

On The Duality Of Translator's Identity From The Perspective Of Economic Function Of Translation

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Abstract: Translators must clearly realize that translation is not only a science, an art, but also a special industry if the act of translation, which shows the communicative relationship among different audiences in different social, cultural and economic backgrounds is analyzed from the perspective of economics. As the material basis of all other social relations, the economic function of translation industry should not be underestimated. The duality of translator's identity, namely, the efficiency of translator's work reflected in the sales link of translation industry and the contribution of translators to the promotion of cultural soft power, which refers to their output of social benefits, will play a decisive role when referring to the sustainable development of translation industry.

1. Current Situation and Existing Problem

One of the biggest differences between human beings and other species is that human beings have a special communication tool, language, which is the most basic way for human beings to communicate and is the carrier for human beings to exchange their deep thoughts. Language comes into being and develops with the emergence of human society, and it will affect the economy, politics, technology and culture of human society. Generally speaking, every nation in human society has its own language. Therefore, translation plays an important role as a bridge in the communication between people who use different languages. Throughout the history of human civilization, the contribution made by translation cannot be left unrecognized.

In China, the most important role of translation is to import many foreign cultures and thoughts. For example, during the sutra translation period from the late Western Han Dynasty to the Tang and Song Dynasties, the Buddhist scriptures translated by master Xuan Zang successfully implanted foreign cultures into Chinese culture; During the period of science and technology translation from the late Ming Dynasty to the early Qing Dynasty, the western scientific works translated by Xu Guangqi and Li Zhizao greatly promoted the development of science and technology in China at that time; in the late Qing Dynasty and the early Republic of China, Western social science and natural science began to spread to China on a large scale. Liang Qichao, Yan Fu and Lin Shu etc. were engaged in the related translation, which had made great contributions to the rejuvenation of China (Zhang, 2009). In the translation of literature and Marxist and Leninist works at new literature period of the May 4th Movement, Lu Xun, Qu Qiubai, Guo Moruo and other revolutionary litterateurs devoted themselves to the cause of translation, which reflected the important role of translation activities in the period of Chinese revolution; During the translation period after the founding of People's Republic of China, Mao Dun, Fu Lei and Qian Zhongshu etc. were engaged in the translation of scientific and literary works, which had made great contributions to the national socialist economic construction after the founding of new China. From the history of Chinese translation development, it can be seen that in the above five important periods of translation development, China's economy was in a relatively weak position, and the economic weakness led to the cultural weakness, so the translators were mainly focusing on introducing western culture by translation into China, which resulted in that translation in china has long been

regarded as a medium to understand cultures and thoughts of other countries. Therefore, in the past, the analysis of translation was often from the perspective of culture, while ignoring that translation is also an economic behavior (Xie and Ma, 2008). Similarly, people understood the identity of the translator merely from single perspective. In the *Shuo Wen*, a translator is defined as those who are interpreting foreigners' words; In Liang Qichao's *Biography of Tan Sitong*, a translator is also explained as those who engages in the translation of European and westerner's words; And in *Xinhua Dictionary*, a translator is defined as people who is doing translation work.

In today's economic society, in which the world set-up has changed dramatically, having a strong cultural "soft power" means being able to win the initiative in the fierce international competition. Different countries, nations and cultures intend to communicate with heterogenous cultures, so that the native culture can break through the original national boundaries and regional restrictions, and be spread and recognized in the global scope. Only when the concepts and values of the native cultural are spread and recognized in the international community, can native culture become a real soft power (Li, 2008). Thus, in order to improve the soft power through the medium of translation, the economy should be greatly developed, because a strong economy can lay a good economic foundation for the development of translation which will then guide the culture to be in a stronger position. At the same time, it is necessary to study the dialectical relationship between translation and economy. Because today's translation industry is not only the most direct media of political, cultural and economic exchanges, the most important means of cultural communication, but the important of all it is also an industry. The development of translation industry also affects the economic development. The relationship between robust economy and pre-eminent culture is inseparable, that is, robust economy lays a solid economic foundation for cultural communication, which can promote the birth of pre-eminent culture and at the same time to promote the development of economy to a stronger position with the continuous development of pre-eminent culture. Therefore, to examine translation activities from an economic perspective, to analyze the problems encountered in the current translation industry from an economic perspective, and to use economic strategies to solve the problems, translation should be acknowledged as a special industry.

