Pulse of Asia

Preface

Dear Reader,

Welcome to the Spring 2023 issue of *Pulse of Asia*, the premier publication for all things language and translation. In this issue, we dive deep into the latest trends, challenges and innovations shaping the industry today.

This issue marks the beginning of our *coLABoratory* section, where we will aim to include insightful articles and expert opinions from industry leaders and practitioners.

Whether you're a language professional looking to stay ahead of the curve, or a business leader looking to navigate the complexities of the global market, this issue has something for you. So sit back, relax and discover the latest developments in the world of language and translation with Pulse of Asia.

Enjoy and thank you for reading!

Nikola Stoyanov
SEO & Content Specialist

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Localization Station

香箸、香匙等香具

用于插放香箸、香匙等工具，瓶口常有分隔

香炭

用于熏烧香品的炭（借助炭火熏烧香丸、香木片等香品）。可以是较好的木炭，也可以是更为精制的炭饼，好的炭，也可以是更为精制的炭饼，与其他材料和制而成，

炉瓶盒套装香具

由一香炉、一香瓶（带香箸、香匙等）和一香盒组成。常配有底座。盛行于明清。

香几

焚香的台状几案，可以放炉、香盒和香瓶等物。矮者不过几寸腰，矮者不过几寸。几面多有的围挡。几面多制作考究者则纹饰都颇具匠

香囊

又称香包、香袋。用于装填的小盒，材挂于车轿、香囊可香避秽。早记·内则》："男女未冠笄者……衿缨"，"红罗复斗帐，四角垂香囊。"香囊也常用为爱情信物，如繁钦《定

九雀东南飞》

也言及香囊："何以致叩叩？香囊系肘后。"放冠帽，又称帽架。在冠架的"冠承"

CROWDSOURCING TRANSLATION – SHOULD YOU DO IT?

The world of translations is expanding with new machines, software tools, and language pairs, but one aspect that is gaining a lot of attention recently is crowdsourcing translations. The term "crowdsourcing" came about around 2006 and refers to projects, which multiple individuals from all over the world come together to work on, usually for free, with the result of a fast turnaround time. Although this may all sound like a good idea, crowdsourcing in translation is not the ideal way forward, especially for companies that would like to expand into international markets and retain their strong reputation. This blog article explores what crowdsourcing translation means, and why it's not a good idea and provides some cases where it could possibly be used, with some caution. Let's take a closer look.

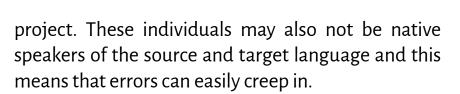**Desi Tzoneva**
Content Writer

What Does Crowdsourcing Translation Mean?

Crowdsourcing translation, as an outgrowth of the term "crowdsourcing", refers to the practice of having many individuals from all over the world enjoin your translation project to produce a final result. Despite the seeming attractiveness of this endeavor, which is in most cases free, it has some significant drawbacks, which we'll get into more detail below. However, while projects such as Wikipedia (one of the world's largest crowdsourcing projects) have experienced success, they do not guarantee the quality or accuracy of a translation requirement as opposed to what a professional language translation and localization company can offer.

Why a Crowdsourced Translation Sounds Like a Good Idea but Actually Isn't

With so many people willing to work for free or to earn some sort of points or badge towards achieving a level of recognition that may sound appealing, professional businesses intent on penetrating new markets and retaining their reputation are advised against the practice of crowdsourcing translation. Here are some of the main reasons why:

- **It favors quantity over quality:** as a starting point, hiring people with no vested interest in the project and splitting up the work to multiple individuals in different locations with different time zones, cultural nuances, language uses and intricacies ultimately means that crowdsourcing translations will not produce a high-quality result due to all the discrepancies between the individuals involved in the project. Yes, it may become completed faster, but its main focus is usually on speed as opposed to producing something worthwhile that is of high quality.

