

# Translation

getting it right

A guide to buying translations

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**For non-linguists, buying in translation is often a source of frustration.**

**The suggestions in this brochure are aimed at reducing stress.**

## Does it really need to be translated?

Rather than blindly translate documents in full – hundreds of pages – decide with your client (or sales team) which information is actually required. You can generally axe padding, including self-congratulatory prose and lists of all the in-house departments that have worked to make the product a success. Your foreign clients/partners do not know and do not care. Such passages can even be counterproductive, making your company appear self-centred and arrogant.

In 1999, a financial institution in France trimmed a 500-page user manual down to 230 pages with the help of an expert translator, who identified redundancies and sections that did not apply to foreign clients – before starting the translation proper.

A firm of patent lawyers in California regularly calls in a specialist translator to scan Japanese patent documents and give a quick oral summary; together lawyers and translator then determine which documents need to be fully translated.

**Translate only relevant sections of existing documents, or produce shorter documents in your own language and have these translated.**

## **A picture is worth a thousand words**

Take the burden off the words.

Judicious use of maps, pictograms and diagrams can be far more effective with international readers than literary ramblings and hyper-technical descriptions. Your translator's job will be easier; there will be less risk of stumbling over the precise technical term. And your translation bill will probably be lower.

Swedish furniture & housewares giant Ikea has 159 stores in 29 countries representing 17 different languages. It uses largely word-free diagrams to guide customers through kit assembly. 80% of instructions are pictures only; the remaining 20% require text to communicate safety aspects.

In 2001, Heathrow Airport moved 60.4 million travellers from all parts of the world through its four terminals using internationally-recognised pictograms.

**Only use text when you have to, or when it is the most effective means of getting your message across.**



**Translation, interpreting  
– what's the difference?**



**Translation is written,  
whereas interpreting is  
spoken.**

## Think international **from the start**

Avoid culture-bound clichés. References to your national sport may well fall flat. Ditto literary/cultural metaphors. Tread carefully with references to parts of the human body, viewed differently by different cultures.

For written documents, don't box yourself in by linking your pitch to visuals that may not carry the same meaning outside your native country – forcing translators to resort to cumbersome wordplay and workarounds.

In January 1998 PM Tony Blair told a group of Japanese businessmen that his government intended to go “the full monty” in putting the UK economy on a sound footing. Blank faces: the film had not yet been released in Japan. (Decades earlier, Field Marshal Montgomery had flummoxed BBC foreign-language services with a cricket metaphor: “we’ll hit them for six!” he told his troops on the eve of the battle of El Alamein).

**Keep some local flavour if you like, but check with your foreign-text team to make sure that adaptation is possible. For written documents, be sure to include international calling codes for telephone and fax.**

## How much will it cost?

Translation prices range from 1 to 10, and while high prices do not necessarily guarantee high quality, we respectfully submit that below a certain level you are unlikely to receive a text that does credit to your company and its products. If translators are netting little more than a babysitter, they are unlikely to be tracking your market with the attention it deserves.

Be realistic. How many pages can a translator produce an hour? How much time do you expect him or her to spend crafting the text that will promote your product or service? (How much time did your team spend producing the original?).

When choosing a supplier, calculate how much you have spent to develop the product or services you want to promote outside your country. If you cannot afford a professional translation, perhaps you are not ready for the international market yet.

**The added value that a translation company offers (translator selection, project management, quality control, file conversions, standardised presentation of multilingual projects, etc.) also has a price-tag, but can save you hours of work.**

## How important is style?

Some translations are no-hopers from the start.

Tehao Rechargeable shaver RCCW-320: Smuggle the razor blade (reference value around 400 g) on your muscle vertically. Then drag your skin and shave back slowly.

Often these are raw machine translation, or the work of non-native speakers struggling away with a grammar book in one hand and a dictionary in the other. They are good for a laugh.

Other translations are technically accurate, yet the sentences do not flow as smoothly as they might; word order or choice of vocabulary may be unduly influenced by the original language. They are not particularly effective for selling, but may be good enough for readers who know the subject and can – or have time to – read between the lines.

**Many translators/translation companies often supply “for-information” translation as standard work, rather than a “rewrite” or “adaptation”. To avoid misunderstanding, clarify this up front. Get it in writing.**



Specialists will often refer to accurate yet unpolished work as **for-information** translation. It can generally be produced faster and more cheaply than **for-publication** work.

However if you are trying to sell or persuade, or if image is important to you, it will probably not be enough.

