

The Application of Translation in International Sports Event Organization and Athlete Communication: Current Status, Challenges, and Strategies

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Abstract

Translation plays a pivotal role in globalization, particularly in the management of international sports events and facilitates effective communication among athletes from diverse linguistic and cultural backgrounds. This study aims to examine the current state of translation practices and the associated challenges in organizing global sports events and facilitating communication among athletes. This study explores the role of translation in international sports communication, with a focus on event organization, athlete interactions, and media coverage. Through case studies, it highlights the best practices and challenges in current translation practices within the global sports industry. The study also offers recommendations to enhance the quality and efficiency of translation, aiming to strengthen support for the international sports sector. The findings of this study advance theoretical understanding of translation within the context of international sports events and athlete communication. They provide a valuable reference for future research and practical applications in the field.

Keywords: Translation, International Sports Events, Athlete Communication, Globalization, Application, Challenges.

Introduction

With the accelerating pace of globalization, international sporting events have become vital platforms for the exchange of culture, commerce, and political relations. These events bring together athletes, officials, journalists, coaches, and various stakeholders from diverse linguistic and cultural backgrounds, necessitating effective communication. Central to this communication is translation, which serves as a bridge between different languages and cultures. Translation plays an essential role in organizing events, facilitating interactions with athletes, and ensuring comprehensive media coverage. The influence of translation on international sports is significant and warrants consideration. Major events such as the Olympic Games, the FIFA World Cup, Grand Slam tennis tournaments, and Formula 1 racing demand professional and efficient translation services. Translation encompasses not only the transfer of words but also the understanding of cultural contexts, the recognition of sport-specific terminology, and the conveyance of emotions and intentions across languages. This study examines the multifaceted role of translation in the organization of international sports events and in communication with athletes. By exploring the current challenges and potential solutions, the research aims to contribute to the advancement of translation studies and enhance knowledge in sports management.

Research Objectives

The objectives of this research are threefold:

1. To analyse the importance and applications of translation in various aspects of international sports, including event organization, athlete communication, and media coverage.
2. To assess the current status of translation practices in international sports through case studies, we highlight successful implementation and areas of concern.
3. To identify the challenges faced in sports translation and to propose strategies to enhance the quality and efficiency of translation services in this domain.

This study employs a literature review, a case study approach, and expert knowledge synthesis to examine the subject matter. It draws on a range of sources, including academic literature, industry reports, and case studies, to elucidate key concepts related to the field. As international sports continue to grow in scale and complexity, the demand for skilled translation is expected to increase correspondingly. This area of research is critical, as it represents a crucial aspect of sports management that, though often overlooked, profoundly impacts the success of events, athletes, and spectators. The findings of this study hold significant relevance for sports organizations, event managers, translation service providers, and policymakers within the global sports domain. Consequently, this research seeks to enhance the quality of

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translation services in the sports industry and foster more accurate and comprehensive coverage of international sports events, by identifying both areas of excellence and opportunities for improvement.

Literature Review

This study employs a literature review, a case study approach, and expert knowledge synthesis to examine the subject matter. It draws on a range of sources, including academic literature, industry reports, and case studies, to elucidate key concepts related to the field. As international sports continue to grow in scale and complexity, the demand for skilled translation is expected to increase correspondingly. This area of research is critical, as it represents a crucial aspect of sports management that, though often overlooked, profoundly impacts the success of events, athletes, and spectators. The findings of this study hold significant relevance for sports organizations, event managers, translation service providers, and policymakers within the global sports domain. Consequently, this research seeks to enhance the quality of translation services in the sports industry and foster more accurate and comprehensive coverage of international sports events, by identifying both areas of excellence and opportunities for improvement.

Previous research has emphasized the central role of translation in the coordination and execution of global sports events. [Chersulich Tomino et al. \(2020\)](#) discuss the multilingual challenges faced by organizing committees of major sports events, arguing that language support should extend beyond the event day itself. As the authors assert, translation is not merely a practical task but a strategic component of the organizational processes for international sports events. Supporting this perspective, [Liu et al. \(2021\)](#) examine the language services provided during the 2022 Beijing Winter Olympics, highlighting the effective integration of human translators and interpreters with language technology. Their study demonstrates the effectiveness of utilizing both human expertise and technological tools in managing communication for large-scale events.

