translation teaching adopting crowdsourcing translation model. The necessity and feasibility of applying crowdsourcing translation model in translation teaching will be analyzed in the following.

3.2.1 Necessity of Adopting Crowdsourcing Translation Model

The current textbooks used in English translation courses in Chinese universities generally have a large amount of information and multiple modules, each unit containing numerous knowledge points from shallow to deep, as well as exercises on different translation methods. This plays an important role in helping students systematically master translation theory. In general, teachers explain translation skills in class and assign corresponding translation exercises to students outside of class. However, the improvement of translation skills cannot be separated from practice, and the current common teaching methods only provide limited translation practice and insufficient and unsystematic materials for students. Therefore, it is definitely necessary to increase the proportion of qualified and sufficient translation practice. The college English translation course, as a highly practical course, can be organically combined with the crowdsourcing translation model, greatly increasing the efficiency of classroom teaching. The effective organization of translation practice cannot solely rely on the completion of extracurricular translation assignments. Students need to be provided with systematic, long and coherent translation materials, as well as peer supervision and teacher guidance on their work. Therefore, in the limited class hours, it is crucial to choose translation practice materials reasonably and appropriately, and efficiently organize students' translation practice exercises. The use of crowdsourcing translation models can achieve the above requirements and help students improve the efficiency of translation practice. The advantage of crowdsourcing translation model is that it can allocate longer translation materials to different students, and each student is responsible for a part of the translation, and ultimately form a unified system of translation. At the same time, teachers can integrate materials from textbooks, multimedia videos, audios, and foreign news reports, forming various genres of translation materials to achieve qualified teaching results. After selecting the translation materials, the teacher divides the students into different groups and distributes the materials to each project group to achieve the purpose of translation skills practice. At the

same time, through crowdsourcing, it is convenient for communication between teachers and students, as well as among students.

3.2.2 Feasibility of Adopting Crowdsourcing Translation Model

The promotion of information technology in translation industry has promoted the development of translation technology, such as the appearance of translation memory tools and computer-aided translation, machine translation, terminology management systems, etc. The application of translation technology has improved the productivity of the translation industry, and its impact on translation practice, translation education, and translation research is gradually deepening. The effective operation of crowdsourcing translation model can not be separated from the support of information technology. The distribution, implementation, integration and evaluation of translation projects within each crowdsourcing team all depend on the Internet. Fortunately, in today's society, the rapid development of Internet technology and the popularization and application of mobile phones and computers all provide students with convenient ways to find materials and communicate information and finally launching the crowdsourcing translation model. Most questions can be answered through searching materials and group discussions, which further lays the foundation for the effective operation of crowdsourcing translation model.

4. GUIDING THEORY IN CROWDSOURCING TRANSLATION MODEL

In order to achieve better translation results, crowdsourcing teams need to follow certain theories and principles in the actual translation process. Any form of translation has a certain translation purpose, either to explain or disseminate information, or to entertain the public. However, how to more appropriately restore important information in the source language and express it in an appropriate form is the principle that translators should pursue. That is to say, the purpose of translation is something that translators need to always adhere to. As one of the translation models, crowdsourcing translation model also requires guidance from a translation theory, so that when there are divergences among translators, difference between source language and target language, a consensus can be reached through theoretical guidance. In the process of crowdsourcing translation, students will encounter translations of different themes, so one of the most commonly used theories to guide translation practice is Skopos Theory. Each crowdsourcing team should proficiently master and use the Skopos Theory as their guiding theory in the process of translation practice,

only in this way can they achieve satisfactory translation results. There are three basic rules in Skopos Theory, namely the Skopos rule, Coherence rule, and Fidelity rule. The function and loyalty rule is also important supplements and developments of this theory. In the following, the Skopos Theory will be further explained in terms of its rules and the relationships among these rules

4.1 Skopos Rule

The Skopos rule is the most important principle guiding translation practice. Every article is created for a specific purpose thus the translation version should also serve that purpose. Therefore, in the targeted language, Skopos rule should be strictly adhered. In the specific translation process, the translator needs to combine three purposes which are the translator's purpose, the communicative purpose of the target language, and the purpose to be achieved by using a certain translation strategy. Among them, the communicative purpose of the text in the target culture and environment is the most important one. Therefore, the main factors that affect the translation purpose are generally divided into several aspects, namely target readers, application context, reading expectations, and the cultural background of the recipients. From this perspective, the original text is no longer the most important and dominant factor. However, this does not mean that the translator could neglect the literal meaning.

