

MUTATIONS IN THE TRANSLATION INDUSTRY: EXPLORING CAMEROONIAN PROFESSIONAL AGENTS' STRATEGICAL QUEST FOR SUSTAINABILITY

Magloire KENGNE FOKOUA¹,

¹(Department of Applied Foreign Languages, Senior Lecturer-University of Dschang, Cameroon)

ABSTRACT: As debates on the future of professional agents amid functional and structural changes in the translation industry growingly call for concern, the article hereof offers to investigate how agents of the translation system address the ever-changing socio-economic and technological configuration of the language industry for sustainability. The concern outlined herein an in-depth assessment of peripheral markets' response to change trends for productivity motives. Rooted in Heilbron's (1999) structural representation of language communities as a centre-periphery continuum, the study deploys the game and polysystem theories, by Neumann (1953) and Zohar (2000) respectively, as methodological framework hypothesising that professional agents adapt or socialise, in order to survive identified change trends. Also, that peripheral markets' low productivity result from local stakeholders' inefficient response to mutations. Using a quantitative data collection method, retrieved and analysed confirmed formulated hypotheses, with observations that professionals within central markets develop strategical adaptive practices strongly rooted in technological advances, to remain competitive, while the international community of professionals develop standards and best practices to address mutations as a group of professionals. Conversely, within the peripheries, analysis highlighted a dissimilar reality, as professional agents' exhibit blatant misconception for mutating practices and obsolete change adaptation strategies noncompliant with modern practices.

KEYWORDS : *mutations, centre-periphery, peripheral market, translation industry, polysystem.*

I- INTRODUCTION

Since its professionalisation in the ides of the 20th century, the translation industry has been witnessing a relentless boom, despite a global economic recession. According to Pym (2016), the evolution of the practice into a profession brought along unprecedented remodelling of the translation scene amid globalisation and technological advances, with a subsequent fragmentation of its market into central and peripheral poles (Heilbron: 2010). The vastness of this evolved decentralised and digitalised translation market has opened boundaries to MT and non-professionals' intrusion, setting all conditions for a context of market disorder in which the professional human agents' future is growingly at risk. Such situation of market disorder has paved the way for rapid changes which have kept the translation industry in constant and consistent mutations. Albeit Gambier (2016) believes that one could hardly oppose the view that mutations (socio-economic and technological) have strongly supported the development of the translation business, these radical changes in translation have not always been portrayed as beneficial to the professional human agents that constitute this industry. Instead, they have expressed sustained concerns pertaining to their future. Rojo (2018: 257) observes that the sharp rise in the use of technology tools in the translation process has rendered human translators more invisible than ever, while Berdica (2016) warns that technology has taken computers to a level that many people have started guessing whether human work will soon be fully replaced by computers, thus, depicting a landscape of insecurity and uncertainty for professional human agents. Thus, to secure themselves sustainability, translation agents are held to provide adequate responses to the never-ending mutations of the translation industry.

The study purposes at providing answers to the following research question:

How do professional agents in the Cameroonian Translation Market address socio-economic and technological mutations?

One hypothesises that agents within the Cameroonian translation system could adapt to the evolving trends and practices, and develop sociality strategies to address change as individuals and communities of professional.

This study aims to understand how agents address economic, social and technological mutations in the industry and investigate how a peripheral market like Cameroon develops to survive these mutations for productivity. Specifically, the purpose is to cast light on existing shades on how human translation agents and subsystems react in their permanently evolving ecosystem for sustainability. Thus, the article will enable scholars and professionals of the discipline to understand the internal motions of the modern translation industry.

The study was undertaken using a quantitative data collection method. To retrieve as much relevant data as possible, this paper surveyed 60 professionals from the Cameroonian Translation Industry, to retrieve relevant information on their specific and collective approaches to the mutating trends. Additionally, as a secondary source, data was collected by analysing existing literature related to the study's topic.

