TERMINOLOGY ASSOCIATED WITH TRANSLATION INDUSTRY

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Abstract:
Terms like translation agency, translation company, localization agency and language service provider can be quite confusing due to the interchangeability of terms. However there are significant differences when it comes to what each of these terms define. This paper will try to define "translation" and "localization" as well as other terminology associated with the translation industry.

Keywords: translation terminology, localization, globalization, internationalization

JEL classification: F69

Translation can be defined as the act of rendering the meaning of one language into another, namely, communication of the meaning of a source-language text by means of an equivalent target-language text. Translation is performed by a translator or a translation team. However, nowadays translation has come to mean much more. Translation industry has expanded in order to meet the needs of the global market. The rise of the Internet has fostered a world-wide market for translation services and has facilitated language localization with the aim to overcome cross cultural barriers.

For the purpose of this paper we will refer to the theory of "translatorial action" which represents a function-oriented approach to the theory and practice of translation, developed by Justa Holz-Mänttäri (1984). Translation, according to her, is primarily a process of intercultural communication, whose end product is a text which is capable of functioning appropriately in specific situations and contexts of use. In this conception, neither source- and target-text comparison, nor linguistics, has any significant role to play, and translation is situated within the wider context of cooperative interaction between professionals and clients.

The primary purpose of translatorial action is to enable cooperative, functionally adequate communication to take place across cultural barriers. This involves a lot more than what is traditionally conceived as the translation of texts. (Holz-Mänttäri, 1984: 14)

One purpose of the translatorial text operations is to establish whether the content and form components of the source text are functionally suitable for the target text. In making this decision, the translator cannot be guided by the source text alone, but must research, in addition, the target culture's conception of the subject matter, of text classes and genres. The textual profile of the target text is determined by its function, and whether this is or not similar to the textual profile of the source text can only be established through systematic translatorial analysis. The translator, as an expert communicator, is at the crucial centre of a long chain of communication from the original initiator to the ultimate receiver of a message, and thus situated within a wider social context. (Schäffner, 2009: 4)

The notion of function forces the translator to embed the product of the translatorial action in a complex situation of human needs. It also forces the translator to embed the translatorial action in the social order, i.e. in a society organized by a division of labour. The main roles in a translation process are played by one or more persons or

institutions. Consequently, according to Schäffner, (2009: 3), translation is embedded in the purposeful configuration of actions subordinate to the global aim of transcultural communication.

Because cultures may have different conventions, transcultural text production may require substitution of elements of the source text by the elements considered more appropriate to the function of the target text. The function is determined by the purpose of the communicative action in which the text is a message transmitter.

Text production is the purpose of translatorial action, and the texts produced will be used by clients as message transmitters in combination with others for transcultural message transfer. The purpose of the message transfer is the coordination of action-oriented, communicative cooperation. The purpose of the coordination is the direction of cooperation towards an overall aim. When communication is to take place transculturally, this aim can only be met if measures are taken to overcome cultural barriers. In other words, as Schäffner (2009: 5) notes, culture-specific circumstances predetermine to a great extent the text to be produced, and the measures taken to overcome cultural barriers constitute a significant part of expert action.

Although developed during the internet's birth days, the theory of translatorial action is still valid and it can be applied to the whole process of complex actions undertaken by the translation industry. The appearance of the internet has made a seemingly endless stream of information available to anyone who has access to a computer with a web connection. Globalisation has meant that a translation organisation can use resources world-wide and bypass many of the prejudices incurred through cross-border commerce. The internet creates a new ground where companies are able to display their particular products and services in original and innovative ways to new and diverse audiences. Global trade is also promoted by the increased number of translation agencies, along with improvements in technology and communication.

Translation industry providing expert action for the international market is quite complex and it encompasses several branches, each of them performing specific activity. A translation agency provides translation services. This term is often used interchangeably with translation company or localization agency. A translation agency provides translation services and manages translation projects for clients. Some translation agencies may also provide interpreters, multilingual desktop publishing (DTP) and other language related services such as website translation and software translation. (Also referred to as a Localization Agency, Language Service Provider, Globalization Services Provider)

Copywriting or transcreation add complementary value to the translated text. While transcreators endeavour to actually copy-write into a target language, the primary responsibility of a translator is to accurately translate the source content into a target language. In order to stay true to the source content, this can result in translations that are more literal. Multilingual projects that involve marketing or persuasive text may frequently require true copywriting or what is known as "transcreation". In many cases translated text must be then rewritten to make the message persuasive, as well as accurate and culturally appropriate. In some cases, a target language locale may be so different that a complete rewrite of source marketing text is required.