The role of translators and interpreters in facilitating communication between athletes and various stakeholders has been the subject of several important studies. Using interview data from sports translators, [Wang and Gu \(2023\)](#) explore the often-invisible role of translators in aiding athletes' communication with the media and fans across multiple languages. Similarly, [Soled \(2020\)](#) examines the cultural mediation aspects of sports translation, emphasizing the need for cultural sensitivity

among sports interpreters. These professionals navigate not only linguistic barriers but also cultural and sports-related differences, as well as issues of national pride and political considerations. There has been growing interest in exploring the impact of technology on sports translation. [Carvalho et al. \(2023\)](#) provide a thorough analysis of machine- and computer-assisted translation in the sports sector, highlighting both the advantages and limitations of these technologies in meeting the diverse translation needs of the sports industry. In conjunction with this technological focus, [Ramírez-Polo and Vargas-Sierra \(2023\)](#) address the future role of human translators in the age of automated translation. They advocate for a collaborative approach that integrates human expertise with artificial intelligence, rather than fully automating the translation process.

Despite the expanding body of literature on sports translation, certain areas remain underexplored. Further research is needed to assess the effectiveness of various translation strategies in the sports context. In particular, the impact of translation quality on athletes' performance and fan engagement presents an opportunity for future investigation. [Furrer et al. \(2023\)](#), in their recent review of translation studies, argue for greater interdisciplinary research that combines insights from translation studies, sports psychology, and intercultural communication. Such approaches could provide a more holistic understanding of the complex role of translation in international sports.

Research Findings

Translation plays a vital role in facilitating communication in international sports. Its importance is evident across various stages of sporting activities, including event planning and scheduling, athlete communication, and media coverage.

Event Organization

Organizing international sports events is a multifaceted process that demands seamless communication among stakeholders from diverse linguistic and cultural backgrounds. Prior to hosting a major global sports event, organizers must engage with various entities, such as the National Olympic Committee, International Sports Federations, government agencies, and local authorities. Clear communication is essential for ensuring that all stakeholders understand the event's plans, regulations, and expectations ([Elisabeth et al., 2024](#)). For example, the International Olympic Committee (IOC) provides host city contracts in multiple languages to ensure that all parties can comprehend their respective obligations and privileges. International contractors and suppliers tasked with constructing and preparing sports venues also require

accurate translations of technical specifications, safety standards, and architectural and engineering blueprints to meet global requirements. Misinterpretations at this stage can lead to costly errors and potentially unsafe conditions. Another critical aspect of event preparation involves volunteers, who may not be fluent in the host country's language. In such cases, interpreting services become vital

for developing multilingual training materials, work instructions, and communication protocols (Ogie & Perez, 2020). For instance, the 2018 FIFA World Cup in Russia implemented a comprehensive language program to teach volunteers Basic English, along with other key languages, to assist foreign guests [Table 1](#).

Table 1

Languages of World Cup Nations (Whitehead, 2022)

Nation	Language	Religion (Largest)
Saudi Arabia	Arabic	Islam
Qatar	Arabic	Islam
Tunisia	Arabic	Islam
Morocco	Arabic	Muslim
Croatia	Croatian	Christian
Denmark	Danish	Christian
Netherlands	Dutch	Atheist
Australia	English	Christian
Wales	English	Christian
England	English	Christian
United States	English	Christian
Ghana	English	Christian
Canada	English	Christian
Iran	Farsi	Islam
Belgium	French	Christian
France	French	Christian
Senegal	French	Muslim
Cameroon	French	Christian
Switzerland	German	Christian
Germany	German	Christian
Japan	Japanese	Shinto/Buddhism
South Korea	Korean	Atheist
Poland	Polish	Christian
Portugal	Portuguese	Christian
Brazil	Portuguese	Christian
Serbia	Serbian	Christian
Spain	Spanish	Christian
Argentina	Spanish	Christian
Uruguay	Spanish	Christian
Costa Rica	Spanish	Christian
Mexico	Spanish	Christian
Ecuador	Spanish	Christian