## **Resist the temptation to do it yourself**

Speaking is not writing. Oral fluency does not guarantee smooth, stylish writing. Even if you regularly negotiate successfully in French, German or Spanish, and spend lots of time in the countries where those languages are spoken, 99 times out of 100 your written command of a foreign language will be immediately recognisable as “foreign”.

This may or may not be important.

It may not be important if (1) your main selling point is price (price-driven clients will put up with a lot if they manage to understand the basics) or (2) you want to emphasise a certain foreignness (think Yves Montand & Maurice Chevalier, *ma chérie*).

**If you wish to project an international image, you will probably be better served by a less ethnic approach. In many cultures, awkward or sloppy use of the local language – especially by a native English speaker – is not amusing. It is insulting.**

## **Finalise your text **before** starting the translation**

Tempting as it may be to get your translation project rolling as quickly as possible, having translators work from a draft-in-progress will almost always be more time-consuming – hence more expensive (and probably more frustrating) – than waiting for the final text to be ready. Worse yet: the more versions you have, the more likely it is that errors will creep into the final version.

**Sometimes you have no choice. Sometimes deadlines are so tight that work on the translation must begin before you've finalised the original text. If this is the case, be sure to time and date-stamp each version and mark changes from one version to the next clearly for your translators.**

## What about machine translation?

If you are pressed for time and want to get the gist of something for your own use (inbound), machine translation may be helpful. It is certainly fast. And you can't get much cheaper than free.

As a general rule of thumb, do not use raw machine translation for anything outbound without the express agreement of your clients. It is simply not suitable: you run the risk of looking inarticulate. And stupid.

Careful editing of machine output by skilled human translators is one option, although not all translators will accept such assignments. Many insist that texts generated by computer programs are so skewed it is faster to start from scratch.

A French company used MT to produce its accounts (Nov. 2000): la clôture mensuelle became "The Monthly Fence" (aka Month-end); positionnement chrono journal: "positioning stopwatch newspaper" (ledger log position).

Back to the drawing board.

**Some translation providers have developed proprietary software for specific language pairs and subjects; their gisting will be much better than any of the £99.99 off-the-shelf packages. But it will not be free, and for all but a handful of cases will still need human revision.**

In October 2000, the **Wall Street Journal** gave two free online automatic translation services a test run and concluded:

“These services are passable for travelers or for those wanting to translate a letter from a distant cousin. I definitely wouldn’t use them for business or anything that remotely requires accuracy.”

(A Closer Look, 10/00)

## Tell the translator what it's for

A speech is not a web site. A sales brochure is not a catalogue entry. A graph heading is not a directional sign. An article in The News of the World is not a prospectus for an Initial Public Offering.

Style, pronounceability, word choice, phrasing and sentence length – all will vary, depending on where your text will appear and what you want it to achieve. An experienced translator will probably ask you for this information; make sure you know yourself.

In 1999, French utility Electricité de France spent over £100,000 on ad space for a full-page ode to its expertise in a range of premium press vehicles. A clumsy English text was sharply at odds with the international image the company sought to project [“EdF offers competitive energetic solutions”]. The translation provider, who had received no brief (and hadn't asked), had churned out what it assumed was an in-house memo.

Cost of translation: under £60.

**Be sure to tell your translator what your text is for, so that s/he can prepare a foreign-language version with maximum impact for that particular audience and vector.**

## Teachers & academics: at your peril

For many companies faced with foreign-language texts, the first stop is the language department of a local school or university. While this may – sometimes – work for inbound translation (i.e., when you want to find out what the other guys are up to), it is **extremely** risky for promotional texts.

Teaching a foreign language is a demanding activity that requires a special set of skills. These are rarely the same as those needed to produce a smooth, stylish translation. The risks are even greater if you opt for student translators, which may seem like a nice, inexpensive option.

**Q: Would you approve of medical students performing minor operations to pay their way through medical school? (Would you describe your brochure/letter/annual report/speech as “minor”?) Would you have your company’s financial statements prepared by business students to save money?**

## **Professional translators work into their native language**

If you want your catalogue translated into German and Russian, the work will be done by a native German speaker and a native Russian speaker. Native English-speakers translate from foreign languages into English.

As a translation buyer, you may not be aware of this, but a translator who flouts this basic rule is likely to be ignorant of other important quality issues as well.

OK, there are exceptions. But not many. If your supplier claims to be one of them, ask to see something he or she has done. If it is factually accurate and reads well, and if the translator guarantees equivalent quality for your text – why not? Sometimes a translator with particular subject-matter expertise may agree to work into what is for him or her a foreign language. In this case, the translation must be carefully edited – and not just glanced through – by a language-sensitive native speaker before it goes to press.