II. THE TRANSLATION INDUSTRY AND THE GLOBALISATION IMPACT

The constant evolution in societies and their need to overcome geographical barriers to communicate have given birth to the phenomenon of globalisation. To grasp the notion, Anthony Giddens, looks into the question of globalisation from the perspective of modernity, and defines it as 'the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa' (Giddens, 1990: 64), while Pym (2003), describes it as a result of reduction of costs in communication and transportation. In fact, globalisation has shrunk distance between communities and fostered communication between societies. It has further prompted an influx of migratory activities and a brew of communities, thus engaging many societies into the path of cultural contact, thereby commanding constant mediation across cultures and languages. Responding efficiently to this need, the translation industry immediately positioned itself as the first line facilitator of exchange in the modern globalised world to address the growing demand in mediation services.

The grand impact of globalisation on societies has been characterised by manifold trade expansion, economic co-operation and technological development. On this last item, according to Shiyab (2010), in the discussion about globalisation, economic cultural and social considerations are generally disregarded. Albeit globalisation is portrayed in various aspects of socio-economic and cultural life, it is mainly associated with technological advancements. Technology and globalisation display a closely intertwined relation with loose boundaries, so that it is difficult to situate which ensued from the other. Globalisation is either considered a by-product of technological advancement or the reverse. In the translation industry, as in every other, technology has rapidly invaded work processes and provided noteworthy assistance to labour force. Thus, to provide assistance to human agents, globalisation in general and technology in particular stepped into the translation industry through industry, as translated by Computer Assisted Translation and Automatic Translation progress.

However, the prints of globalisation in the translation industry is not limited to computer-assisted translation and machine translation. While these can rightly be considered marks of globalisation in the translation process, technological advances' impacts have gone further to impede on the vast global demand and supply in translation services through the internet. As a matter of, internet has brought about market delocalisation and dematerialisation, to the effect that translation services' demand and supply are made without any physical contact between service purchasers and providers. Albeit such dematerialisation of the market has resulted in an increased efficacy in information and (digital) product exchange between language service clients and suppliers, it has also induced a series of concerns which have jeopardised the stability of a growing industry. As an example, the modern translation industry has been invaded by machine translation software in their numbers. In addition, the globalisation-technology pair has contributed in building a borderless global platform of demand and supply for language mediation services, while the incessant need of corporate institutions to establish themselves into foreign markets and increased digitalisation of translation artefacts have served in redefining the translation industry's market. Amid globalisation and internet popularisation, there has been incessant bulk production of media content, whose need for translation Doherty (2016) warns that humans alone could no more provide. The expansion of the economic era as well as the ever-demanding growth prospect of businesses which strongly rely on product and services' globalisation and localisation has met with the upscaling need for utmost productivity expectations within extreme deadlines, in what Ségard (2009) refers to as the productivity-driven world.

III. THE TRANSLATION INDUSTRY AND DISRUPTIVE TRENDS

The consideration of translation as a profession (see Gouadec 2007), the rapid growth of the industry and the subsequent invasion of MT and Amateur agents have imposed a relentless rush for productivity, as well as a quest for immoderate bulk service provision which revealed the profession's openness to technological advances, social evolution and economic change. With translation artefacts and workplaces' dematerialisation, the amateur-professional/ Professional-professionals' competition witnessed exponential intensification, with consistent effects on the outlook of the translation process, and disruption of the industry's practices. To discuss changes in industries' evolution, Clayton Christensen (1997) probe the look of businesses and suggested the term disruptive trends to coin an approach to evolution and mutation, focussing on technologies that impact the

lower end of the market. Basically, the study hereof identified a series of disruptive trends in the translation market which highly influence practices in the language industry. These trends have been classified under three categories social, economic and technological ones.