Regarding translation as an industry is the key to the construction of translatology. Since the development of human history has confirmed that translation is a powerful driving force for social and economic development, in the era of knowledge economy, all sectors of society should reach a consensus that translation should be a major industry and a new economic growth point. Since ancient times, translation has played an indispensable role in the cultural exchange and cooperation between China and foreign countries. Therefore, there should be a place for translation in the cultural industry. However, no matter at home or abroad, there is no clear or relatively consistent standard for the overview of translation industry. Xu Jianzhong, a Chinese scholar, pointed out that, "looking back on how the translation industry was put forward and the process of discussing problems related to the translation industry, people found that it actually reflects how people's way of act influenced by their ideas... for a long time, the conservative thinking mode formed under the planned economy system has restricted the study on the relationship between translation and economic issues. Translation has always been regarded as a national public service, and researchers only emphasize the political and cultural functions of translation " (Xu, 2014). This situation has resulted in some obvious difficulties in the development of translation industry. Take the huge "translation deficit" between Chinese and American literature, and Chinese and English literature as examples---John Updike once stated, "half of the translated works in the bookstores of China Mainland are American books, but it seems that Professor Howard Goldblatt is the only one who is engaged in the translation of Chinese novels to English" (Wang, 2012). Goran Malmqvist, Swedish sinologist and a judge of the Nobel Prize for literature, also cited a group of figures---from 2005 to 2007, more than 70% of English literature works were translated into Swedish, 3.6% of French works, 2% of German works, 1% of Spanish works, and the total number of works from Asia and Africa is less than 1%. However, this is not a unique phenomena to Sweden, but universal phenomenon to the United States and Europe as a whole (Bao, 2014). The data obtained by the

author in the survey of Chinese Shaanxi Culture and Literature is also unsatisfactory---210 valid questionnaires have been received in this survey, of which nearly 53% of foreign readers have never purchased the translation books about Chinese culture; nearly 81% of readers have never read Mo Yan's books; nearly 86% of foreign readers have never read works of Jia Pingwa. The root cause of this phenomenon is not only the influence of robust economy, but also the neglect of the economic function of translation industry. For a long time, researchers and translators have adhered to the belief that translation is a national public service and formed a fixed thinking. As long as translation is concerned, researchers will habitually start the research from the political and cultural functions of translation and fail to discuss the development of translation from the perspective of economic functions of translation. As mentioned above, the dialectical relationship in the coexistence of translation and economy proves that the sustainable development of translation industry will promote the development of economy, and the robust economy will provide a solid economic foundation for the development of translation industry. Therefore, the development of translation industry will be greatly restricted if translation can not be studied from the perspective of economics.

2. Economic Function of Translation

Since there is an inseparable relationship between translation and economy, especially in today's world of economic globalization, no country can develop its own economy in isolation without relying on the development trend of the whole world economic map. Therefore, translation as an industry should be linked with economy. Translation Economics as a new subject which includes the cost of translation, the economic function of translation and the price of translation came into being. Professor Xu Jianzhong's Translation Economics is to combine Translatology with Economics, that is, to combine Translatology with relevant economic cells in translation activities to study the cross research results of Economics and Translatology, and to take the relationship and mechanism between Translatology and Economics as the research object, and to explore the activity of translation from a new perspective. The research purpose is to reveal and analyze various economic phenomena in translation activities (Xu, 2014). Each discipline has its own research object and task. The research object of Translatology is the law and art of translation, and the research object of Economics is the existing law and rule of human economic activities. As an interdisciplinary discipline, Translation Economics studies the relationships among independent people, namely, translators and readers. At the same time, the research object also includes the relationship between people, namely, between translators and readers, between translators and translators, between translators and clients, funders, and administrators. In addition, the research object includes people and substances, people and events, people and rules, that is, the relationship between people and translation, as well as people and economy. It can be seen from the research object of Translation Economics that the relationship between translation and economy is rather complex. So, it is necessary to study the economic environment and the economic function of translation whether it is to study the social function or the economic function of translation. Because it can be sorted out and summarized from two aspects at the same time, that is, comprehensive economic plan for the development of translation industry and accurate statistical analysis of the development of translation industry. Only in this way can translators and researchers correctly understand the economic law of translation, explain the essence and connection between translation and economy, and build a translation economic system that is compatible with the economic form and the internal law of translation.