4.2 Coherence Rule

In any translation product, coherence is essential and necessary, and only with coherence can readers understand the translation version. Therefore, this means that the target text should be meaningful in the communication environment in which it is accepted. Generally speaking, coherence rules also refer to coherence within a discourse, which means there must be readability within the targeted text. The source text information received by translators, their interpretation of the received information, and the information encoded for the target text receiver must be consistent. Information exchange can only be successful when the target text has readability and acceptability, enabling the recipients to correctly and fully understand its meaning. From this perspective, it is not difficult to see that the source text is no longer the most authoritative, but only a part that can be referenced under the guidance of translation principles. It only provides information for the translator, allowing them to select the necessary information from it.

4.3 Fidelity Rule

The principle of fidelity is probably the most fundamental principle among the four principles. The source text is the provider of targeted text, therefore the information provided by the source text is the basis for the translation. In this way, the translation provided by the translator must be faithful to the source text. From this perspective, the

principle of fidelity should be strongly emphasized in the translation process, which is the consistence between the original text and the translated text. However, the degree and form of fidelity of the translation to the original text depend on the translator's understanding of the original text, the purpose and function of the translation. So, the basic skills of the translators must be qualified and even excellent for they must understand the text before they can successfully complete the translation task.

4.4 Function and Loyalty Rule

The emergence of the principle of function and loyalty rules means that people's understanding of Skopos Theory has taken another step forward. Its emergence affirms the advantages of traditional translation theory, while also granting translators the right to make appropriate adaptations under the guidance of the original text. In such a translation process, the translator can feel free from the constraints of the source language and adopt appropriate translation strategies to interpret the source language, making the Skopos theory more reasonable and comprehensive. Therefore, the function and loyalty rule is an important supplement to Skopos theory, making it more reasonable and complete.

4.5 Relationships among these Rules

The production of a good translation not only requires the correct expression of the information in the source language, but also the translator's appropriate explanation, and presenting it to the reader in a coherent manner. In Skopos Theory, It is nature that faithful rules and coherent rules should all be considered. However, in some given situation, faithful rules are subordinate to coherent rules. It should also be acknowledged that the loyalty rules could depend on three aspects: the initiative information the writer aims to express, the translator's own interpretation of the message, and the method the translator internalized the message. The certain targed text could only be qualified when those three rules are aligning with each other. However, when the translation purpose is to make the certain targeted text incoherent, then the fidelity rule and the coherence rule should all be are subject to the Skopos rule. And what the supplementary function and loyalty rule highlighted is the appropriateness of the targeted text and also set an rule for the translators to be faithful to the source text.

5. THE APPLICATION OF THE CROWDSOURCING TRANSLATION MODEL

Each crowdsourcing group is composed of students with different levels of English proficiency, so certain principles need to be followed in the translation process for the crowdsourcing group in order to produce a translation product with consistent style and good quality. The

following are some points needing to be paid attention to during the crowdsourcing translation process.

5.1 Heterogeneous Grouping Based on Student English Level

Within the same class, students have varied levels of English translation proficiency. In order to achieve good teamwork and improve the skills of each student, students with different levels are grouped together to help each other. At the same time, each crowdsourcing translation team adopts a project leader rotation system in which everyone takes turn to be in charge of the translation project and the leader can assign tasks according to the actual situation, allowing each student to participate in the project. It's suggested that each group include 4 or 6 people and teachers select appropriate translation materials for crowdsourcing translation.

