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Abstract

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I am a Chartered Linguist with the Chartered Institute of Linguists. I have a degree in Applied Linguistics, a PG Dip in Business Administration and an MA in Online-Education. I trained as a Translator at EADS-CASA in Madrid. Since I moved to England in the 1990s I have worked in publishing, finance and as a translator and translator manager. In 2001, I established myself as a freelancer and since then I have done work for translation companies, in-company language training and adult language teaching for colleges. Currently I am researching (Tufano)



Economic, Translational, and Technological

There are three key factors which will influence the use of technology



so you can understand which terms are more relevant to your target



E ALIGNE

Text aligners align parallel text to examine the source text and the target text horizontally. The programme also matches source language sentences with target language sentences so you can use this bilingual text as the basis for a Translation Memory to be used in a CAT tool. Some CAT tools like Wordfast or SDL Trados offer alignment capability. After aligning both files the program allows you to download the file in Excel format to be used off-line.

One thing to keep in mind is that no aligner is 100% accurate so the translator might have to check the output. Once the alignment is done you can export the bilingual text in different formats like HTML or TMX. It is worth highlighting that some advanced aligners can align a large number of bilingual files at the same time.

Popular text aligners are NOVA Text Aligner, LF Aligner, AlignFactory, MateCat Aligner, OnlineTextTools, etc.

CA OOL

Computer-assisted programs are widely known and used by translators. CAT tools work on the basis of segments previously translated. So the translator can either build a database of segments (Translation Memory) from scratch or develop other translation memories already provided.


The way CAT tools work is by offering translation suggestions from already translated sentences in the Translation Memory installed. If the program cannot find any, then it will offer suggestions from the Translation Machine Engine enabled within the CAT tool. As a default the CAT tool will use generic Translation Machine Engines. However, you have the option of installing other fee-pay engines by means of an Application Programming Interface key (API key). If you are working on a translation that requires high confidentiality you might need to disable the Translation Machine Engine in use so no information from your translation is dragged into the web (although it will always be disseminated in segments, and not the whole text).

Some CAT tools also offer the possibility of creating and using your own glossaries, importing existing client glossary or using any already embedded proprietary glossary within the CAT Tool (e.g.: SDL MultiTerm, or IATE from European Union terminology). Keep in mind that many proprietary glossaries would not let you add or delete entries.

MACHINE AN LA ION

The concept of Machine Translation started around the 1940s. At that time translation was considered a mere coding and decoding of words and sentences from a source language to a target language. Since then, the research both in linguistic studies and computational linguistics has influenced the development of more sophisticated systems. Nowadays,





human translators in the past, it has proven more efficient and faster to use automatic measures known as “metrics”. However, they are not completely satisfactory and they need to be reviewed from time to time.

There are three main evaluations: BLEU score (Bilingual Evaluation Understudy), NIST score (The National Institute of Standards and Technology), METEOR score (metric for evaluation of translation with explicit ordering). The results of the evaluation are usually displayed in Quality Dashboards such as TAUS Quality Dashboards, where quality and analysis of translation performance is displayed.

LOCALISATION

Localisation tools share some features with CAT tools. However, in order to maintain some source codes intact (e.g. codes related to default language, currency, dates, time, specific cultural or regional features, etc.), the localisation tools apply a “text string” technology so these codes are not changed. Filtering these variables manually would be a draining task for translators. The tools adapt the software to the geographical users helping translators to carry on with the translation of documents or content without having to worry about unwanted changes. In short, localisation tools allow you to distinguish between a code and a localisable term, evaluate and count localised terms, keep track of changes, apply visual editing, read different formats and localise

large volume of sentences. Specific patterns and rules are often outlined for consistency in multilingual jobs.


Once automated localisation has been accomplished, companies will also apply a testing process, known as localisation testing, to the localised content in order to check the accuracy of the content and assess the quality of the regional localisation.

The full localisation process might sometimes be integrated as part of a Content Management System (CMS) or a Translation Management System (TMS). Some examples of Localisation tools include Localazy, Multilizer, Transifex, Weblate, Mojito, Ranorex, Phrase, Weblate, etc.

If you want to learn more about localisation automation visit the [Globalisation and Localisation Association](#) (GALA) website. It is also worth reading the LocWorld News and Blog in the Locworld site.

SEARCH ENGINE OPTIMISATION

Search Engine Optimisation (SEO) uses keyword research to improve visibility on the internet. Any website or social media platform wants its content to reach as large an audience as possible and increase traffic to their website. Through the use of keywords companies can see what topics people are searching and in which regions they are most popular.



The majority of online translations are produced for global exposure but at the same time they are intended to have an influence locally.

Among the features offered you may find encryption, a notion which is welcome if you are dealing with documents of confidential nature. Other features include tracking of changes, the use of markers to add comments and annotations for other proof-readers to see, the possibility of side by side checking of the texts, as well as the use of dashboard for synchronised projects.

Some of the tools available on the market are ProWritingAid, Grammar, PageProof, Language Tool, Easywrite, Wordrake, Polishmywriting, WhiteSmoke, Hemingway, Ginger, Slick Writer, Writefull, Stilus, etc. You will need to check if the tool can be used for your target language.

C O D O C I N G A N L A I O N

Crowdsourcing Translations applies the idea of crowdsourcing where the talent of “the many” is seen as a great potential to capitalise on mass-collaboration. One of the most well-known examples is Wikipedia. Crowdsourcing can be applied at a professional level to gain experience and recognition or as an amateur teamwork where people are willing to work to help their community.

Through the internet, a company or social media platform may prompt collaboration from translators world-wide to help with large projects


enabled by Crowdsourcing Translations process. One major issue is how to assess final quality, although some platforms have mechanisms in place to evaluate the competence of translators. Other criticisms raised are lack of consistency, confidentiality and copyright issues.

Some of the most popular crowdsourcing translation platforms are Amara, Global Voices, TED Talks, Facebook, Duolingo, etc.

A N L A I O N M A N A G E M E N T (M)

TMS is a platform where the whole translation process is automatised. It is mostly used when complex projects in many different languages running parallel need centralisation to improve efficiency. TMS helps translation companies with high volume of translations manage jobs, vendors and teams from different countries, avoid the depletion of tasks, manage workflows, and even check progress through the different stages of the translation project and its revision. TMS also provides statistics on productivity and performance.

Initially, these systems helped to maintain databases of translators and clients. With the advance of technology, more productive business features have been included such as invoicing, quotes generation, complaint procedures, analytics, etc. As they are cloud-based systems they are easily accessed anywhere. Frequently, numerous translation



technologies are integrated within the system such as CAT tools, Terminology, Corpora, and Machine Translation Engines and so on.

Some examples of TMS are Lingotek, XTRF, Ontram, Consoltec, POEditor, Translate5, Zelenka, QTRM, Rulingo, Space TMS, Alisa TMS, memoQ, SDL, Localize, TextMaster, etc.



Ab CIOL

CIOL (Chartered Institute of Linguists) is the leading professional body for people using foreign language skills at work, setting the standard for linguists worldwide. Membership offers professional recognition, and our range of membership grades leads to Chartership, recognised worldwide as the gold standard for practitioners, whatever their profession, publicly understood as a badge of quality and competence. We offer many benefits and services, such as mentoring and access to networks. Our awarding organisation, CIOL Qualifications, delivers fully regulated professional language qualifications, such as the Diploma in Public Service Interpreting and the Diploma in Translation, recognised by government departments, agencies, business, universities and schools.

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