Localization is defined by the former Localization Industry Standards Association (LISA: online) as follows: "Localization involves taking a product and making it linguistically and culturally appropriate to the target locale (country/region and language) where it will be used and sold." There are varying definitions in the language services business for the term localization. It is generally used to refer to translating software or web pages into other languages. Yet localization goes beyond translation by taking into consideration the culture of the country or region in which the

localized product will be used. For example, a localized text may be changed significantly in order to better appeal to its foreign target audience. The localization process, therefore, includes many more stages than just language translation. Target market analysis, software engineering, software testing and desktop publishing all come into play in a localization project, which must be carefully managed every step of the way.

Internationalization and localization are means of adapting computer software to different languages, regional differences and technical requirements of a target market. Internationalization is the process of designing a software application so that it can be adapted to various languages and regions without engineering changes. Internationalization is a process which generalizes a software product (or website) so that redesign will not be necessary to enable it to handle multiple languages and cultural conventions. Internationalization takes place at the beginning of the program design and documentation development process.

The distinction between internationalization and localization is subtle but significant. Internationalization is the adaptation of products for potential use practically everywhere, while localization is the addition of special features for use in a specific locale. The processes are complementary, and must be combined to lead to the objective of a system that works globally. Subjects unique to localization include the following: language translation, national varieties of languages, special support for certain languages such as East Asian languages, local customs, local content, symbols, cultural values and social context, etc.

Globalization, according to the former Localization Industry Standards Association (LISA: online), "addresses the business issues associated with taking a product global. In the globalization of high-tech products this involves integrating localization throughout a company, after proper internationalization and product design, as well as marketing, sales and support in the world market." Globalization involves both internationalization and localization. The concept of globalization is frequently used in a sales or marketing concept, defining when a company moves beyond home/domestic markets and globalizes websites for eCommerce to pursue consumers and sales in targeted locales. A locale includes the language of the region as well as numerous other issues, such as character set support, date/time formatting, forms of payment, data/product sorting, phone/address formatting and more. Locales are associated with target languages; for instance Brazil and Portugal are locales associated with the Portuguese language.

The world-wide market for translation services also includes software translation. It is also known as "software globalization". In order to truly "translate" software into other languages both internationalization and localization services are required. Translation memory technology allows translation teams to store and use both source and target language content for any translation project. Translation teams use translation memory tools in order to create and maintain multilingual glossaries and translation memories for clients.

Machine translation, sometimes referred to by the abbreviation MT, also called computer-aided translation, machine-aided human translation MAHT and interactive translation, is a sub-field of computational linguistics that investigates the use of computer software to translate text or speech from one natural language to another (MAHT: online). It produces draft translations automatically. Current machine translation software often allows for customization by domain or profession, improving output by limiting the scope of allowable substitutions. This technique is particularly effective in domains where formal or formulaic language is used. It follows that machine translation of legal documents more readily produces usable output than

conversation or less standardised text. However, machine translation software requires extensive upfront glossary development, strict adherence to controlled source language authoring and qualified translators to post-edit the raw translations that are produced in order to achieve acceptable quality.

There are also a number of acronyms used in translation industry, for example GILT: An acronym for "Globalization, Internationalization, Localization and Translation". This term is sometimes used to describe professional societies and association in our industry. Combinations of languages are associated with acronyms, such as CJKV: an acronym sometimes used to describe a combination of Chinese, Japanese, Korean and Vietnamese and FIGS: a common acronym for French, Italian, German and Spanish, four of the more common western European target languages for English source materials, or BRIC: A newer acronym for Brazil, Russia, India and China. These countries make up four of the fastest growing global economies. Brazilian Portuguese, Russian, Chinese and some Indian dialects are becoming increasingly popular as target languages for content translation, localization and website globalization.

Developments in computer applications that are relevant to translation activities are continuing at an ever-faster pace, driven by innovation within the commercial sector (Samson, 2005: 103). The localization sector represents the cutting edge for innovation and translation often plays a key role in localization processes as it is embedded in the purposeful configuration of actions subordinate to the global aim of transcultural communication. The localization market is one of the fastest growing areas of translation around the world and is of enormous importance in commercial terms.

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