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DICKSON MAGDALENA

Automating Translation IGI Global

Although software localization is constantly changing, there are many issues, procedures and tools that will probably be applied for some time. This work provides an overview of the most common issues in today's software localization, from a translator's, engineer's and project manager's view.

Human Issues in Translation Technology Springer Nature
Translation technology has evolved quickly with a large number of translation tools available. In this revised addition, much content has been added about translating and engineering HTML

and XML documents, multilingual web sites, and HTML-based online help systems. Other major changes include the addition of chapters on internationalization, software quality assurance, desktop publishing and localization support. There is a focus on translators who want to learn about localization and translation technology.

The Routledge Handbook of Translation Studies John Benjamins Publishing Company

This book addresses the hot topic in audiovisual translation (AVT) of video game localization through the unique perspective of dubbing, an area which has so far received relatively little scholarly focus. The author analyses the main characteristics of video game localization within the context of English-Spanish dubbing, and emphasizes the implications for research and

localization as a professional practice. The book will appeal to translation studies scholars and students, as well as AVT professionals looking to understand localization processes from a systematized approach.

Proceedings of the Bath Symposium Taylor & Francis

This book breaks down the fundamental topics of SDL Trados Studio into clear, task-oriented steps that will help you apply them to your translation work speedily and efficiently. This book is designed for translators who are new and have some knowledge of SDL Trados Studio. This book will get you acquainted with its features quickly and enhance your knowledge to get the best out of this tool. Previous knowledge of SDL Trados would be useful but not required but working knowledge of translating tools is assumed.

Multilingual John Benjamins Publishing

A unique and balanced combination of translation and interpreting studies, edited and written by leading voices in the fields In *Introduction to Translation and Interpreting Studies*, accomplished scholars Aline Ferreira and John W. Schwieter have brought together a detailed and comprehensive introductory-level textbook covering the essential aspects of translation and interpreting studies. Through chapters authored by leading voices in the field, this book covers topics of theoretical and conceptual relevance—such as the history of the development of the field and methods for understanding gender, society, and culture as aspects of the role of the interpreter—as well as critical topics in the application of theory to real world practice.

Beginning with an authoritative treatment of the theoretical developments that have defined the field since the early 1970s,

this textbook first describes the influential work of such figures as Jakobson, Holmes, and Toury, thus ensuring students develop a thorough understanding of the history and theoretical underpinnings of the fields of translation and interpreting studies. The text then begins to introduce grounded discussions of interpreting in specialized fields such as legal and healthcare interpreting and sign language translation. Learning is reinforced throughout the text through pedagogical features including reflection questions, highlighted key words, further readings, and chapter objectives. Instructors will also have access to companion website with PowerPoint slides and multiple-choice questions to support classroom application. Truly a unique work in translation and interpreting studies, this essential new textbook offers: A thorough introduction to the fields of translation and interpreting with discussion of applications to interdisciplinary topics Explorations of translation machines and technology, including their history and recent trends Practical discussions of culture, gender, and society in the context of translation and interpreting studies, as well as training and pedagogical issues in translation and interpreting A concise examination of translation process research and methods, including the mental processes and actions that people take while translating Complementary web materials including PowerPoint slides and practice questions Ideal for advanced undergraduate and graduate students in programs in such as linguistics, language studies, and communications, or for those who plan to work in translation and/or interpreting, *Introduction to Translation and Interpreting Studies* will earn a place in the libraries of anyone interested in a reader-friendly translation and interpreting resource.

Technische Dokumentation für internationale Märkte Cambridge Scholars Publishing

Provides a new perspective and focus on the human dimension Offers a new critical approach to the subject, drawing on a range of theories from cognitive to social and psychological Provides empirical evidence of what the technologization of the workplace means to translators

New Vistas in Translator and Interpreter Training Waxmann Verlag

Bath University set up its MA course in interpreting and translating in 1966. This volume celebrates forty years of interpreter and translator training at Bath. The papers cover a range of interests, from the history and development of the world-class programme, to the use of IT in the teaching and practice of translation. Issues of teaching technique – in both interpreting and translating – quality assessment in the classroom and the workplace, questions of detailed operation, such as short term memory in interpreting and the evolution of lexis are all tackled. The volume provides an example of the way in which professionals and academics can work together in this highly specialised field. It reflects the principles and practice at the heart of the professions and the issues which relate to training and the work place in the modern world. Contributors include past and present staff and students of the Bath MAIT and professionals and trainers from other well-known institutions.