3.1 Technological trends

3.1.1 Machine Translation a New Proficient Alternative to Professional Translation

For decades, Machine Translation has been regarded as negligible menace to professional agents, as the quality of its output ranged from despicable to laughable. Nonetheless, the trend has considerably reversed in recent years, as the translation industry has seen a growth in the amount of content to be translated and mounting pressure to increase the speed and productivity of translation. Maarit (2016) observes that at the same time, technological advances in the development of Machine Translation systems have led to Machine Translation finding its place in professional contexts. Today, its improved quality has made it a new competitor which is not to be undermined in the modern translation industry. According to Hampshire & Carmen (2010:4) up to December 1997, MT were available only to paying customers. Software developers had long intruded the translation market and found a non-negligible customer base for MT, despite the relative drop of enthusiasm for translating for machines after the 1996 ALPAC report. With growing research and the implementation of neural translation in MT systems, most software developers improved services provided and commercialised sophisticated automatic translation software, as such, these have become a perfect combination of productivity effectiveness and cost affordability.

3.1.2 Amateur Collaborative Translation: A jeopardy to quality and data security

The translation market has seemingly been deemed a flourishing source of income for people with a smattering of two languages. According to Costales (2011), the so-called Web 2.0 has opened new horizons and fostered the dissemination of a new phenomenon in communication and in translation: (amateur) Crowdsourcing or collaborative translation. These activities can be regarded as types of fan translation. That is, translations made by fans and for fans [Ferrer Simó, M. R. (2005)]. Progressively invading the translation business, communities of amateur translators have taken advantage of the absence of strong regulation in the industry to provide language mediation services. As Gambier (2016) observes, the practice of collaborative translation is another observable mutation in the translation industry. It has taken considerable place in the market through amateur agents, to the extent of inspiring a new model in the 21st century translation industry which Jeff Howe coined crowdsourcing. This practice allegedly designed to reduce the gap between professionals and amateurs consists in the massive subcontracting of high volume tasks to volunteers. This form of “group translation” raised concerns of professionalism, quality and reliability of agents providing services. It suffers no contestation that the massive number of agents involved in a crowdsourced project opens for questions on the trustworthiness of the agents involved in the translation process. The practice of collaborative translation sparkles concern to professional agents in two primary dimensions: it serves for amateurs’ intrusion into the market and contributes in shifting edges as far as productivity expectations are concerned.

IV. CHANGING QUALITY PERCEPTIONS

Quality service hold a primary position of importance. In the translation industry, it has always been believed to be the greatest determinant of agents’ translation service and product value, and core asset of the professional agents’ reputation. However, with the fierce competition within the industry and the relentless quest of businesses to minimise costs of production and maximise output, quality has come to lose its place to economic consideration. The overriding importance of translation quality in the industry seems to have been jeopardised with the impacts of market disorder and unfair and unregulated competition. Within the Modern translation industry, Gouadec (2010:274) notes that quality is not a monolithic variable either completely present or absent from the text. Instead, it has evolved to encompass intertextual and extra textual considerations ranging from punctuality to proactivity through compliance with the style guide. Hence, classical ratings of translation services and products in the bipolar categories of “good or bad” seem to have been abandoned by customers as preferential scale of quality ratings. According to Rojo (2018), quality, as required by customers today in the industry can be classified into three major grades which can be identified in connection with the translation market: rough-cut, fit for delivery or fit for broadcast. To account for the diminishing consideration for quality in the translation market, DGT (2009:24) study conclude that the decrease in quality observed in recent years is partially the result of the unfair and fierce competition observed in the translation market.

4.1 Data Securing and Confidentiality

By “security”, in this article we refer to the strict appraisal of the term within corporate terminology: the safety of sensitive and confidential business information. The more businesses expand and become global, the more they get concerned with the need of keeping confidential information confidential. According to an IBM Cost of Data Breach Reports (2019: 5) business information breaches cost organisations \$3.92 million on average. Such breaches have been identified by IBM in this study as resulting from hacks, human mistake or

