

Speech Marks Translation

Client Glossary

Take a look at this glossary that I have compiled for clients who are new to commissioning translations. I hope it proves helpful!

- ◆ **Source text** - the original text, which the client requires to be translated. This is the basis on which the word count, and the initial price, is calculated.
- ◆ **Target text** - the resulting translated text, which is returned to you in your required format and by your preferred method (email or post).
- ◆ **Reference material** - this can be previously translated documents, company glossaries, style guides or any other materials which could prove helpful to the translator in terms of familiarising him/herself with the style of writing that you require
- ◆ **Strapline/tag line** - this may also be referred to as a slogan. They may be used for specific campaigns for a limited time, or as part of a corporate or product identity.
- ◆ **Back-translation** - a 'reverse' translation, back into the original language. Back-translations are commonly seen as a valid way of checking the quality of a translation, but this is simply not the case. There are so many ways to say the same thing in one language, let alone across languages. A far more effective method of quality assurance is to use editing and proofreading, which I always do.
- ◆ **Editing** - either checking a translation against the original text, or adjusting original writing in terms of content, specifically improving style, syntax and readability and removing repetitions and redundant elements.
- ◆ **Proofreading** - correcting spelling, punctuation and grammatical errors and providing that final layer of gloss for your message.
- ◆ **Localisation** - adapting a message originally written for one audience for use in another country. I provide this service for US English to British English exclusively, on the basis of my skills and experience.
- ◆ **Computer-assisted translation (CAT) tools** - this software is used by translators to improve consistency, as it integrates previously created terminology research and translation memories (TM). This is in no way automatic and is not to be confused with machine translation (MT).
- ◆ **Machine translation (MT)** - e.g. is a method of translation, which is carried out solely by software. As I am sure you realise, this does not give professional results on any level, as the cultural significance and set phrases are not successfully rendered in the target language. Have you ever typed a sentence into an MT programme such as Google Translate, translated it and then translated it back? Although the results can be amusing, they are a great demonstration of how not to market your services!
- ◆ **Interpreting** - often confused with translation, interpreters work with the spoken word in a real-time environment. There are linguists who provide both services, but they require very different skill sets and, although I have enjoyed some experience with interpreting, it is not something that I offer at this time.

- ◆ **Copywriting** - writing for advertising and marketing products and services, people, and ideas. Examples of copywriting include press releases, strap lines and website content.
- ◆ **Transcription** - producing a written version of audio or video material. A common use for transcriptions is in the medical field, where reports dictated by healthcare professionals are needed in text format.
- ◆ **Translation Memories (TM)** - are a way of using previously translated material which is similar to another project. The translation memory contains so-called 'segments' made up of items such as sentences, phrases or subheadings, which can be searched when translating another file. A pair of source and target-language segments is referred to as a translation unit. TMs are used as part of CAT software in order to improve consistency within and between material.

If you would like to discuss my services, or need a linguist who has a different language combination or area of expertise, please don't hesitate to contact me