- **Uses amateur translators who may not be native speakers or professional linguists:** a second reason why crowdsourcing translation is not a good idea is that the professional and linguistic backgrounds of the individuals involved cannot be guaranteed. In many cases, an organization that chooses to crowdsource its translations may be dealing with amateur translators who cannot put a stamp next to their name to guarantee the quality of the final project. These individuals may also not be native speakers of the source and target language and this means that errors can easily creep in.

- **Impacts on final quality:** further to the above, crowdsourcing translations will have significant impacts on the quality of the final project. There may be numerous inconsistencies in the actual translations and the lack of quality control steps is not present with this type of translation process. There are also no standardized glossaries used, which again means that accuracy cannot be guaranteed.

- **There are no quality checks to ensure the quality of the final output:** as mentioned above, there are no project managers who manage the project from start to finish and they rarely implement quality control checks to ensure that the final product is as accurate as possible. The final output can therefore be an amalgamation of different interpretations of certain words, grammatical and syntactical errors, linguistic differences in word usage (English in America is spelled differently to English in the UK, for example), and many others. Furthermore, technical texts that are much more language and expert-specific can be highly difficult to translate accurately.

- **Loss of time:** although choosing crowdsourcing translation may seem like a quick way to get a final product, it can actually end up being a costly affair in terms of time. This is because multiple translations will need to be redone and this can stall the entire project and delay an organization's international expansion plans.

- **Can alienate your target audience:** another detrimental element of crowdsourcing translations is the unfortunate consequence of alienating your target audience and losing face and your reputation among the new markets you'd like to enter. This means that you can lose potential customers, damage your brand, and face financial losses as a result of your initial investment.

- **Confidentiality is not guaranteed:** there is also the major issue of confidentiality. If you are dealing with client data, you as an organization need to be able to guarantee their privacy. If you are engaging in business negotiations, then both contracting parties need

to be assured that their discussions and documentation will be kept confidential. When crowdsourcing translations, you're inevitably not guaranteed that any of the information or documents that you send to the individuals will not end up in the wrong hands or worse, cause a loss of business reputation in the event that private documents are made public.

- **Expenses:** finally, it may seem that crowdsourcing translations will be a more cost-effective way of having your translations done, but this is actually not the case. For starters, you will need to engage the services of a crowdsourced translation platform or company, and these often require payment for their services to reach individuals who will perform the actual work. As a result, it can end up being a highly costly exercise that does not guarantee the quality of the final project.

When Can Crowdsourcing Translation Be a Good Idea?

Although it may seem that there is no place for crowdsourcing translations in the translation industry, there is some hope for it yet. For example, crowdsourcing translation may be the go-to option for some organizations which are seeking short, easy translations where quality is not in question, where financial resources are limited, and the project needs a fast turnaround time. Examples of these include Facebook and Twitter posts.

A Crowdsourced Translation Should Not Be Your Go-to for Your Translation Needs

As attractive and appealing as crowdsourcing translation may seem at first glance, it comes with a number of serious challenges that should not be overlooked for your translation needs. Instead, always choose to partner with a reliable translation company that has quality control checks in place, uses the right software tools, takes advantage of pre-established translation processes, and finally, guarantees the final output from the source to the target language. In short, a crowdsourcing translation should be used in very rare cases where speed is of the utmost essence and where quality is not a requirement. Every other translation project should rather go through the rigorous quality processes that a reliable translation partner can guarantee.

Visit our blog!

Why a crowdsourced translation sounds like a good idea but actually isn't
A Checklist

Considerations to make before using crowdsourced translation:

1 Quality Control
Will there be someone responsible for reviewing and editing the translations?

2 Professionalism
Are the translators qualified, experienced and with specialized knowledge for the specific topic?

3 Confidentiality
Is the translation of sensitive or confidential information being handled in a secure manner?

4 Branding
Does the use of crowdsourced translation align with the company's branding guidelines?

5 Legal Liability
Are the translations being used in a legal context and is there a risk of legal liability if the translations are inaccurate or unreliable?