5.2 Assigning Reasonable Translation Tasks

The crowdsourcing translation model requires teachers to provide reasonable translation tasks. Therefore, as the guider, it's teachers' duty to assign appropriate and reasonable tasks on the premise of fully understanding the translation teaching content. Teachers should reasonably divide the teaching content into different teaching stages while grasping the overall teaching objectives. Based on the actual situation, they should choose materials suitable for translation practice exercises to ensure that students have the ability to complete this task while also making certain efforts. Only in this way can students achieve a sense of achievement and have a strong learning motivation.

5.3 Guiding Principles During the translation process

English translators should focus on the accurate expression of English vocabulary when choosing translation methods and techniques. The original meaning of English words and sentences that have been easily translated cannot be easily distorted. However, students' English levels are various, it is necessary for the teacher to objectively present the original thematic meaning of the English text. In order to obtain better translation results, teachers should also provide key suggestions for each crowdsourcing group based on different translation texts, which must include suggestions on translation style, spelling and punctuation, sentence length, etc. Some suggestions even need to provide specific examples, especially in terms of translation style, regulations should be made for each crowdsourcing team. The translation style should not only be as consistent as possible as the author, but also be consistent among the members of the crowdsourcing team. Therefore, teachers should provide style guides to students. It helps translators make choices between informal and formal words, modern and traditional words, personal and universal styles, and global and regional stages.

5.4 Translation Correction

Translators should be responsible for ensuring the quality of targeted texts and adopt diverse translation techniques comprehensively. Some details of language conversion need to be given more consideration to effectively prevent errors in language translation. Translators should focus on the accurate expression of English vocabulary when choosing translation techniques. The translation finished by the crowdsourcing team must be carefully revised and corrected before being submitted to the teacher. The crowdsourcing translation team can choose the social platform that suits them for free and timely communication. The form of correction is to team up in pairs to review each other's translation, then integrate the complete translation and have each team member review it, provide feedback, and jointly finalize the draft. Reviewers should ensure accurate translation, technical and grammatical accuracy, promptly identify translation errors such as mistranslations, punctuation, and spelling errors, and provide feedback to specific translators.

5.5 Reporting and Summarizing Translation Projects

The college English translation course has tight class hours and heavy tasks, and the translation tasks assigned to students are all those that students are capable of finishing. In this context, there is no need to present and report each translation project one by one. Teachers can refer to the opinions of students and select a group of students in the classroom to report on translation product that are difficult, profound, and need to be emphasized. This can be done through appropriate forms such as presentation in the form of power point or oral presentations. At the same time, it is required that each crowdsourcing team submit a translation report after completing the translation task, including the translation results, task allocation of each member, and any confusion during the translation process, lessons they have learned to the teacher. This helps to supervise the crowdsourcing team to complete the task, making it easier for teachers to understand the learning situation of students. The application of crowdsourcing translation model can improve teaching efficiency and achieve good learning outcomes, and also enhance students' ability to learn independently and collaboratively.

6. CONCLUSION

Crowdsourcing translation model provides students with rather long and systematic, and various genres of materials to drill their translation skills. Though it has its own disadvantages, like stylistic differences, and the incoherence of context, teachers could adopt measures like giving students Skopos Theory as guiding principles, regulation of styles of the target texts, offering translation

suggestions and references to assure the acceptable and even higher quality of translation. To some extent, the application of crowdsourcing model in college English translation teaching can gradually cultivate students' abilities of self-directed learning, cooperative learning, and exploratory learning while giving full play to the teacher's guiding role, thus achieving the goal of learning by doing. For students, the research process, their organization in translating, and their internal communication within each crowdsourcing team is actually a continuous input of information, while the process of summarizing and reporting translation materials after completing translation belongs to the process of information output, thus achieving the unity of information input and output. For teachers and teaching, assigning translation practice content to students in the form of crowdsourcing translation improves teaching efficiency and makes up for the limited class hours. At the same time, each student will participate in crowdsourcing translation, and the crowdsourcing team will also submit the division of labor of each student in the translation process. Therefore, teachers can understand better the situation of each student through the completion of translation. For students and teachers, the application of crowdsourcing translation models to translation teaching is worth promoting.

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