

**TRANSLATION, EDITING AND POST-EDITING OF ONLINE INFORMATION:  
PROCESSES AND EMERGING STRATEGIES**

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**Abstract.** *In the context of digitalization and global information exchange, the translation of online texts has become one of the crucial components of cross-cultural communication. This article discusses the interconnected process of translation, editing, and post-editing in the production of online texts. Special attention is given to the strategies used by translators and the role of machine translation in the translation process.*

**Keywords:** *online text editing, post-editing, translation strategies, machine translation, translation quality, transediting.*

**Abstrakt.** *Bugungi axborot texnologiyalari hamda axborot almashunuvi global miqyosda amalga oshirilayotgan jarayonda, onlayn matnlar tarjimasi munosib madaniyatlararo muloqotni ta'minlashda muhim rol o'ynaydi. Ushbu maqolada tarjima, tarjima tahriri, mashina tarjimasi tahririning onlayn matnlar tarjimasidagi vazifalari tahlil qilinadi. Shuningdek, tarjima jarayonidagi strategiyalar hamda tarjima jarayonida mashina tarjimasining ahamiyati haqida so'z yuritiladi.*

**Kalit so'zlar:** *onlayn matnlar, tahrir, mashina tarjimasi tahriri, tarjima strategiyalari, mashina tarjimasi, tarjima sifati, tarjimaviy yaratish.*

**Аннотация.** *В условиях цифровизации и глобального информационного обмена перевод онлайн-текстов стал одним из важнейших компонентов межкультурной коммуникации. В данной статье рассматривается взаимосвязанный процесс перевода, редактирования и постредактирования при создании онлайн-текстов. Особое внимание уделяется стратегиям, используемым переводчиками, а также роли машинного перевода в переводческом процессе.*

**Ключевые слова:** *редактирование онлайн-текстов, постредактирование, переводческие стратегии, машинный перевод, качество перевода, транскреация.*

**Introduction.** The expansion of digital technologies and online communication platforms influenced and transformed the nature of translation practices as well. In today's world, with the advent of technologies and information communications, people have started to consume information online. Thus, the importance of social media platforms, websites, and news portals emerged, leading to the production, translation, and dissemination of vast amounts of information. This action has translated into an essential tool for global communication.

**Literature Review.** The study is based on scholarly works devoted to translation technologies, globalization, and online communication. Michael Cronin analyzed the impact of globalization and digitalization on translation practices, while Anthony Pym emphasized the role of localization in modern translation studies. The studies of Sharon O'Brien and Joss Moorkens focused on machine translation post-editing and translator interaction with digital tools. In addition, Christina Schaffner examined translation practices in online journalism and media communication. The reviewed literature shows

that translation, editing, and post-editing are becoming increasingly interconnected in the digital environment.

**Research Methodology.** The research was conducted through a qualitative and comparative approach. Scientific articles, books, and online sources related to translation technologies and editing practices were analyzed. Comparative analysis was applied to identify differences between human translation, machine translation, and AI-assisted translation. Observation and descriptive methods were also used to examine translation strategies such as localization, transcreation, collaborative translation, and gist translation in online media platforms.

**Analysis and Results.** This article aims to analyze the translation process of online information and the strategies used during it, as well as the editing and post-editing processes.

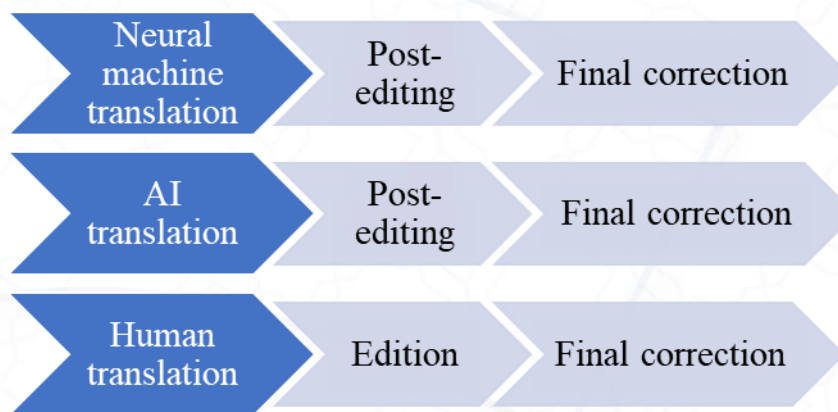
People usually use different types of websites daily, and the websites that are translated in multiple languages are categorized as follows:

- News websites;
- Official/government websites;
- Informational websites;
- Encyclopedic websites;
- Academic/research websites;
- Commercial/business websites;
- Social media websites.