Interpretation is critical for managing the transportation, accommodation, and security of athletes, officials, and spectators during international sports events. The accurate translation of timetables, itineraries, and evacuation procedures is essential for ensuring organizational efficiency and safety (Ogie et al., 2020). Additionally, the registration process for athletes, officials, and other

participants requires translation services to ensure clear understanding of accreditation protocols, access rights, and regulations. Interpretation, including simultaneous translation during meetings and press conferences, is also vital during the event. Furthermore, multilingual signage, public announcements, and information desks are essential for guiding participants and spectators around

the venue. In emergency situations or unforeseen events, prompt and effective communication, regardless of language barriers, becomes crucial. Interpreters play an indispensable role in delivering emergency messages and coordinating responses, ensuring that organizations can respond effectively in critical situations. During the 2018 FIFA World Cup in Russia, English and Spanish were the predominant languages, each spoken by representatives from six countries [Figure 1](#). Arabic and French were each

spoken by participants from four countries. German and Portuguese were spoken by two countries each. Additionally, languages such as Croatian, Danish, Dutch, Farsi, Japanese, Korean, Polish, and Serbian were used by participants from only one country each. This distribution highlights the global prominence of English and Spanish, while languages like Croatian and Danish are more regionally concentrated.

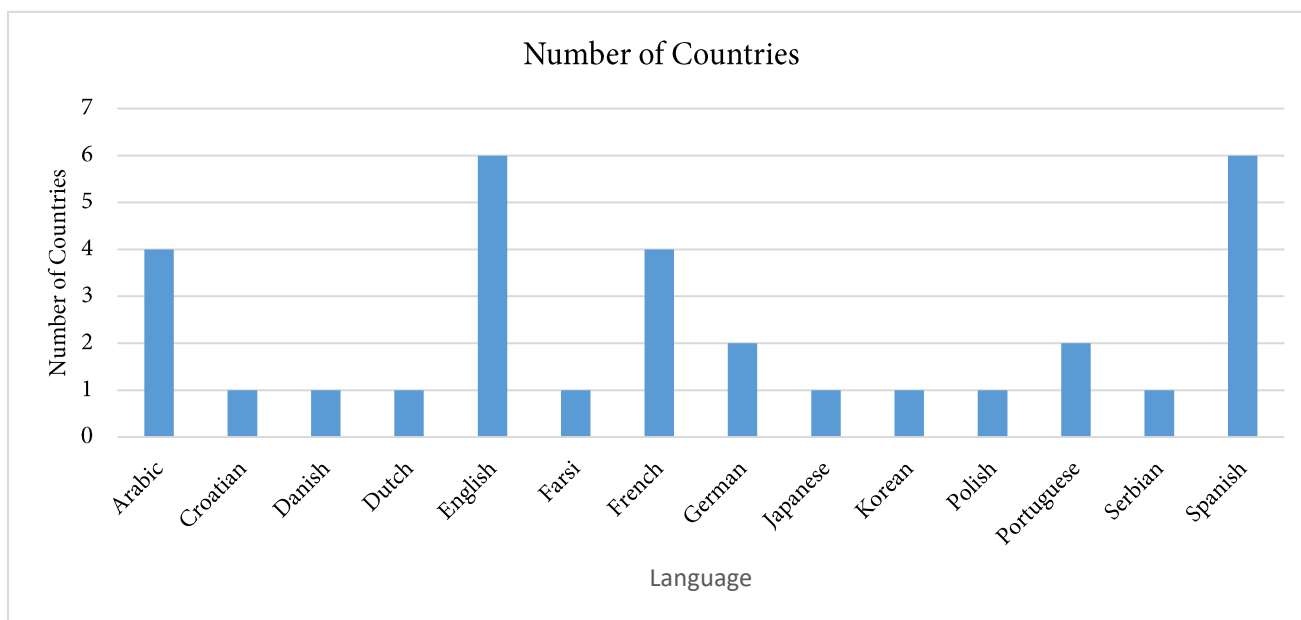


Figure 1: Number of Countries per Language.

A notable example of the crucial role of translation in event organization is the 2021 Tokyo Olympics, held in 2022 due to the COVID-19 pandemic. The organizing committee faced significant challenges in effectively communicating numerous health and safety measures to participants from over 200 countries during the pandemic. This situation demanded more than just literal translation; it required a high level of cultural sensitivity and legal compliance to ensure the message was appropriately conveyed and understood within the context of each target culture.

