ABC-2: Quality Assurance for the Translation Industry: Tips and Tricks

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Presentation Notes

- Presenter: Dierk Seeburg
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- Audience: General – all are welcome!

- Presentation:
  - 45 minutes = 40-42 min. + 3-5 min. Q & A
  - available online November 10, 2006
  - available on request: please leave your business card
  - on ATA Conference DVD

Presentation Outline

- Preparation
- Translation
- Localization
- QA: Primary
- Upload/Check-in
- QA: Secondary
- Final Edit
- Notifications

Preparation: General

- Focus: Immersion
- Receptiveness: Analysis and Evaluation
- Reading: Understanding
- Writing: Source and Target

Preparation: General

- Intuition
- Awareness
- Familiarity
- Understanding

Preparation: Specific

- Survey due dates
- Check for previous translation(s)
- Use all applicable reference materials
- Online and offline sources

Preparation: Specific

- Translation management:
  - coordinate graphics translations
  - account for character expansion
  - be aware of double-byte issues

- Perform update checks

Translation

- What is translation?
- Use CAT tool
- Wait/Ask for instructions
- Understand the source text

Translation

- Wikipedia.org:
  Translation is an activity comprising the interpretation of the meaning of a text in one language — the source text — and the production, in another language, of a new, equivalent text — the target text, or translation.

Translation

- What is translation?
- Use CAT tool
- Wait/Ask for instructions
- Understand the source text

Translation

- Back translation:
  "I'm a little tea pot short and stout"
  turns into
  "They are a small potentiometer, short
  circuits and a beer of malzes of the tea."

Translation

- Read and check for errors, inconsistencies, ambiguities
  - "e-borchure"

- Maintain error log

- Research the intended audience

- Consult

Translation

- Internationalize
- Transcreate
  - What you say
  - How you say it
- Two-phase approach
  - Rough
  - Fine
- Transpose
  - Dictionary.com: To render into another language.

Translation

- Wikipedia.org:
  Internationalization is the adaptation of products for potential use virtually everywhere, while localization is the addition of special features for use in a specific locale.

Translation

- Internationalize
- Transcreate
  - What you say
  - How you say it
- Two-phase approach
  - Rough
  - Fine
- Transpose
  - Paint a picture to be taken in with all five senses

Translation

- Majority rules, but: consult
- Inconsistencies: notify
- Don't translate trade names, e.g., "Choice Hotels"
- Graphics
  - Size
  - Style
  - Color

Translation

- Links
- Spreadsheets
- Unicode vs. accented characters
- Spelling:
  - L'Académie française
  - La Real Academia Española
  - Institut für deutsche Sprache/der Rat für deutsche Rechtschreibung
  - Japanese Ministry of Cultural Affairs/the Japanese Electric Dictionary

Translation

- ## False cognates
  - Occur vs. okoru

- ## False friends
  - English "bald" vs. German "bald"

Localization

- Date
- Time
- Currency
- Numbers
- Measurements
- Phone numbers
- Sizes

Localization

- Alphabetical order
- Geographic names:
  - "Munich" (translated) vs. "Mainz" (untranslated)
- Registered names

Localization

- Check for discriminatory/offensive terminology

- Keep topical context

- Avoid Anglicisms

- Idioms & colloquialisms

Localization

- Linguistic patterns:
  - Repetition
  - Redundancy
  - Alliteration
- Regionalisms
- Cross-cultural references
- Male and female references

Localization

- Linguistic pattern taken to the extreme:
'John, where Jim had had "had,", had had "had had." "Had had" had had the approval of the editor.'
-> Count 'em: 11 "had"s!

QA: Primary

- Double-check own work

- Unsure: consult

- Must be publishable

- Abide by standards

Upload and/or Check into Version Control System

- Correct server address
- Correct branch/main line
- Checklists
- Notify

QA: secondary

- Everything must be reviewed
- Use checklist
- 1° QA: translator
· 2° QA: reviewing translator
· 3° QA: QA department
- After upload
- Test notes

QA: secondary

- **File-level**
  - File format
  - File name extension
  - Language extension
  - Correct server address and port
  - META data within file

QA: secondary

- Content-level
  - Stereoscopic reading
  - Correct understanding
  - Language tags
  - Completeness
  - No mistranslation
  - Addition/omission
  - Correct terminology
  - Rendering

Phoenix, Arizona Hotel near Chase Field – Comfort Inn 85009, AZ053

http://www.choicehotels.com/ires/en-   A9.com

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Month   Day

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We'll see you there.