Due to the vast amount of information on the Internet, it is not always translated purely by translators. Therefore, humanity has started to depend on machine translation, neural machine translation, for transmitting information into other languages. There are several reasons for this:

- Online information spreads fast, and if they are not translated immediately, they lose their importance;
- There is a vast amount of information, and it cannot always be controlled and translated by humans;
- Some information does not have enough value and importance to be worth paying for the translation.

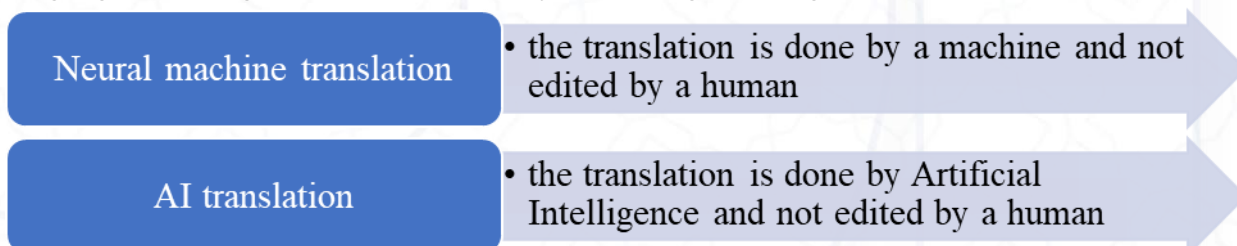
Nowadays, many translators use hybrid approaches to translation work, depending on the type of source text. If the texts are literary, machine translation will not help translators. But with scientific, technical, and informational texts, machine translation usually works properly, and the translations are understandable. In these cases, neural machine translation and artificial intelligence are making a lot of good for them. Considering that mainly online texts are informational and may be translated with the help of tools, nowadays, the translation process of the online information is organized in one of the following steps:



In the first illustration, the translation is done by neural machine translation, and the human translator edits the translated material. There are several editing AI platforms, but now, at least for now, humanity needs human editors. Even in Uzbek, we call the “correction” process with one word, "tahrirlash"; two different terms are used in English. The edition of machine translation, neural machine translation, and AI translation is called "post-editing," while the correction of human translation is called "editing" in English. So, post-editing and final correction are done by a human in the first process. Many informational and encyclopedic websites, such as Wikipedia, use this way of translation. It should be mentioned that, sometimes, the final correction process is dismissed or done collaboratively together with post-editing.

In the second illustration, as we can see, the same process goes on, but this time, the translation is performed by AI tools, not by a machine. It should be noted that AI tools are considered more effective and productive in translation than neural machine translation tools in terms of quality. But they have the potential to change the facts and overall information within the source text.

Finally, in most cases, nowadays, online press releases and many institutions depend solely on the translation of humans. In this case, the text is translated, edited, and corrected by human translators, or sometimes they hire editors to correct the translators’ work. In news translation, the translators’ job is mainly done by what they call ‘international journalists’ or ‘bilingual journalists’ [Schaffner 2018, 332], where they do the translation by changing, omitting, or sometimes fully rewriting the target text.



However, sometimes there is no need for the translation of certain types of online texts, or they are not worth paying high amounts of money for the translation and editing. In these cases, in order to cover more people and viewers, they usually opt for free neural translation or AI tools. Acknowledging the errors made by machine translation and AI

translation, they do not use post-editing services or sometimes simply use AI editing tools, which do not again work properly.

With the aim of creating convenience for their users, some browsers integrate with neural machine translation tools. For instance, the users of 'Chrome' can automatically change the language of the information on their screen with the translation button. Chrome is integrated with 'Google Translate.' Some websites use neural machines or AI for the translation, but they usually insert information manually. Even though they are full of errors, this function still creates opportunity for spreading and receiving information. In addition, users are always aware of the mistakes of the machine and AI translation.

### **Strategies used in the translation of online information**

The advent of globalization altered not only the art of translation and the translator's role, but it also led to the development of new approaches in translation [Cronin, 2020]. As a result, various key translation strategies have emerged or been adapted in response to the demands of the online information.