Athlete Communication

Effective communication is essential for athletes participating in international sporting events, and translation services play a critical role in facilitating this communication. In team sports such as football or basketball, where players often come from diverse linguistic backgrounds, translation services help bridge language barriers within the team. Interpreters work closely with coaching staff to ensure strategies, tactics, and feedback are accurately conveyed to all team members. Additionally, athletes need to comprehend competition rules, regulations, and decisions made by officials.

Interpreters ensure that athletes understand the instructions of referees, judges, and other officials to avoid violations or disqualification. Translation services are also vital in medical contexts, helping athletes communicate with medical professionals regarding complaints, interventions, and procedures. This is particularly important in high-pressure situations where mistakes could lead to serious health risks (Mohd Salim et al., 2023). Moreover, athletes must adhere to complex anti-doping regulations, and translation services help ensure they understand their rights, responsibilities, testing procedures, and potential consequences for non-compliance (Qvarfordt et al., 2021). The World Anti-Doping Agency (WADA), for example, provides its code and athlete guidelines in multiple languages to facilitate comprehension and compliance. In legal matters, professional athletes require precise translation of contracts, endorsement deals, and legal documents. Errors in these areas can result in financial losses or damage to an athlete's career. Furthermore, athletes frequently interact with international media, and interpreters assist them during interviews, press conferences, and social media posts, helping them maintain a positive public image.

Beyond merely translating words, interpreters often serve as cultural brokers, preparing athletes for the cultural nuances they may encounter in international settings and helping them avoid unintentional offenses (O'Boyle & Gallagher, 2023). An example of this can be seen with Japanese tennis player Naomi Osaka, who, although fluent in both Japanese and English, occasionally relies on an interpreter during press conferences. Her experience highlights the complexities of an international sports career and underscores the necessity of effective translation in managing both communication and cultural differences.

Media Coverage

Translation plays a crucial role in media coverage in the era of global sports consumption, enabling sporting events to reach and engage audiences across the world. As sporting events are broadcast internationally, live commentators from various countries often provide commentary in different languages. Professional interpreters are responsible for translating this commentary in real-time, ensuring that the target audiences stay informed and engaged. This task goes beyond mere linguistic ability; it requires a deep understanding of both the sport and the associated cultural context to produce content that resonates with viewers. Interpreters and translators also facilitate communication between athletes, coaches, and the international media, ensuring that responses are accurate and timely, especially during live broadcasts. This adds an additional layer of complexity, as the translation must capture not only the meaning of the words but also the tone and intent

behind them (Allen et al., 2020).

Furthermore, match reports, athlete biographies, and analyses of international sports events are often written and need to be translated into multiple languages. This process includes not only the translation of facts but also adapting the writing style to align with the cultural and journalistic standards of different regions (Kunert & Kuni, 2023). Thus, translation in sports media is an essential tool for ensuring accurate, timely, and culturally appropriate communication to global audiences. In the contemporary digital era, sports organizations and athletes engage directly with fans through social media platforms. Translation services play a critical role in ensuring that content is accessible in multiple languages, thereby broadening the audience and fostering international fan engagement. In broadcast media, subtitling and dubbing are essential for conveying sports content in diverse languages. This process requires not only linguistic expertise but also technical proficiency to ensure the accurate synchronization of translated text with video content. For example, Real Madrid, the most popular football club, has approximately 165 million followers on Instagram, providing a substantial platform for global reach through social media engagement [Figure 3](#). Barcelona follows with 128 million followers, indicating the club's active presence on social media. Additionally, Manchester United and Juventus boast large followings, with 64 million and 60.4 million followers, respectively, highlighting their significant global fan bases [Figure 2](#).