system glitches. The case of Statoil as a glaring example, one posits that the use of free translation tools should not be undermined as sprouting cause of breaches. The need for enhanced data security appears as a most recent hassle in the translation business which has emerged from the increasing use of free machine translation tools and nonprofessional services for corporate document translation. According to Rebecca Twose (Language insight blog post of 28/01/2019), for businesses who require translation, there is an even greater threat of a data security breach, as data is being sent to a third party; the translation provider. The risks associated with outsourcing data to a third party are already big enough, but these risks become an even greater threat when businesses use poor quality translation providers or online machine translation tools. Vashee (SDL Blog December 12, 2019) supports that an increasing number of enterprises use free machine translations when urgent collaboration and communication with global customers arise. As content transmitted by users for translation is subjected to terms of use which clearly stipulate that FMT providers store modify, reproduce, redistribute and create derivative works from translated contents. The principle is this: Once a user uses FMT, they can almost be certain that their text will be used to improve the provided MT service. With the switch of MT services from statistical algorithms to neural translation, FMT tools reuse use translation data as .

4.2 Socio-economic trends

4.2.1 Relentless Downscaling Rates

Price slump in the translation market is certainly one of the most visible mutations caused by market disorder. As much as the industry witnesses rapid growth, professional translation rates keep moving in the opposite direction. According to Rojo (2018), although figures on the translation industry reflect continued growth, and portray relative positivity, the translation and language service market still face some difficulties, especially now as competition from MT and amateur translator rises: earnings are falling, as a result of price pressure. (Pym et al., 2014: 3; EUATC, 2016: 6; Rico Pérez and García Aragón, 2016: 35; EUATC, 2017: 8, 23.) DePalma et al.(2013: 9) notice that the average per-word rate has decreased by 41% in the period 2008-2012. As the modern translation market is characterised by fierce competition, human agents in the translation industry find it increasingly difficult to keep with decent prices and per-word tariffs, as clients seem to be demanding sustained quality in increased volumes of work with diminishing budgets. In the last decades, the drop in translation rates have been tracked and recorded. Rojo (2018) mentioned that 77% of Translation Service Providers charge less than 0.15 USD per word for translations. As regards Europe, a study conducted by the FIT (Fédération Internationale des Traducteurs) referring to the year 2008 showed that the average price per word was between EUR 0.10 and 0.12 (FIT, as cited in Pym et al., 2014: 97). A direct consequence of this decline in prices was observed on a European scale in the DGT study. According to EUATC study on the state of the European translation market, in 2020, Pricing continues downward trend among language service companies, and bullish expectations among individual professionals flatten out after rate stagnation in 2019. 37% of translation department respondents expect stable pricing in 2020, but 18% expect a further decrease.

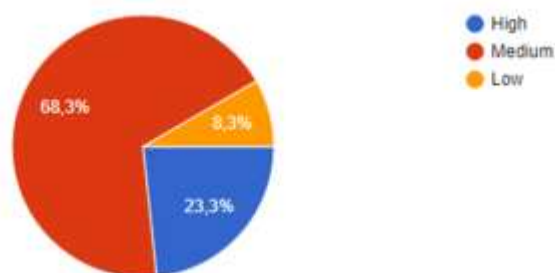
4.2.2 Cameroonian Translation Agents faced with disruptive trends

From the profiles in the Cameroonian Translation subsystem, it appears that the greatest majority of the respondents provide translation services on the global market and depend very less on the local demand. Precisely, 89.7% of Cameroon-based agents (Freelancers, Public service/freelance translators, Translation companies) are assumed to be in touch with the decentralised market and held to remain competitive to ensure themselves sustainability. These agents are also the primary representatives of the Cameroonian translation industry, with regard to the interconnection between the centres and the peripheries of the global industry. In this position, the 89.7% of agents from the Cameroonian continent reported that the mutating features of the translation industry has been a major bone to pick with, considering that, as agents within the last-ranked peripheral market, their professional environment does not always favour professional emancipation.

Ideally, to keep up with the evolving trend of the industry, these agents are expected to have a great attention to changing practices in the global industry, so as to keep themselves in line with the best practices of the profession at any time. At this point it becomes interesting to learn that unlike what would be expected, the overall trend of these agents' concern for update on mutations is not very high. While 38.3% percent report to be highly concerned with updating themselves on evolving practices, 50% confess having just average interest on keeping themselves abreast on evolution trends in the global market. Most alarming, over 11% reportedly have low or no interest in getting informed on translation mutations.