Translation - Didaktik - Kompetenz Cambridge Scholars Publishing

Die unterschiedliche Informationsstrukturierung chinesischer und deutscher Texte bildet den Ausgangspunkt dieser Untersuchung.

Während in der deutschen Kultur eine gewisse 'Direktheit' in der Themenentfaltung erwartet wird, wird in der chinesischen Kultur in ähnlichen Situationen eine stärkere 'Indirektheit' verlangt. In der Übersetzungspraxis wird diesen Unterschieden bis jetzt leider immer noch zu wenig Aufmerksamkeit geschenkt. Die meisten deutschsprachigen Übersetzungen chinesischer induktiver Texte sind hinsichtlich der Informationsstruktur ausgangstextnahe Übersetzungen. In dieser Arbeit wird zum ersten Mal die Problematik der unterschiedlichen Textorganisation von chinesischen und deutschen Firmen-Selbstdarstellungen im Internet aus der Perspektive der Übersetzungswissenschaft diskutiert. Ihre Ergebnisse können auch für die Untersuchung der Übersetzungsprobleme chinesischer induktiv strukturierter Texte in andere westliche Sprachen, deren Textorganisation deduktiv ist, von Nutzen sein.

Handbook of Research on Increasing the Competitiveness of SMEs John Wiley & Sons

The software industry has undergone rapid development since the beginning of the twenty-first century. These changes have had a profound impact on translators who, due to the evolving nature of digital content, are under increasing pressure to adapt their ways of working. Localizing Apps looks at these challenges by focusing on the localization of software applications, or apps. In each of the five core chapters, Johann Roturier examines: The role of translation and other linguistic activities in adapting software to the needs of different cultures (localization); The procedures required to prepare source content before it gets localized (internationalization); The measures taken by software companies to guarantee the quality and success of a localized

app. With practical tasks, suggestions for further reading and concise chapter summaries, *Localizing Apps* takes a comprehensive look at the transformation processes and tools used by the software industry today. This text is essential reading for students, researchers and translators working in the area of translation and creative digital media.

Localization in Translation Packt Publishing Ltd

The digital era is characterised by technological advances that increase the speed and breadth of knowledge turnover within the economy and society. This book examines the impact of these technological advances on translation and interpreting and how new technologies are changing the very nature of language and communication. Reflecting on the innovations in research, practice and training that are associated with this turbulent landscape, chapters consider what these shifts mean for translators and interpreters. Technological changes interact in increasingly complex and pivotal ways with demographic shifts, caused by war, economic globalisation, changing social structures and patterns of mobility, environmental crises, and other factors. As such, researchers face new and often cross-disciplinary fields of inquiry, practitioners face the need to acquire and adopt novel skills and approaches, and trainers face the need to train students for working in a rapidly changing landscape of communication technology. This book brings together advances and challenges from the different but intertwined perspectives of translation and interpreting to examine how the field is changing in this rapidly evolving environment.

Multilingual Information Management Routledge

Multilingual information is in high demand in today's globalised economy. Industry and market globalisation, intensified collaboration between European countries, technological developments, the advent and consolidation of the Internet, the rise of electronic business, and the increased use of electronic documents are some of the factors that have fuelled this need. *Multilingual Information Management* draws on previous empirical research to explore how information and technologies are used within the community of translators as information facilitators among different languages and cultures, to help them become more productive and competitive in today's market. The book consists of three parts, including a literature review on information and technology needs among translators; a research framework to investigate the perceptions and use of information and technology within their working environment; and a strategic proposal for an Information Systems approach to multilingual information professionals and information literacy training. - Presents an interdisciplinary approach to multilingual information and technology management among information professionals - Analyses the community of practice of translators as multilingual information facilitators and ICT users - Contributes to further develop Information Literacy to a strategic level among information professionals - Provides a methodological contribution through an evidence-based approach to practice - Bridges the gap between the information-related disciplines of Information Science, Business Management, and Translation Studies