The socio-economic environment is also known as "the 'soft' environment for investment" or "investment climate". It refers to the political, economic and cultural conditions that affect investment. It includes political climate, social stability, personnel allocation system, economic system, economic policy, economic laws and regulations, the level of economic and cultural development, cultural tradition, people's ideology, etc. The socio-economic environment is a very complex multi-dimensional system, and it is an active system in which people's behavior participates. Investment behavior can not be separated from the socio-economic environment, and

there are contradictions of mutual adaptation and exclusion with it. The continuous development of social productivity puts forward higher and higher requirements for investment activities, and also requires the continuous improvement of the socio-economic environment to meet the needs of investment activities (Huang, 1990). As a branch of economic chain, translation industry is also affected by socio-economic environment. As an industry, translation must have its input and output. Therefore, the economic environment of translation is influenced by the human, material and financial resources that are needed and may be used in translation industry whereas those resources are from socio-economic resources. In the translation industry, translators are workers and producers. The works translated by translators are products, and the readers can be regarded as consumers. Facing the high-quality and multi-choice consumer demand in modern society, it is necessary to study how to form effective translation demand and translation supply. At the same time, in order to pursue economic efficiency and maintain the circular "reproduction" of the translation industry, the optimization of translation resources should be considered. This not only requires the development of the translation industry to follow the law of market economy---first, to ensure that the production and consumption links are not disconnected, second, to account for translation costs so as to reduce translation production costs and meanwhile improve the quality of translation products, third ,to stimulate investment in translation constantly. The investment in translation industry is not only a single investment of financial resources, but the core content of investment is to study how to deal with the impact of political, economic and cultural conditions on translation industry investment. Nonetheless, the construction of a reasonable economic environment for translation is also a huge systematic project, which needs long-term unremitting efforts to gradually improve and optimize. Tracing back to the history of translation in China, from 67 A.D. to the turn of the 20th century, people's understanding toward translation has gone through a complicated and tortuous process. People's attitude has changed from the initial stage of devaluation or even contempt for the role of translation in the process of social and economic development to today's stage of developing translation in an all-round way from an economic perspective.

In the period when the so-called "matchmaker theory" appeared in the translation arena, that is, when people valued the original work as "virgin" and degraded translation as "matchmaker", it can only be said that the overall level of social understanding at that time greatly restricted people's understanding and cognition of translation. During this period, the role of translation was despised, and the social status of translators was next to nothing. No matter from the perspective of political, economic or cultural conditions, it was impossible to invest in translation. Most translators were engaged in translation only out of personal interest. With the development of the information revolution, the translation industry is also growing rapidly in line with the pace of knowledge explosion. Whether the translation industry can seize the opportunity of information revolution in the 21st century is the necessary condition for its development. The most important feature of information revolution is knowledge explosion. In the new era of information revolution, it is vital for every industry to study whether it can transform the talents who master knowledge into wealth, and then invest the wealth into "reproduction" to further research and develop the personal potential of talents, so as to make a virtuous circle of industry development. Therefore, to change people's inherent understanding of translation, to optimize the development of traditional translation, and to change the traditional economic development path of translation as an industry, the study of the economic function of translation should be laid on emphasis. Because the economic function of translation is the concrete embodiment of the role of translation industry in the development of social economy. Only when the economic function of translation industry is brought into full play, can advanced science and technology, and advanced human thoughts be effectively spread and influenced in the global scope, then can they be transformed into productivity to the greatest extent, so as to promote the continuous economic growth. Only with the continuous economic growth can investment be effectively put into the development of translation industry and provide a good economic environment for the sustainable development of translation industry. The economic functions of translation are as follows:

Provide workers for economic development and improve the quality of workers to ensure economic output. Labor is one of the three key elements of productivity. The workers involved in contemporary translation activities refer to all those who participate in translation activities, i.e. translators, technicians, computer programmers, administrators and other personnel. Meanwhile, in order to ensure the output, it is necessary to constantly optimize the workers' professional knowledge, skills, practical experience and professional ethics.

Provide scientific research basis for economic virtuous circle. Another key element of productivity is the tools of production. The labor tools involved in contemporary translation activities include various tools used in the process of translation activities, such as traditional pen, paper, paper reference book, computer, electronic reference book, corpus, translation software, translation machine, and voice translation system, etc. The continuous improvement of labor tools requires more investment so as to improve production technology to promote the virtuous circle of economy directly or indirectly.