**1. Localization.** This involves adapting content to suit specific cultures, societies, and markets. It includes modifying not only texts but also images, color schemes, date, time, format, and even features in order to resonate with local audiences [O'Hagan, 2019]. Pym stated that localization has become a crucial strategy in the age of globalization and has extended beyond mere linguistic translation [Pym, 2023]. So, localization aims to create content that is accepted as a native product or text in the target culture. For instance, in some new websites like Kun.uz and other marketing websites, the text is translated by omitting, adding, and even rewriting its content.

**2. Transcreation.** This involves content creation for a target audience while keeping intent, style, and emotional effect [Ekuerhare and Peter Udoka 2024, 509]. This strategy is strongly useful in marketing and advertising because these cultural nuances may greatly affect the reception of the message. Take 'Coca-Cola,' for example. About a year ago, Coca products with different descriptions such as 'qadrdonlar,' 'jigarlar,' 'kursdoshlar,' and 'sinfdoshlar' and with Uzbek names were very popular. This is also one type of transcreation that is changed to the Uzbek population.

**3. Machine Translation Post-editing.** The vast amount of data on the Internet and the rapid advancement of machine translation technologies have led to the adoption of machine translation post-editing. 'This strategy involves using machine translation as a first pass, followed by human editing to refine and correct the output [Ekuerhare and Peter Udoka 2024, 509]. The usage of machine translation, particularly neural machine translation and AI translation, in translation created an opportunity for working with large-scale projects and content that required translation immediately. This practice is widely used in almost all fields, especially in scientific and technical fields, where the source text has less emotionally loaded sentences. The post-editing process is sometimes conducted by machine, again. However, it should be mentioned that they usually make mistakes, and

human post-editors remain crucial in ensuring accuracy, style, and reliability of the content.

**4. Collaborative Translation.** This is the practice that involves the joint effort of multiple agents in the translation process, where ‘translations are performed by a distributed network of contributors, and translation memories are shared across global teams’ [Moorkens & O'Brien, 2017]. Globalization has emerged greater connectivity and enabled the rise of collaborative translation strategies. In this process, one translator can complete, change, extend, and give advice on another translator’s work. This does not only include translators but also editors and other agents that serve for the betterment of the translation. A perfect example of collaborative translation could be ‘Wikipedia,’ where everyone can voluntarily serve as a translator/editor and change the content. However, the eligibility and rightness of the work are still controlled.

**5. Cultural Consultation.** This is the strategy that is mainly used in many translation projects and involves engaging local experts to review and advise on translations for ensuring cultural appropriateness and effectiveness of their work. So, this can be called ‘the action of asking for consultation from other translators,’ often from the one that belongs to the target language culture. ‘This strategy is particularly important for global marketing campaigns, where cultural missteps can have severe consequences for brand reputation.’ [Ekuerhare and Peter Udoka 2024, 510].

**6. Gist translation.** The development of information technology has made it easier for us to get all the information quickly and easily. Also, due to the large amount of information, the methods of delivering it have also become easier and more convenient. As a result, people now have the opportunity to view 10 pages of information on half a page using artificial intelligence or other media tools. Naturally, in this process, people's attention span has also decreased, and they have started to avoid large amounts of information day by day. That is why this translation strategy has become necessary. We can see this type of information being delivered in the form of short 5-10 sentences, sometimes even 2-3 sentences. This allows people to receive information in a short time. An example of translations in this form is short gist translations given on news sites' channels on social networks, for example, on the Telegram social network.

**Conclusion.** This article has examined the interrelated processes of translation, editing, and post-editing in the context of online information on the Internet. It highlighted the essential role of translation in ensuring accuracy, clarity, and the communicative effectiveness of translated content. The findings demonstrated that, nowadays, the translation of online information is conducted with the help of translators, machine translation, or AI translation. However, in either way, there is a strong need for the editing and post-editing of humans. Even though there are some AI platforms that can do the editing work, humans still play a significant role in ensuring the reliability and communicativeness of the translated text.

With the advent of globalization, the way translators and editors work is changing completely. As a result, the new translation strategies such as localization, transcreation, machine translation post-editing, cultural translation, collaborative translation, and gist translation have emerged and are used widely around the world.

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