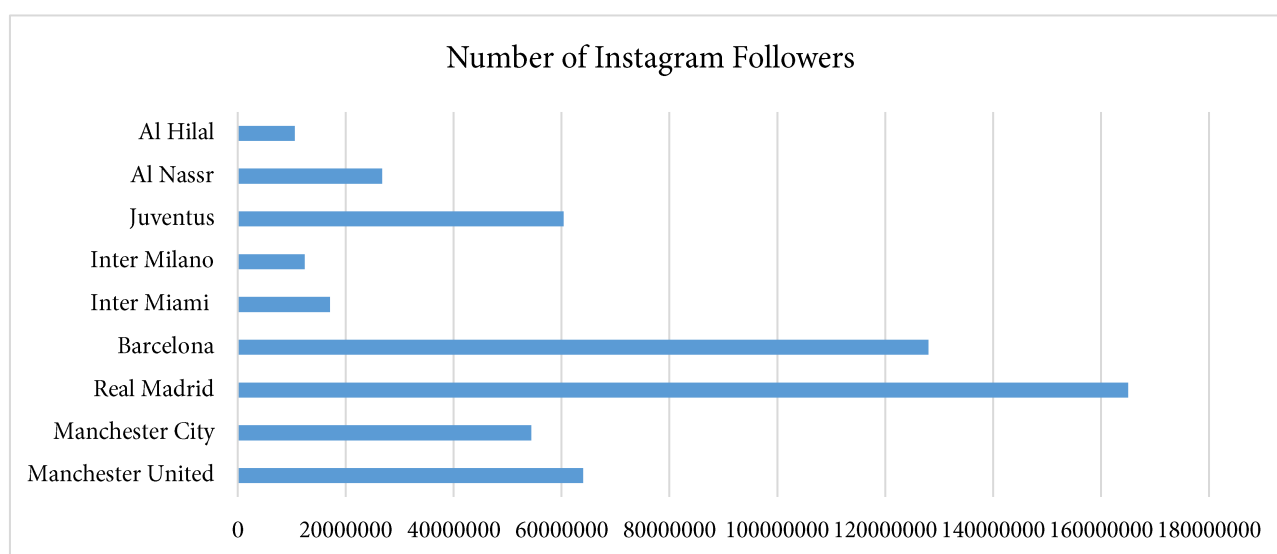


Figure 2: Number of Instagram Followers.

Each sport has its own specialized lexicon of technical terms and expressions, making it essential for media translators to possess a deep understanding of sports terminology in both the source and target languages to

ensure accurate translation of meaning. Media translation is not simply a word-for-word conversion; it requires adapting the content to suit the cultural context of the target audience, including considerations of humor,

taboos, and regional nuances. Given the fast-paced nature of sports events, news agencies must provide real-time updates, results, and breaking news to a global audience, which demands efficient translation processes and the use of advanced translation tools (Opdahl et al., 2023). Translation also plays a crucial role in providing multilingual coverage of sporting events, ensuring that archivists and fans worldwide can access historical data and statistics. The 2022 FIFA World Cup in Qatar exemplifies the importance of translation in media coverage, as it garnered extensive international attention with content distributed in multiple languages. FIFA's digital platforms offered content in over ten languages, while global broadcasters utilized translation services to localize event coverage for diverse audiences.

Current Status of Translation in International Sports

The field of translation in international sports has evolved significantly in recent years, driven by advancements in technology, expanding fan bases, and the growth of global sporting events. Sports translation is a blend of traditional methods and modern tools designed to meet the diverse and sometimes urgent needs of the global sports industry. While technological advancements have provided numerous resources, human translators and interpreters remain essential. Their expertise in understanding context, meaning, and emotions—particularly in unpredictable situations like press conferences or live broadcasts—ensures accurate and culturally appropriate translations. Human translators are crucial for handling idioms, sports terminology, and culturally sensitive issues, particularly during simultaneous translations in conferences and international meetings.

Modern technology plays an integral role in sports translation, with tools like Computer-Assisted Translation (CAT) applications becoming indispensable. These include translation memory systems, terminology management, and quality assurance tools, which help maintain consistency, especially in large-scale projects such as event reports or website content (Han, 2020). Machine Translation (MT), particularly Neural Machine Translation (NMT), has grown in popularity due to its ability to address the challenges of sports-related languages, though it is more suitable for straightforward tasks like news briefs or social media messages. Artificial Intelligence (AI) and Natural Language Processing (NLP) technologies are also being utilized to improve real-time transcription, closed captioning, and intelligent analysis for more precise translation (Zhai & Wibowo, 2023). Cloud-based collaboration platforms enable translators, editors, and project managers to work together efficiently across different locations, a key benefit when managing large volumes of content during major international

sporting events. Mobile translation apps have become increasingly popular, allowing athletes, officials, and spectators to communicate easily. Additionally, some sports venues now use Augmented Reality (AR) technology to provide instant translations of signs and informational displays, enhancing the fan experience.

Case Studies of Successful Practices

Several notable examples demonstrate the successful implementation of translation services in international sports.