Adjust the structure of translation education for the sustainable development of economy and solve the structural imbalance of translation industry. Another element of productivity is the object of labor. The target of translation activities is language and character. Paper, Internet and video are recognized as the main media of language and character in contemporary society. In view of this, in addition to providing interpretation, translation and other related services, conducting theoretical research in the field of translation, carrying out translation education and training, and developing new translation technologies, the contemporary translation industry should also cover cultural exchanges and information dissemination related to culture and information industry (Chen, 2012). Therefore, the type and quantity of translation talents in the training of translation education institutions need to be readjusted and optimized according to the objects of translation activities (Zou, 2013). That is to say, the attributes of "products" cultivated by translation education institutions should not only be suitable for translation activities, but also for R & D and production of labor tools needed for translation activities, for the classification and integration of labor objects, as well as for the promotion, and sales of translation products.

3. The Duality of Translator's Identity

In human society, people need to communicate with each other through language, while people who speak different languages need to communicate through translators. Therefore, translators can be regarded as the intermediary of people who speak different languages when they communicate with each other. Direct translation of words spoken by people who speak two different languages is called interpretation, and translation of words used by people who speak two different languages is called written translation. Translation activities all over the world came into being with the emergence of languages and characters, and developed with the increasingly frequent social, economic and cultural exchanges between different nations and countries. The development of any nation and the modernization of any ancient civilization are inseparable from translation (Liu, 2007). However, the social status of translators has not matched their contribution since ancient times. Labors engaged in translation activities, whether interpreting or written translating, are the main body of translation activities. However, since ancient times, translators have always been embarrassed by their identity. China is a multi-ethnic country, and had frequent contacts with foreign countries since ancient times. Therefore, from the day when people began to communicate with other people of different ethnic groups at home or with people from foreign countries abroad, there should be a translator as an intermediary. The earliest account of the intermediary can be traced back to the Zhou Dynasty, as recorded in *The Book of Rites-System of King*, Residents from the East, South, West, north of the country speak different languages and have different customs, preferences and pursuits. Among them, the people who play the role of communicating and trying to fulfill different needs are called "Ji" in the East, "Xiang" in the south, "Di" in the West and "Yi" in the North. Up to now, in modern China, the term "Yi" is still used to refer to translators. So, as we can see since ancient times, only "Yi" has been passed down from generation to generation. The reason why "Yi" can be passed down is that at that time, China's biggest threat came from the