6 Cost-effectiveness
Is crowdsourced translation the most cost-effective solution for the specific project?

7 Speed
How urgent is your project based on its volume? Is crowdsourced translation justified?

8 Community engagement
Is the use of crowdsourced translation beneficial for the company's community engagement?

9 Availability
Are professional translators available for the specific language and topic and is crowdsourced translation the only option?

By considering these factors and assessing the potential risks and benefits you can make an informed decision about whether a crowdsourced translation is a right choice for your project.

THE IMPORTANCE OF PROFESSIONAL CHINESE FASHION TRANSLATION

Chinese fashion translation is coming to the fore as an essential element in the fashion industry. Why? Because not only is the Chinese consumer market for fashion items booming rapidly, with expectations that it will reach billions of dollars quite soon, but also because many Western fashion labels are increasingly seeing prominence in the Chinese market, especially for haute couture or luxury clothing. Accurate Chinese translation is essential whether a Chinese fashion brand is seeking to enter the West or whether a Western company is seeking to penetrate the Chinese market. For this reason, high-quality Chinese fashion translation is a must. However, there are other factors to consider in conjunction with Chinese translations. Let's explore these in more detail below.

Desi Tzoneva
Content Writer

Mistranslation Means Misrepresenting a Culture

Most consumers in the West have seen clothing and apparel items with Chinese, Japanese, Korean or other Asian languages embroidered or printed on them. While this may be a way of showing respect for the particular Asian culture in question, many Asian people who see these messages on t-shirts, for example, may either find them to be offensive, that they contain gibberish, or that they are not accurately translated. This leads to the feeling that their culture is not being respected and hence accurate fashion translation services are critical when it comes to English to Chinese or Chinese to English translations. This is one way of not misappropriating a culture whether it's from West to East or East to West. The opposite is also true when Chinese brands use English words to place on their apparel products. Some Western audiences may also find these messages offensive or just plain gibberish. Therefore, it's vital to have quality translation and localization of all messages on apparel and on all marketing materials to avoid offense.

Target Market

A further aspect for consideration when undertaking Chinese fashion translation is knowing your target market. Young Chinese individuals aged 25 to 35 are quickly coming to the fore as having growing purchasing power, choosing to dress elegantly and professionally to cater to their professional needs, selecting luxury clothing brands (both from the West and from China), and are overall seeking a high-quality product. What's more is that this young population – born in the 1980s and 1990s – is also quickly becoming urbanized, which means that the demand for looking fashionable and stylish in multiple massive cities across China is growing. And in addition to this, there's the aspect of sportswear and sporting events, which Chinese people (both young and old alike) attend and require the appropriate attire for. Therefore, selecting and catering to your target market effectively in terms of apparel should be another important consideration that you make when engaging the services of a translation and localization provider.

Online and Offline Retailing

Furthermore, in Chinese fashion translation, it's crucial for businesses and retailers to have accurate English to Chinese or Chinese to English translations because they will need to cater to both the online and offline markets. Many Chinese people are increasingly purchasing clothes online and product categories and descriptions, prices, and more need to be accurately translated to ensure that the target market is not alienated. In terms of offline retailing, there are product catalogs and pamphlets that need to be prepared alongside other marketing materials and even presentations. These require the need for effective fashion translation services, which take localization into account.

Tourism and Tourists

Millions of Chinese tourists visit various locations around the world each year and there is an unspoken expectation that they need to dress appropriately for the occasion and for the sub-occasions within their holidays. This means choosing the appropriate attire, whether sportswear (such as NorthFace, which is massive in China or even Nike, which opened 6,000 outlets in the country), stylish wear, or even casual wear. Therefore, brands that wish to cater to Chinese tourists abroad will want to ensure that they create and accurately market their high-quality apparel products to the Chinese consumer market in order to enter it effectively and earn more sales.