**Do translators living outside their home country lose touch with their native tongue? At the bottom end of the market, perhaps. But expert linguists make a point of keeping their language skills up to scratch wherever they are.**



## What language do your readers speak?

Spanish for clients in Madrid or in Mexico City? UK English or US English? Liaise with your foreign partners to find out precisely what is needed.

In 1999, the US Department of Housing and Urban Development ordered a “creole” translation of an 8-page brochure. The text was erroneously translated into a Jamaican-style patois that started “Yuh as a rezedent ave di rights ahn di rispansabilities to elp mek yuh HUD-asisted owzing ah behta owme fi yuh ahn yuh fambily”. “Total garbage, of no use to anyone in the Caribbean,” said a Jamaican embassy spokesman in Washington. All Jamaican government documents are printed in standard English. “We find this extremely offensive,” he added.

Register is also important. German for doctors and medical personnel, or for healthcare consumers? Are you selling shoe polish in the third world or investment funds out of Luxembourg?

**Speak your readers’ language. Put yourself in their shoes, and zero in on how your products and services can serve their needs. Be concrete. Be specific. (The same applies to source-language promotional materials, of course).**

## **An inquisitive translator is good news**

No one reads your texts more carefully than your translator. Along the way, he or she is likely to identify fuzzy bits – sections where clarification is needed. This is good news for you, since it will allow you to improve your original.

A European video-games specialist notes that management did not really understand their own stock-options policy until an English translation was commissioned: the translator asked many questions and delivered a version far clearer than the original.

“We try to wait for our texts to come back from the translators before going to press with the original French,” says the chief economist of a major bank in Paris. “The reason is simple: our translators track our subjects closely. Their critical eye helps us identify weak spots in the original.”

**Ideally, translators strip down your sentences entirely before creating new ones in the target language. Good translators ask questions along the way.**

## The more **technical** your subject, the more **important** it is that your **translators know it inside out**

If you supply basic information to five native speakers of any language and ask them each to write up a 100-word product description, you will get five texts, some clearer and more readable than others. People familiar with the subject are likely to produce a better text. The same applies to translators.

You will get best results from developing an on-going relationship with a translator or team of translators. The longer you work with them and the better they understand your business philosophy, strategy and products, the more effective their texts will be.

Whenever possible, know your translators – not just the project managers, but the translators themselves, the people who actually produce your texts. And make sure they know you.

**Talk to your translators. They should be at home with the subjects they translate; if not, it's time to change suppliers. Translators should not be learning the subject at your expense, unless you have expressly agreed to this.**

## The home stretch: have typeset copy proofread by your translator

Always. Even if you have a sound procedure in place, with reliable translation providers who know your company inside out, last-minute additions (headings, captions, word changes) by well-meaning non-linguists can sabotage an otherwise effective document.

“Skeletons of Mothers (Foreign Companies)” reads one heading on the Tokyo Stock Exchange web site. The page itself is a well-translated outline of listing information for foreign companies. The stumble appears to have occurred when a non-native English speaker stepped in, dictionary in hand, as deadlines loomed: true, *honegumi* (literally “bone/assembly”) can be rendered “skeleton”, but in this context would be “outline” or “summary”. “Mothers”? The market segment concerned is for high-growth companies that need “nurturing”.

“Beware: there are two stops at Roissy/Charles-de-Gaulle airport” warns a sign in the rail link to the international airport north of Paris.

**Be sure to have a language-sensitive native speaker on hand to vet final fiddling. For the same reason, do not finalise changes to foreign texts by telephone. They are almost always misheard.**

## Typographical conventions vary from one language to the next

Many printers and office staff are not aware of this – or do not take it seriously – and may automatically “adjust” foreign-language texts to bring them into line with their own standards.

Thus, French has a space between a word and the colon that follows, and writes quotation marks « » . In German, nouns take capital letters. In Spanish and French, neither months nor days of the week take an initial capital. Oh, and never type just an “n” when Spanish requires an “ñ” . . .

A bilingual banner in the US celebrated *100 anos* of municipal history. *Año* is year; *ano* is anus.

“No Electioneering allowed within 100 feet of a polling place,” said another sign. The monolingual typesetter opted to leave out accents when using full caps in Spanish, and composed “ELECTORAL BELL” (CAMPANA) instead of “ELECTORAL CAMPAIGN” (CAMPAÑA). (Would you leave out the squiggle from the letter Q? What a question!).