nomadic people in the north region, so the ancients paid more attention to "Yi" (Li, 2015). However, the key point that the ancients attached importance to was to eliminate threats rather than translation activities, so even if translators played an important role in the process of eliminating threats, their status was not high. When Zhang Qian was sent to the western regions in the Western Han Dynasty, there was a Gan Fu in his entourage who was engaged in translation. With his help, Zhang Qian achieved great achievements in connecting the western regions. However, in the Eastern Han Dynasty, the translator between the Han and Hu people was called folk translator. The officials who were engaged in translation in the Han Dynasty were only appointed as "Jiu Yi Ling", which is a low rank official. In the prosperous age of Tang Dynasty, when China opened up, there would be more translators. However, on the whole, the translators were mainly engaged in the translation of Buddhist scriptures at that time, and the official translators were very limited. According to the records in The Six Codes of the Tang Dynasty, "there were 20 translators in Honglu temple." In addition, the "Zhong Shu Sheng" also had translators, known as "Zhong Shu Translators". Yet the status of the Zhong Shu translators were not high. And even if there was the possibility of promotion for those translators, the highest position was only "Dian Keshu", which ranked "Cong Qipin" in the rank of officials of ancient China. In the Ming Dynasty, Xu Guangqi was an official, but not an official specializing in translation. He did translation merely out of personal interest. Although the Qing Dynasty set up a School of Combined Learning to train translators of English, French, Russian and other languages. However the rank of the first-class translators of the embassies in Guangxu reign period was only upgraded to nine grades, with an only quota of one. From the above mentioned it can be seen that translators played an immeasurable role in the development of ancient Chinese economy and culture, but history did not give the translators the social status they should have from the beginning. Because from the very beginning, in the eyes of people, the identity of translators was one-dimensional and flat. The translator's dual identity has not been analyzed from a two-dimensional and three-dimensional perspective. Translation is one of human activities, which has both active and passive nature. If translators actively participate in translation activities, the original intention of translators to engage in translation activity comes from their personal interest whereas if translators passively participate in translation activities, then the translator's engaging in translation activity is driven by some certain profits. Put it into another way, If translators are engaged in translation activities out of personal interest, they would be more likely to examine translation more from the perspective of subjective and perceptual aesthetics. However, if the translator is driven by profits, it is necessary to recognize translation activities as one of many economic activities in human society, namely, translators should not only examine translation from a single aesthetic perspective, but also make two-dimensional or three-dimensional analysis of translation activities objectively and rationally from an economic perspective. Economic activities are the activities of production, exchange, distribution and consumption as well as all the other activities closely related to those above activities (Wang et al., 2009). Translation activities are also activities of production, exchange and reproduction under a certain economic environment of translation. However, at present, in their cognition of the identity of the translators people (including the translators) are limited to the single level of the producer, but ignore the role of the translators in the process of exchange and distribution. Most of the studies on how to become a qualified and excellent translator focus on the following aspects--- establishing a reasonable knowledge structure, learning translation theory, understanding different types of translation, keeping up with the pace of the times, and establishing a good professional ethics, but ignoring the new requirements of the economic environment of translation for the development of contemporary translators. No matter for aesthetic purposes or for making a living, translation works are commodities, because they fully conform to the basic characteristics of commodities---first, translation works are undoubtedly labor products, second, translation works are used for exchange (exchange of information, culture, technology, etc.), and finally, translation works have certain uses for people or society. Thus, translation works as commodities should take certain market demand into account, because if there is no market demand, exchange, distribution and reproduction are mere bubbles, just as the manufacturers with no market can only close down. Since 2000, there have

been 12 English versions of *The Analects of Confucius* translated by Chinese scholars, but the promotion abroad is not ideal. The most reprinted version in the world is still James Legge's translation (Di, 2009). The reason for this phenomena is that the Chinese domestic translation research has been studying and analyzing the promotion of translation works from the perspective of "translation quality", and attributed the poor promotion to the mistakes of translation strategies, with a single emphasis on the consistency between the translation and the original. It seems that as long as translators translate and introduce Chinese culture faithfully and systematically, Chinese culture will naturally have a broad market in the world. (Liao, 2012) Researchers completely ignore the promotion and sale of translation works as commodities. Bao Xiaoying, a Chinese scholar, once proposed some strategies in her paper *Difficulties and Solutions: A Study on the Ways of Translation and Introduction of Chinese Literature* that the expansion and perfection of Chinese literature translation and introduction need to further cooperate with foreign publishing institutions, broaden the way of film and television media as translation and introduction, borrow western mainstream newspapers and magazines and other media for publicity, introduce literary agents, increase government funding, expand the general audience, and establish the feedback system of translation and introduction etc..However, the above series of strategies still ignore an important factor, that is, the dialectical relationship between translation development and economic development, namely, translation, as an industry, in order to achieve sustainable development, the fact can not ignored is that less cost and greater benefits are needed to maintain the virtuous circle of industrial economy and that more investment should be injected to maintain the sustainable development of the industry. Of course, the benefit includes both economic and social benefits. This requires translators to understand the supply and demand information of translation market in time, pay attention to translation cost accounting, study the ratio between translation input and output, cherish and make full use of translation resources, adjust translation structure and layout to achieve the best economic and social benefits.