Restructuring Translation Education expert verlag

Localization is everywhere in our digital world, from apps to

websites or games. Our interconnected digital world functions in part thanks to invisible localization processes that allow global users to engage with all sorts of digital content and products. This textbook presents a comprehensive overview of the main theoretical, practical, and methodological issues related to localization, the technological, textual, communicative, and cognitive process by which interactive digital texts are prepared to be used in contexts other than those of production. Localization in Translation provides an interdisciplinary introduction to the main practical and theoretical issues involved in localizing software, web, video games, and apps. It discusses the many technological, cultural, linguistic, quality, economic, accessibility, and user-reception issues related to the different localization types. It also provides an updated overview of localization in an ever-changing technological landscape marked by advances in neural machine translation and AI. Each chapter includes a basic summary, key questions, a final section with discussion and assignments, as well as additional readings. Online resources with additional questions and assignments are included on the Routledge Translation Studies portal. This is the essential textbook for advanced undergraduates and graduates in translation studies and translation professionals engaged in localization practice.

[The Future of Translation Technology](#) Taylor & Francis

The Translator's Workbench Project was a European Community sponsored research and development project which dealt with issues in multi-lingual communication and documentation. This book presents an integrated toolset as a solution to problems in translation and documentation. Professional translators and

teachers of translation were involved in the process of software development, starting with a detailed study of the user requirements and ending with several evaluation-and-improvement cycles of the resulting toolset. English, German, Greek, and Spanish are addressed in the contributions, however, some of the techniques are inherently language-independent and can thus be extended to cover other languages as well.

Translation can be viewed broadly as the execution of three cognitive processes, and this book has been structured along these lines: • First, the translation pre-process, understanding the target language text at a lexico semantic level on the one hand, and making sense of the source language document on the other hand. The tools for the pre-translation process include access to electronic networks, conversion of documents from one format to another, creation of terminology data banks and access to existing data banks, and terminology dictionaries. • Second, the translation process, rendering sentences in the source language into equivalent target sentences. The translation process refers to the potential of conventional machine translation systems, like METAL, and of the statistically oriented translation memory.

The Translator, the Interpreter and the Dialogue of Languages in the Digital Age diplom.de

Two Voices in One: Essays in Asian and Translation Studies is a collection of papers by eight scholars of international standing. Concentrating on what really makes Asian and Translation Studies fascinating and worth one's while, it opens the reader's eyes to new horizons, horizons not found in collections or monographs that look at either discipline in isolation. In going through the collection, the reader will see how a translation

problem can rear a “yellow-ochre head,” why a Chinese garden can become a source language text, and in what way a commentary can shine with “Multiflorate Splendour.” Emerging from the surreal world, the reader must be prepared, first to have his/her breath taken away by a translation project on a truly grand scale, then to see the difference between the page and the stage, and finally to be amazed by the speed at which computer-aided translation has been developing. With equal amazement, the reader will learn that Chinese can sometimes be more effectively taught, not through Chinese, but through translation, and that the Greek philosopher Aristotle and the Chinese philosopher Mencius are linked, not only by philosophy, but also by translation.

Quality In Professional Translation Cambridge Scholars Publishing
Das Translationswissenschaftliche Kolloquium ist eine Vortragsreihe des Fachbereichs Translations-, Sprach- und Kulturwissenschaft der Universität Mainz in Germersheim und des Instituts für Translation und Mehrsprachige Kommunikation der Technischen Hochschule Köln. Dieser Band vereint ausgewählte Beiträge zum Themenkreis Translation – Didaktik – Kompetenz, die in diesem Rahmen vorgestellt worden sind. Im Zentrum stehen dabei: • theoretisch-methodische Überlegungen und Praxisbeispiele zu einer lernerbasierten Translationsdidaktik, • die Bedeutung der Translationsrichtung, • die Standardisierung der Translationsqualität, • situated learning und Ericssons deliberate practice im Dolmetschunterricht sowie • Online-Unterricht in der Ausbildung von Dolmetschern.

