

# From translation markets to language management: The implications of translation services.

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## From Translation Markets to Language Management: The Implications of Translation Services

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**Abstract:** The fact that the position of "business translation" within Translation Studies remains unclear is probably a reflection of the position of this discipline as a whole. In this article, business translation is approached from a new point of view; namely, that of language management in business environments. The situation under observation — the "translation market" in Belgium — does not warrant any general conclusions. However, the rather predictable findings concerning the peripheral position of translators in business life seem to indicate that it is not translation as such which is at stake here, but more general issues of language discourse and communication. **Résumé:** Le fait que la position de la "traduction commerciale" reste mal définie et que son statut sur la traduction est sans doute symptomatique en rapport avec la discipline dans son ensemble. Dans l'article que nous présentons, la traduction commerciale est abordée sous un angle très différent, c'est-à-dire en termes d'organisation sociale et de gestion du langage dans le cadre commercial. La situation observée — le "marché de la traduction" en Belgique — ne justifie pas de conclusions globales. Il semble néanmoins que les conclusions, en fait prévisibles, que nous tirons sur la périphérie de la traduction et des traducteurs, soit moins imputable à la traduction en tant que telle qu'à des questions fondamentales au sujet du langage, du discours et de la communication.

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