Therefore, From the perspective of providing laborers for economic development embodied in the economic function of translation, if translators can have two or more identities at the same time, it will greatly reduce the human resource cost of translation. From the perspective of providing scientific research basis for economic virtuous circle, if translators can adhere to scientific research and constantly optimize their own labor tools while obtaining economic and social benefits, the cost of translation will also be greatly reduced. From the perspective of adjusting the structure of translation education for the sustainable development of economy and solving the imbalance of industrial structure, it is not difficult for us to find out that on the one hand, translators should adjust their translation strategies according to the needs of readers, on the other hand, they should adjust their management strategies according to the needs of the market to improve the core competitiveness of translation products, that is to say, translation talents trained by translation education institutions should not only be producers but also operators and administrators. Anthony Pym, who is engaged in translation teaching research in Spain, introduced the concept of transaction cost in neoclassical economic negotiation theory into translation studies, proposed the model of translation as transaction cost, and opened up a new research field. In his view, the original work and translation are the two sides of communication and cooperation, and translation is the transaction cost(Guan, 2012). Therefore, investment or cost must be taken into account in translation activities(Zhao, 2010). In this way, on the macro level, the bottleneck of the development of translation industry is to solve the problem of the lack of leading figures with dual identities of both "translator" and "operator". Taking a look at the leading figures of well-known enterprises at home and abroad --- Jack Ma majored in foreign languages in Hangzhou Normal University, and served as an English international trade teacher of Hangzhou Institute of Electronic Industry after graduation, then founded Alibaba 11 years after graduation, and served as the CEO and chairman of the board of directors of the group; Bill Gates attended Harvard University, but after leaving school, he founded Microsoft company with his friends, and served as the chairman and chief of the company Software designer. Both Jack Ma and Bill Gates were turning to operation on the basis of specialty, so they could industrialize and internationalize their specialty. In the same

way, translation as an industry, if it is to be developed rapidly and profoundly, its leading figure must be a translator who understands translation and can operate and has dual identities to make a comprehensive economic plan for the development of translation industry. At the micro level, all translators, whether employed professional translators, freelance translators or even translation enthusiasts, should establish a basic economic consciousness, that is, the mission of translators is not only to translate the works, but also to analyze what they translate, how to translate and how to promote them after translation from an economic perspective, so as to achieve the expected economic and social benefits to make a more accurate statistical analysis of the development of translation industry.

The global sales volume of the translation of Harry Potter is 400 million. How much economic benefits have the author and translator gained from the 400 million books sold? How much social benefit has American society gained? How much did the 400 million copies of Harry Potter make American social and cultural concepts and values spread and recognized in the international community? Has culture transformed into real soft power? Does the promotion of soft power play a role in the economic cycle of the development of translation industry and make it sustainable? On the contrary, the sales volume of Mo Yan's translation in Europe and America has managed to reach two or three thousand, which has achieved so-called success. Yet, what benefits do translators get from their investment in translation activities---the time and energy they spend, and the money, time and energy they invest in translation training and education? Can economic activities without any benefits develop? Therefore, translators should take the responsibility of investigating and understanding whether the translation products are in the right supply and marketing, whether the translation products are meeting the social need. They should also investigate and open up the channels of communication, and broaden the international market. These tasks require translators to study the economic function of translation from the perspective of economics so as to realize the industrialization of translation, to make the translation industry more competitive in the market, and to gradually realize the sustainable development of the translation industry system.

Conclusion

For the future of Chinese culture, the famous British historian, Toynbee, made a "prediction" in the 1970s, "the 21st century will be the era of Chinese culture", "Chinese culture will be the cohesive force and fusion device for human beings to move towards global integration and cultural diversity in the 21st century." (Arnold, 2000) . Translation is the medium of culture, and translators are the active cells in the medium. Culture needs to be spread and soft power needs to be improved, all of which are inseparable from the power released by those active cells, namely, translators, in the translation field. However, the economic basis determines the superstructure, and the activity of those cells require sustainable investment. However, if a cell releases its power to produce yet the product cannot occupy the market, or there is no ideal audience, the cells will wither and die. Translators like the those cells will not be able to obtain the appropriate economic and psychological returns and then create the corresponding economic and social benefits. Then the translation industry will not be able to continue to develop, and improving the soft power of Chinese culture is words from an armchair. Therefore, to make Chinese culture become the cohesive force and fusion device of human being's globalization and cultural diversity in the 21st century, the fact that translation is also an economic behavior cannot be ignored. Especially in today's economic society, in order to cognize translation activities from the perspective of economy, translators and researchers must analyze the problems faced by the current translation industry from the perspective of economics, including translation technology and market economy, and realize the duality of translator's identity, that is, the transformation from the original single producer of translation products to operator or administrator of translation products. The research on the duality of translator's identity will always remind translators to improve the work efficiency in the marketing process of translation industry, so the promotion of cultural soft power, that is, the promotion of social efficiency, can promote the sustainable development of translation industry. Translators should not only study the translation strategies in the process of translation, but also

have a keen sense of market and the corresponding marketing strategies to lead the future translation industry with their dual identities.

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