In this same vein, it was further observed that, once mutations are identified and industry's best practices are known, these agents' primary concern is not oriented towards complying with such best practices, in order to counter the adverse effects of these mutations.

Below is a chart showing agent's compliance with socio-economic and technological best practices. 60 respondents out of the 60 people surveyed provided an answer.



As observable, again, only 23.3% of respondents who keep themselves up to date on mutations and ensuing best practices make sure they comply with such practices and keep themselves up to regular standards. Conversely, 68.3% of respondents report mean compliance with identified best practices, while 8.3% exhibit negligible compliance with best practices developed by the centres. These figures are basic evidence of the fact that the majority of professional agents from the Cameroonian Translation market jeopardise productivity levels, just by paying little interest to the common practices of the profession and failing to comply with best practices developed in response to these changes within the centres. As a result, competitiveness becomes glaringly compromised. If agents within the Cameroonian translation market display such low levels of update on mutations in the industry and similar rates of compliance with best practices ensuing therefrom, it prickles a scientific mind to investigate, understand and assess the pertinence of these agents' self-developed strategies.

4.2.3 Sociality and adaptation as response to mutations

As within any living social (eco) system, change is a constant factor in the translation industry, and agents there within are compelled to react appropriately, to ascertain survival and sustainability, lest they get expelled from the said system. Gradually shifted to the periphery of the translation process, professional agents now face the menace of getting evicted from the industry, should they exhibit inability to acquaint to the evolution trend of the business they are major stakeholders of. In such sense, investigating the response of professionals in the industry to observed mutations, Dotterer & Tabor (2019) remark that agents address the changing industry by implementing a set of strategies (which they classified within the realms of adaptation and diversification), to survive and remain as close as possible to the centre of the industry.

A step beyond Dotterer and Tabor (2019) conclusions and classification of the human response to the changing industry, the current paper's observations on strategies implemented by professional agents compelled a rethought of categories and appealed to refocus on the social system-feature of the translation industry and the socialising nature of agents within it. Hence, this study's observation identified a variety of methods to survive the above listed mutations. These methods were ultimately classified as adaptation and sociality strategies.

By Adaptation strategy, in the perspective of this article, one refers to the set of methods specific to a professional, or a group of professionals, to tackle particular traits of mutations which cannot be cleared off. Adaptation strategies deal mostly with non-standardised or unofficial methods developed by agents themselves, whose efficiency has compelled adoption by word of mouth, through 2.0 socialisation. Within this category, this article further distinguishes between individual adaptation strategies and collective adaptation strategies. Furthermore, ones' study's conclusions emerged with the notion of sociality as another category of methods to survive mutations. Sociality here is referred to as the set of officially or standardised good practices adopted by the "International Community of Professionals" as industry standard practices to be implemented by professional agents in the industry. It should be noted that sociality strategies aim to address mutations as a social group with the purposes of strengthening "professional status" and mitigating effects of regulation flaws in the translation industry. This strategy englobes web-experience sharing professional-restricted platforms where agents input facts, tips and experiences to help peers address mutations in the industry, online Community of Professionals, Translation Associations, standardisation bodies, etc.

4.2.4 The role of Translators Association

Professional translators association aims to protect its members from most evident mutations threatening the professional status of the profession or that of the translator. This primary role of professional translators association is perfectly summarised in the website of the Association of Professional Translators and Interpreters of Cameroon: *'The Association of Professional Translators and Interpreters of Cameroon (APTIC), as its name implies, is an association of Cameroonian translators and interpreters... It aims at fostering professional translation and interpretation in Cameroon, and protecting its members from the dangers they could be exposed to in practicing their profession'*.