FIFA World Cup 2022 in Qatar

The 2022 FIFA World Cup showcased a comprehensive and technologically advanced translation approach. The FIFA implemented a multifaceted strategy that included a team of over 600 language professionals, including translators, interpreters, and cultural advisors. AI-powered real-time translation for press conferences, refined by human translators for accuracy, was also a part of this strategy. A custom-built neural machine translation system trained on a football-specific language was also used to quickly translate match reports and social media updates. Multilingual mobile apps and digital platforms provide instant translation for fans. This approach allows FIFA to effectively manage communication across more than 160 languages, catering to official needs and fan engagement. The success of this system was evident in the smooth running of the event and the positive feedback from international media and spectators.

Tokyo Olympic Games (2020) (Held in 2021)

The Tokyo Olympics faced significant challenges due to the COVID-19 pandemic but implemented innovative translation strategies to ensure effective communication. Virtual interpreter booths were introduced for remote simultaneous interpretation, safeguarding translator health while maintaining high-quality service. Additionally, a custom AI-based system was developed to provide real-time translation of Japanese speech into 11 languages, displaying subtitles during broadcasts. The "Tokyo 2020 Robot Project" further enhanced communication by deploying AI-powered translation robots at venues, helping visitors with basic queries in multiple languages. These advancements not only addressed pandemic-related issues but also set new benchmarks for language services in future Olympic events.

UEFA Champions League:

UEFA has established a comprehensive and sustainable translation strategy designed to ensure consistency and quality across its communications. Central to this approach is a centralized terminology database, which standardizes language usage in all UEFA materials, ranging from technical documentation to media releases.

Furthermore, a network of specialized football translators, proficient in the sport's linguistic and cultural subtleties, has been engaged to enhance translation accuracy. For non-critical documents, neural machine translation is utilized to produce initial drafts, which are subsequently refined through human post-editing. This integrated methodology enables UEFA to efficiently manage its translation needs throughout the year while upholding high-quality standards.

Shortcomings and Limitations

Despite advancements, sports translation still faces several challenges that need ongoing attention and improvement. Certain sports-specific terms and concepts, particularly in less internationally popular or culturally distinct sports, are difficult to translate. Misunderstanding technical terms can lead to confusion, or even impact competition results, especially in contact sports like judo and wrestling (Prieto Ramos & Cerutti, 2021). While technology has enhanced simultaneous interpretation, the pressure of live sports events remains a significant concern, with interpreters needing to make rapid decisions, which can lead to oversights, generalizations, or cultural misunderstandings. Effective sports translation goes beyond mere word substitution; it requires understanding cultural nuances, traditions, and expectations. Failure to capture these factors can result in miscommunication or offense, particularly when translating humour or motivational speech. While technology plays a key role in improving translation, excessive reliance on machine or AI translation can lead to errors, especially in emotionally charged or high-stakes contexts like contract renewals or disciplinary meetings (Ramírez-Polo et al., 2023). Additionally, maintaining consistency across various media platforms is challenging, with discrepancies in language used across official documents, broadcasts, and social media causing confusion. Finally, small sports organizations may struggle with inadequate funding to develop effective translation services, impacting communication and the overall quality of events (Romero-Jara et al., 2023).

Challenges in Sports Translation

Sports translation is a distinct and specialized field that presents numerous challenges due to the specific nature of sports discourse, the cultural backgrounds of the parties involved, and the context in which the translation occurs. Unlike general translation, sports translation involves technical activities that require a deep understanding of sports terminology, context, and the application of modern technologies in media communication. Each sport has its own set of terms, phrases, and rules that may not

have direct equivalents in other languages, making literal translation often insufficient. For example, cricket terms like "googly" or "yorker" may be difficult to translate accurately in languages unfamiliar with the sport, and terms like "quarterback sneak" or "nickel defence" in American football can pose similar challenges. Translators often need to consult subject matter experts to find suitable translations, as these terms must be explained in the source language before finding an appropriate equivalent in the target language (Allen et al., 2020).

Sports translation encompasses a variety of content types, each presenting unique challenges. Live commentary, for instance, requires the rapid translation of fast-paced, often metaphorical speech. Technical documents, such as rule books, equipment specifications, and medical reports, demand adherence to specific standards and accuracy. Sports contracts involve legal language and terms tied to specific scenarios within the sport, requiring precision and clarity. Marketing materials often require creative translations to preserve the original message's impact and appeal. Additionally, digital content—such as social media posts, websites, and app interfaces—must consider size limitations and localization, adding another layer of complexity to sports translation.