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Hotel Details | Things To Do

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The Comfort Inn® West is centrally located in the Phoenix area at the interchange of Interstate 17 and Interstate 10, with easy access to **Phoenix Sky Harbor International Airport** and the neighboring cities of **Tempe** and **Scottsdale**. This Phoenix hotel is minutes from the **Phoenix Civic Plaza, Chase Field, America West Arena** and **Phoenix International Raceway**.

The hotel is conveniently located for guests to enjoy **downtown Phoenix**, several large malls and **spring training** baseball games. Arizona's State Capitol building and many government offices are nearby.

Guests of this Phoenix hotel will enjoy many amenities including:

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Area Gui
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› Attraction
› Dining
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Monat   Tag

Abreise:
Monat   Tag

Erwachsene: Kinder:
1   0

Extrabett:
Keine

Preisprogramm wählen:
Standardpreis

Sonderpreis-Nummer eingeben

GO.

We'll see you there.

| Hotel Home | Hotel-leistungen | Foto-Gallerie | Informationen zur Umgebung | Ka bes |

Einzelheiten zum Hotel | Veranstaltungen

Willkommen im Comfort Inn West, einem Phoenix Hotel nur Minuten vom C

Das Comfort Inn® West befindet sich in zentraler Lage in Phoenix am Autobahnkreuz der Interstate 17 mit der Interstate 10 und mit guter Verbindung zum **Phoenix Sky Harbor International Airport** und den benachbarten Städten **Tempe** und **Scottsdale**. Dieses Phoenix Hotel liegt nur Minuten vom **Phoenix Civic Plaza**, dem **Chase Field** Stadion, der **America West Arena** und der **internationalen Rennstrecke Phoenix** entfernt.

Das Hotel befindet sich in günstiger Lage für Gäste, um das **Stadtzentrum Phoenix**, zahlreiche große Einkaufszentren und die **Frühjahrstrainingsspiele** der Baseballmannschaften zu genießen. Arizonas Staatskapitol sowie weitere Regierungsgebäude liegen in der Umgebung.

Gäste dieses Phoenix Hotels können zahlreiche Annehmlichkeiten genießen wie zum Beispiel:

- **Kostenloses kontinentales Luxus-Frühstück**
- **Kostenlosen Hochgeschwindigkeits-Internetzugang**
- **Kostenlose Tageszeitung** *USA Today*
- **Kostenlosen Kaffee**
- **Haustiere sind willkommen (eine Übernachtungsgebühr wird fällig)**

Entspannen Sie sich in der Sonne Arizonas am glitzernden **beheizten Freiluftswimmingpool** und dem **beheizten Whirlpool**.

Fotogal

Zeit u

5-Tage

Örtlich
› Activit
› Attrac
› Dining
› Ni

Run script "void(popWindow('http://www.choicehotels.com...atePop?sid=mIaS.OW7$MgWYzg.4','BestRate','450','400'))"

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QA: secondary

- Content-level
  - Stereoscopic reading
  - Correct understanding
  - Language tags
  - Completeness
  - No mistranslation
  - Addition/omission
  - Correct terminology
  - Rendering

QA: secondary

- Style
  - Register
  - Freedom of translation
  - Language vs. Country
  - Cohesion
  - Reference
  - Consistency
  - Unambiguessness
  - Speech style

QA: secondary

- Grammar-level
  - Grammar, e.g., there vs. their
  - Syntax, e.g., the hotel is decorated beautifully vs. the beautiful hotel is decorated
  - Punctuation eg forgetting commas or periods
  - Speling

QA: secondary

- Grammar-level (continued)
  - Diacritics, e.g. forgetting a proper or adding an improper âçcèñt
  - Upper-/lowercase, e.g., "Hotel" vs. "hotel"
  - Word form, e.g., "touristic" vs. "tourist"
  - Usage

Final edit

- Resolve disputed issues
- Perform final review to ensure all edits are complete
- Final translation sounds native, not translated
- Notify reviewer after all uploads/check-ins are complete

Final edit

- *Bottom line:*

    Best translation is one which

    no one knows it is.

Notifications

- Notify person coordinating translation effort: Consolidate e-mail notifications

- Keep all deadlines

- Release environment
  - Content Administrator in charge of source content
  - Release coordinator
  - Copy other translators involved
  - Developer, if applicable

Summary

- Preparation

- Translation

- Localization

- QA: Primary

- Upload/Check-in

- QA: Secondary

- Final Edit

- Notifications

Acknowledgements

- ATA
- Choice Hotels International, Inc.
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- Professional colleagues too many to mention
- LANTRA-L mailing list

Closing Remarks

- Thank you for your time!

- Contact e-mail: dierk_seeburg@choicehotels.com

- Presentation:
  - available online: November 10, 2006
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  - on ATA Conference DVD

- Convention and Visitors Bureau New Orleans

Q & A