The translation profession suffering from a stunning concern of recognition and consideration on the local ground, it is but logical to see in such groupings of professionals a wall to protect members from 'the dangers they could be exposed to in their profession'. Thus, it can be assumed that local translators associations record

peak levels of membership. Astonishingly, the actual situation is a complete reversal of logic. From our survey, it was observed that less than two translators out of ten are members of a professional translators association. Professional agents attach little credit to translators association, as few consider this a relevant option in enabling them survive the mutations of the global industry to boost productivity at local level. At this point, it seems overly relevant to probe the question of reluctance towards membership to translators association, to investigate why professional agents fail to subscribe to professional associations in the perspective of running careers further.

An in-depth analysis of a translator association (from Cameroon) enabled us unveil the practices which could be raised as pointing fingers towards local translators associations which jeopardise their credibility and make them poorly efficient to secure the interests of local professionals. Firstly, it was observed that local translators associations fail to operate on a similar principle with their counterparts within the centres. For example, local translators associations are destined solely to translators and do not admit translation agencies. Hence, it appears as a prerogative to a specific category of agents. Furthermore, it was reported by a few respondents that the inappropriate structures of the associations make it difficult to situate the actions of the association in the long run. Translation agents are apparently abandoned to their fates, in instances of disputes with clients. Furthermore, unlike translators associations within centre markets, there are no studies conducted by the associations on the state of the market to emit warning signals to their members as to what should be adopted as best practices and what should be avoided. Besides, the translator association offers no possibility for continuous training.

V. LEVEL OF COMPLIANCE WITH STANDARDS

As a major strategy of survival, agents within the centre have opted for international standardisation to ascertain translation regulation. This practice overly focusses on translation agencies which must comply with internationally approved standards of operation, with regard to quality assurance and process uniformity. The survey enabled us to outline that, although most translation agencies within Cameroon report being familiar with the identified standards of quality process and quality assurance, 100% of surveyed agencies are non-compliant with these standards. For quality assurance and process uniformity, responding translation agencies, have no tangible evidence of compliance to international standards on translation. This causes great hassles to local productivity, as standardisation has been erected as a basic guarantor of quality in translation processes and output. Instead, as a guarantor of their deliverables' quality, local agencies do not focus on the entire translation process as a whole (from reception to delivery). They choose to pay paramount importance to the translation and proofreading phases of the process. As such, agency managers reported that to meet state-of-art quality expectations from customers, they have every project completed by a professional, and later run the translated text in top-notch proofreading and revision tools which cross-check the deliverable, with the keen supervision of a proof-reader who approves or rejects the final deliverable.

V.1 Adaptation strategies for Productivity and Sustainability

It is but a utopia to think that change in the translation industry is temporary. Profitable or jeopardising, many of the mutations identified in the course of this article have come to stay. Professional agents are compelled to seek methods to acquaint or familiarise themselves with these, in order to remain relevant as per the modern stakes and challenges of the business. Thus, beyond sociality strategies, Cameroon-based professional agents' response to a changing industry can also be appraised from the perspectives of adaptation. As for sociality responses, many of these adaptation strategies have been inspired by central markets' bred strategies to counter the adverse effects of the changing global industry.

V.2 Low Implementation of MTPE for Productivity

To meet the growing customer demand for translation and the constantly decreasing turnaround times, professional agents have included MTPE in their translation process. Agents within the Cameroonian translation industry seem to have great hassles integrating Post-Editing in their processes to automate part of the translation and focus on emending the raw MT output. In the centre markets, this practice is a response to the shifts in productivity/quality expectations which have gone a long way redefining the popular approach to professional translation servicing. From the conclusions of our survey, it was noted that Professionals within Cameroon seem to be backward in appraising the strong potentials of MTPE. Albeit the greater number of respondents in our survey reportedly use machine translation post editing to boost productivity, a quite important share does not. 45.94% implement and integrate MTPE in their processes. Conversely, 29.72% of respondents are reluctant to include this new practice as a service, while 24.32% either seldom use MTPE or have no idea about it. Overall, it is observed that the majority of respondents on the continent do not implement this strategy, either due to erroneous or no appraisal, inconsistent use.