The increasing integration of technology in sports translation has introduced both opportunities and challenges. CAT tools, while highly beneficial, require translators to adapt their workflows and stay up to date with the latest technological advancements and features. Additionally, the integration of MT systems necessitates the development of new skills in post-editing and quality assessment to ensure that translations meet the required standards. Translators are also increasingly working with subtitling and dubbing software for multimedia content, demanding additional technical expertise. Despite advances, real-time translation systems still struggle with maintaining high accuracy in fast-paced, live settings, where the pressure of immediate delivery can impact on the quality of translation. Moreover, sports language, particularly with the rise of new forms like e-sports, continues to evolve, generating a continuous influx of dynamic and novel terms (Glebova et al., 2022). This requires translators to stay informed about emerging terminologies and ensure consistency across platforms and over time. Major sports events generate vast amounts of data that must be translated rapidly and accurately, which presents a significant technical challenge in maintaining coordination and consistency across languages and platforms (Haleem et al., 2021). Furthermore, ensuring accessibility for people with disabilities introduces additional technical requirements, such as providing audio

descriptions for the visually impaired and sign language interpretation for those who are deaf or hard of hearing, emphasizing the importance of inclusivity in sports translation.

Cultural Challenges

Cultural challenges in sports translation extend beyond mere linguistic differences, encompassing varying sports cultures, attitudes, and social norms. These challenges are particularly evident in international sporting events, where diverse cultural backgrounds intersect. For instance, explaining the intricacies of a baseball game to an audience unfamiliar with the sport requires careful consideration, as certain cultural knowledge may be assumed in one context but unknown in another. Sports language is rich with idioms and metaphors that are deeply rooted in specific cultural contexts, such as "hit it out of the park" in baseball or "score an own goal" in soccer. Translators must decide whether to find an equivalent expression in the target language or provide an explanatory translation (Broch, 2022).

Moreover, sports can involve sensitive political, social, or religious issues that may trigger controversy. Translators must navigate these areas delicately to avoid misunderstandings or offense, especially when translating interviews or comments during global events like the Olympics, where cultural nuances and international politics play a significant role. Humor and banter, commonly present in sports commentary, can also be challenging to translate, as jokes that resonate in one culture may not have the same effect in another (Taher, 2021). Additionally, non-verbal cues, such as gestures or body language, are crucial in sports but can differ greatly across cultures. Translators and interpreters must be adept at capturing these physical elements, ensuring they convey the intended message accurately. Translating sports marketing materials also requires more than just linguistic translation; it often involves adapting visuals, slogans, and mascots to align with the cultural expectations of the target audience. Finally, the challenge of gender translation in sports, especially when grammatical gender differs between languages, requires sensitivity to equality while respecting cultural norms.

Time and Resource Constraints

The international sports environment is dynamic and often operates under pressure, with specific expectations for translation services. A key challenge in sports translation is the lack of time and resources. Events like broadcasts and press conferences demand simultaneous interpretation, leaving little time for preparation. Sudden news, such as player updates or transfers, must be translated quickly across multiple languages, often for

immediate posting on social media. Major events, such as the World Cup or Olympics, require translators to work long hours, leading to potential mistakes due to time constraints. Additionally, smaller sports organizations may face financial limitations, leading to the use of inexperienced translators or machine translation, which compromises quality. The lack of specialized training and expensive technology further hampers the effectiveness of sports translation.

The high volume and diversity of content requiring translation in sports contexts can be overwhelming. Translators often face overlapping deadlines, balancing tasks like translating press releases and preparing for live interpretation. Managing various types of content—such as technical documents, marketing materials, and legal contracts—requires multiple skills and resources. Major events create peaks of activity followed by quieter periods, making it difficult to maintain a steady workforce. Time and resource constraints may impact quality assurance, with rushed deadlines hindering thorough proofreading and editing. Ensuring terminological consistency across translators and platforms becomes harder under pressure, and limited time may prevent in-depth cultural sensitivity checks. While technology can help alleviate some constraints, its implementation demands training and adaptation, and technical issues or integration complexities may arise.