Post-editing of Machine Translation Cambridge University Press
Countries have been competing against each other in order to

attract financial investment and human capital for decades. However, emerging economies have a long way to go before they achieve the same levels of competitiveness as a developed economy. Lack of firm institutions, inadequate infrastructure, and a lack of trust in the legal system are urgent and unavoidable factors that emerging economies must address. The Handbook of Research on Increasing the Competitiveness of SMEs provides innovative insights on integrating, adapting, and building models and strategies compatible with the development of competitiveness in small and medium enterprises in emerging countries. The content within this publication examines quality management, organizational leadership, and digital security. It is designed for policymakers, entrepreneurs, managers, executives, business professionals, academicians, researchers, and students.
A Practical Guide to Software Localization Bloomsbury Publishing
This book offers data-based insights into the problems of translation education and their causes in the context of localization and globalization in the era of big data. By examining language services around the globe, illustrating applications of big-data technology and their future development, and describing crowdsourcing and online collaborative translations, speech-to-speech translation and cloud-based translation, it makes readers aware of the important changes taking place in the professional translation market and consequently recognize the insufficiency of translation education and the need for it to be restructured accordingly. Furthermore, the book includes data-based analyses of translation education problems, such as teaching philosophy, curriculum design and faculty development of both undergraduate and postgraduate education in China. More

importantly, it proposes solutions that have already been successful in experiments in a number of universities in China for other institutions of higher education to imitate in restructuring translation education. The discussion is of interest for current and future translation policy makers, translation educators, translators and learners.

Enhancing Video Game Localization Through Dubbing Frank & Timme GmbH

“I don’t translate, I create!” – This is the slogan of a translation agency called “Sternkopf Communications” located in Flöha, Germany. The translators at this translation agency are specialized in the field of marketing and perceive creativeness their daily bread. But what does this actually mean – I don’t translate, I create? Undoubtedly, the translation of a text from one language into another is not an easy and straightforward process. On the contrary, the translator needs to invest much time and one or the other headache before a target text (TT) finally sounds natural, fluent, coherent and logical for the target audience. Different possible translation solutions will have to be considered, language as well as culture-related equivalents often are not easily at hand etc. Would it not be pleasant if machine translation (MT) was there to help with this process? Yet, despite the enormous importance of creativity in translating, computer-aided translation (CAT) tools are being used frequently by professional translators, not to replace but to support the translator in their daily business. CAT tools enable their users to translate in a more consistent way, since they search source texts for words, phrases or sentences that have already been translated before and stored in the TM so that the translator does

not need to translate this text unit again ‘from scratch’. Considering that this process brings about what could be called ‘semi-mechanical’ TTs, the use of CAT tools seems to stand in stark contrast to the importance of creativity mentioned above. Thus, the question arises whether CAT tools influence the creative energy of translators and, if this is the case, whether translators regard this influence as rather positive or negative. In this context, it is also important to consider which fields of expertise generally demand a high degree of uniformity/consistency in translations and which subject fields generally allow for a high degree of creative freedom. Accordingly, this paper pursues two related purposes. The first is to compare five CAT tools in their degree of usability. The second purpose is to identify translators’ perspectives on uniformity and creativity in translations with the goal to shedding light on the question whether CAT tools generally tend to positively or negatively influence the translation process on a rather linguistic than technological basis.

Perspectives on Localization Springer

The Routledge Handbook of Translation Studies provides a comprehensive, state-of-the-art account of the complex field of translation studies. Written by leading specialists from around the world, this volume brings together authoritative original articles on pressing issues including: the current status of the field and its interdisciplinary nature the problematic definition of the object of study the various theoretical frameworks the research methodologies available. The handbook also includes discussion of the most recent theoretical, descriptive and applied research, as well as glimpses of future directions within the field and an

extensive up-to-date bibliography. The Routledge Handbook of Translation Studies is an indispensable resource for postgraduate students of translation studies.

Introduction to Translation and Interpreting Studies Byte Level Books

Over the past three decades, translation has evolved from a profession practiced largely by individuals to a cottage industry model and finally to a formally recognized industrial sector that is project-based, heavily outsourced and that encompasses a wide range of services in addition to translation. As projects have grown in size, scope and complexity, and as project teams have

become increasingly distributed across geographies, time zones, languages and cultures, formalized project management has emerged as both a business requirement and a critical success factor for language service providers. In recognition of these developments, this volume examines the application of project management concepts, tools and techniques to translation and localization projects. The contributors are seasoned practitioners and scholars who offer insights into the central role of project management in the language industry today and discuss best-practice approaches to the adaptation of generic project management knowledge, skills, tools and techniques for translation and localization projects.

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