

A detailed oil painting of a tiger and its cub in a lush, dense jungle. The tiger is in the foreground, walking towards the right, with its mouth open as if roaring or calling. The cub is slightly behind and to the right, also with its mouth open. The background is filled with various tropical plants, including large green leaves, ferns, and a prominent red flower. The overall style is realistic with visible brushstrokes and a rich color palette.

Translation and technology: is it a jungle?

Aslib 18-19 November, 2010 | London

Juliet (Tiger) Macan

What is the jungle

- Communication
- Standards and legal requirements
- Character, words and graphics
- Languages, Locales and Encoding
- Numbers, measurements and symbols
- Software and hardware

All these can be exotic!

How is this dealt with?

A great deal of investment!

- Revision
- Controlled language (1930)
- Machine translation (1947-54)
- Terminology systems (1960)
- TM systems (1978-80)

- CMS (1990's*)
- Standardisation (?)
- QA tools (2003*)
- Crowd sourcing (2006*)
- Crowd sharing (2008*)

But the jungle gets thicker!

Globalisation!



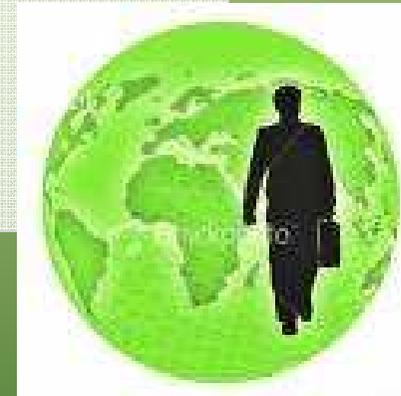
Actors involved

- International companies
- Language service providers
- Tool vendors
- Professional bodies
- Universities
- International organisations

Constants: change + limitations

International companies

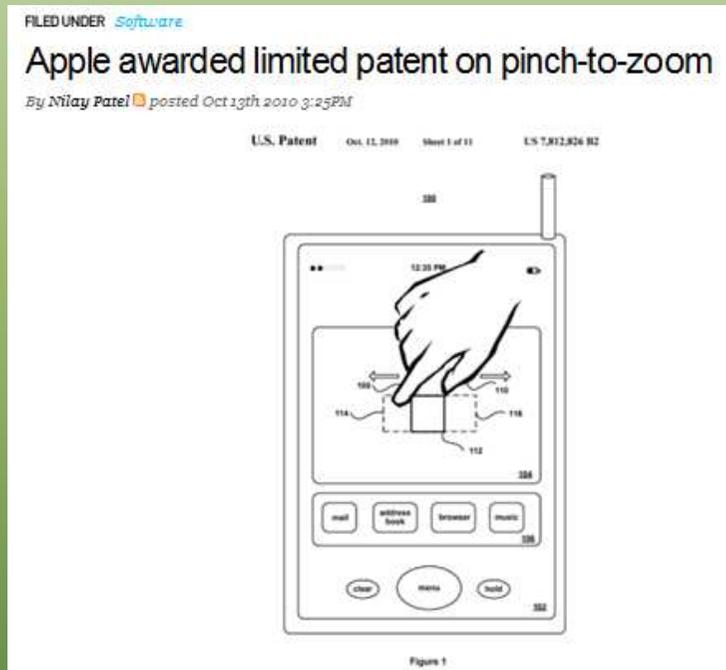
- New products, markets, laws
- Company policy: cost/time
- Company divisions
- Branding
- Scheduling



Globalisation

Terminology

Apple pinch



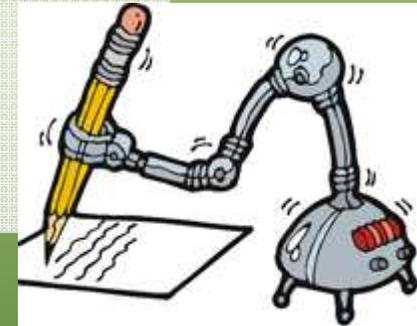
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Globalisation

Content creators

- In-house or subcontractors
- Department “silos”
- Awareness of terminology
- Awareness of cost multipliers
- Awareness of localizers



Internationalisation?

CMS, MT and TMS highways!



100



80



50

no hazard warnings!

Language service providers

- Communications
- Process
- Project management
- Selection of resources
- Language technology expertise
- Quality control



Localisation?

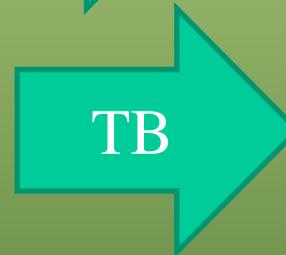
TM, MT and TB highways!



60



5

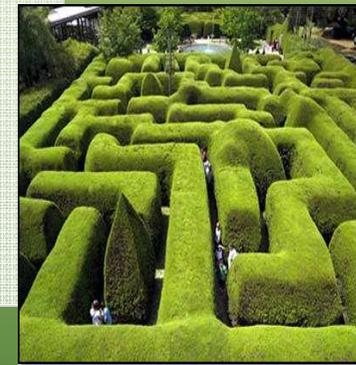


10

No hazard warnings!

Translators

- Translation on-demand
- Expertise
- Experience
- Technology-savvy
- Professional training
- Awareness market requirements



Adaptation – flexibility?

Reviewers

- Final word / least say
- Communication skills
- Use of technology
- Awareness of change



Segregation!

Snakes and ladders



An expensive game!

Tool vendors

- Company structure
- Who is the customer?
- What demands are met?
- Market strategy
- Communication



Totalisation!

Professional bodies

- Membership
- Professional standards
- Limited reach / vision
- Tools of the trade
- Response to changes



Isolation!

Universities

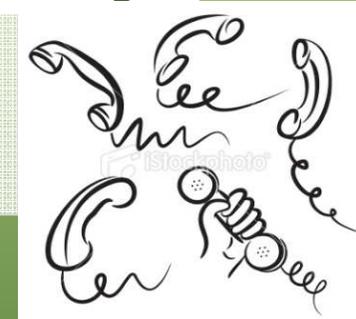
- Language focus
- Research end-product transfer
- Rigid schedules
- Language technology
- Awareness market



Ivory towers!

Communication

- Top-down / One-way
- Disjointed
- Disorganised
- Dispersed
- Obstacle to change



Dead-ends!

Authority

- Untrammelled by *limitations*
- Promote awareness of change
- Collect data on needs
- Mine and examine what's available
- Provide clear information on:



Solutions, processes, problems

International organisations

- Offer wider vision
- Create occasions for debate
- Take leading role in adoption of standards
- Invest in flexibility
- Promote:



Communication, interchange

Not just survival of the fittest!



Some of the jungle can be tamed