Strategies for Improvement

Advancements in sports translation have led to the development of strategies that enhance the quality and efficiency of translation services. Leveraging cutting-edge technologies is essential for improving the speed, accuracy, and consistency of translations. Key strategies include refining sport-specific Machine Translation (MT) engines using large datasets of sports content, which improves the quality of automated translations. Neural Machine Translation (NMT), fine-tuned for sport-related terms, can enhance initial translation quality and reduce the workload for human translators (Son & Kim, 2023). AI tools for content analysis, terminology extraction, and contextual understanding can detect subtleties in language, leading to better translations (Kroon et al., 2024). Integrating MT, Translation Memory (TM), and AI-assisted platforms offers suggestions and context, aiding translators. Further, advancements in speech-to-text and real-time translation could improve accessibility in live events, such as press releases and commentary (Papatsimouli et al., 2023). Optimizing cloud-based systems for real-time collaboration between translators, editors, and subject matter experts is particularly useful during major events. Developing mobile translation applications would enhance communication

during international sporting events for athletes, officials, and spectators. Additionally, enhancing cultural competence among translators through specialized training in sports contexts is essential. Strategies include language proficiency, sports knowledge, and cross-cultural communication training, as well as providing opportunities for translators to engage with different sporting cultures (Rodríguez-Arancón, 2023). Regular training sessions ensure that translators stay up to date with new terminology and trends in the global sports landscape.

Standardization and quality control practices are crucial to ensuring the reliability and replicability of sports translations. One essential strategy is the development of comprehensive multilingual, special-purpose terminologies tailored to various sports, making them accessible to all translators working with sport-related texts (Haque et al., 2019). Transparent style sheets and sport-specific terminology dictionaries should be established to maintain uniformity across translators and platforms. To ensure the accuracy of technical and sensitive content, multiple quality assurance (QA) cycles, back translations, and specialist checks should be conducted. Certification criteria relevant to the field help uphold the professionalism of sports translators. Moreover, implementing specific feedback processes when collaborating with athletes, officials, and media representatives' aids in the continuous improvement of translation quality. AI-based applications can also be used for quality assurance to address consistency, terminology, and culturally sensitive issues. Allowing multiple review cycles involving translators, domain experts, and native speakers ensures the refinement of translations. It is equally important to set quantifiable goals for sports translation, such as quality and fluency levels, translation speed, and cultural adaptation, to measure and optimize the overall process.

Suggestions for Future Research

With the advancement of AI and machine learning, more sophisticated real-time translation systems are expected to emerge. These systems may include AI-driven real-time interpretation during conferences, reducing the need for human interpreters while increasing the role of human translators as post-editors and cultural brokers. The integration of AR and VR technologies into sports viewing will present new challenges and opportunities for translation. For example, viewers could have the option to switch languages or access content tailored to their cultural preferences at the click of a button. Enhanced data analysis

and user profiling may enable more personalized translations, adapting to individual dialects, preferences, and prior knowledge of sports. Additionally, blockchain technology could transform quality assurance in sports translation by providing a transparent, immutable record of translations, revisions, and approvals, thereby enhancing accountability. As more niche sports are broadcast globally, the demand for translators skilled in connecting specific sports cultures with a broader audience will increase. Future translation technologies may also incorporate insights from neurolinguistics to make translated content more natural and emotionally engaging, which is vital for capturing the enthusiasm and tone of sports commentators. Furthermore, the ethical development of AI in translation will focus on minimizing cultural biases, ensuring fair and accurate representation in sports communications.

Conclusion

This paper has examined the current state of sports translation, highlighting the challenges it faces in international sports event organization and athlete communication, and proposing strategies for improvement. Proper translation plays a critical role in supporting global sports events, enhancing athlete communication, and ensuring comprehensive media coverage. The study indicates significant progress in sports translation, particularly through technological advancements and increased cultural sensitivity. However, challenges remain, including technical issues, cultural differences, and resource constraints. The proposed strategies—focused on expanding technology use, enhancing cultural competency, and improving quality control—hold promise for addressing these obstacles. As sports continue to evolve globally, the demand for accurate and culturally sensitive translations will only increase. Based on the findings of this research, the future of sports translation will likely involve a combination of AI and human expertise. Ultimately, effective translation is not just about linguistic accuracy but also about preserving the cultural integrity of international sports, fostering unity through a shared passion for athletic achievement. Continued development in this field will be essential for overcoming language and cultural barriers in the globalized sports world.

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