**Even if each typesetting glitch is minor, the cumulative effect is to put foreign-language readers off. Respect the typographical conventions of the language you are working into.**

## **Translators and bilinguals: look closer**

Professional translators are first and foremost writers, capable of producing texts that read well in the target language. They are generally fluent in their source language(s) as well. Most important of all, they are effective **bridges** between the languages they work in; they can render the message of the original text, with appropriate style and terminology, in their native language.

Bilingualism is something else. Bilinguals speak two languages fluently, but are not necessarily good at moving information between the two, especially in writing. And experience shows that many people described as bilingual overestimate their communication skills altogether.

In 2000, Lina's, a pricey French sandwich chain, advertised for franchisees abroad with a text concocted by a self-proclaimed bilingual employee. Slogan: "Tomorrow, we will expect on your dynamism." Response: zero.

**Bilingualism on its own is not a guarantee of written fluency or skill in translation.**

## **“Technical terms pose few translation problems”** *A widely-held myth.*

True, scientific nomenclature in fields like botany, zoology, etc. is both rigorous and international – when properly used. And an illustrated parts list in, say, a tank maintenance manual, will normally be fairly straightforward to translate.

Yet specialists writing on technological subjects in their own language are just as prone to errors, overuse of synonyms and awkward changes of register as any other type of writer.

Technical translators, like other translators, must be on their toes to ensure that their output reads at least as well as the original, and sometimes better – hardly surprising, since it benefits from the concentration, skills and thinking of a second specialist.

Incorrect use of technical terms often means that a translator is in over his/her head. One solution is to use in-house subject-matter specialists to provide vocabulary and background materials up front, and to vet final copy.

**Always arrange a final pass by a professional translator to double-check grammar, syntax and style before going to press, especially if your subject-matter experts are not native speakers.**

## Choosing a supplier

Glossy brochures and earnest and/or hard-hitting sales pitches aside, you must get an accurate idea of the work that potential translation providers can do.

Ask for samples of documents they have translated – not just client names, but specific texts they have produced and are pleased with. If a supplier is bidding on a foreign-language version of your web site, ask to see web sites they have already produced. Ditto brochures and speeches. Run samples past a trusted, language-sensitive native speaker (perhaps a foreign subsidiary or partner) for an opinion.

If suppliers have been in business for several years and cannot show you any work they are pleased with, you are in trouble (so are they).

Tell translation suppliers that their name(s) will appear alongside photo and printer credits on the document they produce.

**Printing translator credits in your document costs nothing and encourages suppliers to deliver top-quality work. Note: translators may insist on signing off proofs to protect their reputations from fiddling at your end. This is in everyone's best interest. Accept immediately.**



**Plan ahead:** if your company has its eye on markets abroad, start looking for translation talent now. And once you begin producing texts for translation, give your translators as much lead time as possible. **Take control of the controllable:** consider producing an in-house glossary. (This is an excellent means of introducing greater consistency in your source texts, incidentally). Work with translators and in-house staff to develop a bilingual version.

## Horses for courses

For publication, for information, machine translation, gisting – what kind of translation (and budget) do you need?

One approach: calculate how many people will be reading your texts (nation-wide press campaign or in-house memo for a team of 12?). How would a seriously flawed translation affect your corporate image and/or legal liability?

Now take another look at your budget.

Translation is an industry of niche markets. Even the “for publication” category covers a broad spectrum of services and suppliers, commanding an equally wide range of prices. The team that did a perfect job on your software manuals is not necessarily the right one to translate your company’s annual report.

**For ads in glossy magazines and expensive directional signs, it makes sense to buy premium text. For in-house memos, or documents with limited circulation, a less polished (and less expensive) option may be fine.**

# Get involved

With translation, the fastest way to get caught out is to wash your hands of the whole process. If you do not invest time to brief your suppliers, there is little chance that you will get what you want or need.

It may take only 10 minutes longer than telling your secretary to “get this translated”, but if the right person spends those 10 minutes chatting to the translator (or even the project manager), you will probably save money and stress further down the line.

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There are hundreds of ways a translation project can go off track: ridiculous deadlines, ambiguities in source text amplified by the translator not asking questions, misapplied MT (machine translation), no proofreading of typeset text by a native speaker, blissful unawareness of an over-confident translator operating in a vacuum, poor coordination of large projects, poor cheap freelance translator, poor expensive freelance translator, poor cheap translation company, poor expensive translation company, no client input, and on and on. By applying even half the tips in this guide, you will improve your chances of getting a translation that works.