VI. ADOPTING FLEXIBLE PRICING STRATEGIES

Within the Cameroonian Translation market, it was observed that agents take advantage of the feeble regulation to develop flexible pricing strategies. To acquaint to global dropping pricing standards, professional agents have leveraged the relatively low value of African currencies to offer translation services at rates below standards within central markets. As such, these agents ascertain themselves competitive and attractive bids to translation offers. Within the flexible pricing strategy, professionals consider various factors to set translation rates. Among the most popular, project nature, the relation with client and translation associations' recommendations are outstanding.

Here under is the chart on how prices are set. Here 58 respondents out of 60.



6.1 On the Implementation of TMS for Productivity and data confidentiality

Within Large Corporate LSP's, the implementation of Translation Management Systems has become a generalised trend, to ensure productivity and confidentiality compliance. Centralising the entire translation process in an LSP enables the company master the flow of its documents and help in automating non-essential parts of the process. From its implementation, this tech-driven solution has enabled corporates manage the pool of professionals they outsource their works to, compelling them to work on the TMS-customised editor, and thus avoid any job to be subcontracted to a third-party whose capacities are unknown to the agency. Within the Cameroonain Translation Market, the Translation Management System is definitely not understood as an option. In fact, due to the profiles of Translation agencies elaborated above, very little is understood of the notion and implications of a TMS. Within local grounds, many still operate with the obsolete project allocation method consisting in exchanging lengthy mail threads with translators to get their availability before sending them whatever job is received from the client.

Of the LSP's surveyed for this article, 100% confessed having little knowledge about the implications of TMS. In other words, none of the responding Translation Agencies implements this strategy to boost productivity and enhance project management safety. This situation is overly detrimental to local LSPs, as it further limits their possibilities to manage big-brand projects with stringent confidentiality standards and precludes the agency from controlling the channel of documents outsourced to their translators. Also, the absence of TMS in the work process compel translators to focus on tedious tasks as manual invoice drafting etc.

6.2 Ethics as Data Confidentiality Assurance Strategy

As another key development in the translation industry, Data Confidentiality Assurance has become paramount in securing oneself a comfortable position on the international translation market. Although data confidentiality is implicitly an ethical requisite to every translator, the necessity to underscore processes and methods by which this is attained has become common practice within the industry. As such, global LSP's often cast light on their automated processes which ensures a near zero-risk of data leakage or obtains dedicated certifications thereto pertaining.

Again the practices within the Cameroonian Translation Market in this regard calls for concern, as the issue of data confidentiality is questionably addressed. On the part of Translation Agencies, they reportedly have no specific method for data confidentiality assurance. According to Agency promoters, every single stakeholder collaborating with them is overly conscious of the need to keep information data confidential. Interesting fact, an extensive analysis of the issue enabled us understand that very few of these translators collaborating with Local Translation Agencies sign a Non-Disclosure Agreement. Therefore, collaborators are not held otherwise than ethically, not to disclose information they receive. This is even more concern-appelling, as these agencies operate on fairly secured WI-FI networks from which the company's databases can be hacked and accessed.

On the part of translators, the situation is no more different. Practically, (although this was not subject to in-depth analysis) a good number of professionals from the Cameroonian Translation Market work on blurred-security networks to manage translation tasks. No specific strategies are implemented to justify confidentiality assurance. From responses obtained in the survey undertaken, good faith and ethical minds are sole arguments raised when it comes to strategies ensuring data confidentiality.

VII. CONCLUSION

The article hereof aimed to investigate methods by which professional agents survive change on the one hand, and how they respond to change for sustainability in Cameroon, on the other hand from the foregoing, it has been evidenced that adaptation and sociality strategies are agents' primary change-response, leveraging available tools for personal solutions and setting community-designed professionalisation signals for practice regulation. These sustainability-pursuing strategies From the foregoing analysis, it suffers no contestation that the Cameroonian Translation market is on a steep descending slope, as far as productivity is concerned. Its professional agents' incapacity or inappropriate response to the changing trends of the business has ensued in a downward productivity push, thus evidencing the alarming situation and the extinction threat, as the situation drops alarmingly.

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