Why Accurate Chinese Fashion Translation is Essential

Chinese fashion translation is essential not only because of the massive market that it offers Western brands. It's also important because not translating accurately or mistranslating can lose your brand value, face, and strength in market positioning. When entering a foreign market, it's critical to have an effective translation from English to Traditional Chinese or other versions of the language so that the brand and market positioning strengthen and are not weakened. Retail brands need to consider this when catering to young audiences, which can be found online and offline. Anything that may be construed as culturally offensive should be eliminated from the offering and it's, therefore, essential to ensure that you use accurate and high-quality fashion translation services.

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Culture is deeply related to the localization process... Colors in China

Clothing superstitions have been a part of many cultures throughout history and China is no exception. These beliefs are often rooted in ancient traditions and carry symbolic meanings that are still upheld today. Here are five examples of unusual clothing superstitions in China that are still widely practiced today:

Wearing red underwear on New Year's Eve is believed to bring good luck and prosperity in the coming year.

It is believed that **wearing clothes inside out** will bring good luck, so do not revert them, or your luck will disappear!

Wearing black clothes is said to bring bad luck and is traditionally associated with mourning and funerals.

An odd number of buttons on your shirt on New Year's Eve is believed to bring good luck and prosperity in the coming year.

It is believed that **wear clothes with lucky symbols**. In China that would be cranes, dragons, bamboo and others.

TOP 3 REASONS FOR VIETNAMESE WEBSITE LOCALIZATION

Desi Tzoneva
Content Writer

Foreign companies seeking to penetrate the Vietnamese market should seriously consider performing Vietnamese website localization. Website localization refers to the process of not only translating a website from English or another source language but also tailoring the language used to the target market by taking cultural factors into account. This makes the text on a webpage speak better to the target audience and this, in turn, has numerous financial and reputational benefits for your business. Although there are multiple reasons why you need Vietnamese website localization, we've picked the top three to help you gain a better understanding of its importance in the context of Vietnam. Let's take a closer look.

Top 3 Reasons Why You Need Vietnamese Website Localization

Vietnamese website localization is crucial. It has the potential to propel your business forward in a country that's politically stable, has a high and rising population, and which also is entering the digital age, meaning that there is much scope for business expansion and growth. But apart from these, let's explore the top three reasons why you need Vietnamese website localization.

1. High population figures and a large workforce

The Vietnamese population is enormous. Vietnam is home to over 97 million people, a large percentage of working age. This means that they fall in the 15 to 65 age group. With such vast purchasing power, the population certainly lends itself to consumerism, where there's an increasing demand for products that can be purchased easily and quickly and which are of high quality. As a result, if you have a website that you'd like to introduce to Vietnam, you should definitely consider Vietnamese website localization to enable you to better cater to this vast population size.

2. English language proficiency is still in its infancy

Despite significant efforts being made to improve English language proficiency in Vietnam, it is still ranked in the "Moderate Proficiency Group". This means that when you introduce your website and e-commerce business in Vietnam without translating or localizing it, you will be alienating a huge potential market from your offering and that's simply not good for business. Therefore, Vietnamese website localization is an important activity for you to undertake in order to better cater to your audience and ensure you capture their minds and attention so that you can experience more growth.

3. A booming e-commerce industry with rising access to the Internet

In 2019, it was predicted that over 59 million Vietnamese people will get access to the Internet, accounting for slightly over 60% of the country's population. Meanwhile, this trend is expected to result in 75.7 million Internet users by 2023. With this massive rise in Internet usage, online shopping through e-commerce websites is also subsequently expected to increase. Although there were only 3.2 million annual online shoppers in 2017, generating $6.2 billion, this figure was expected to grow by a whopping one-third to $10 billion in 2020.

With this in mind, it's crucial for an e-commerce business to undertake Vietnamese localization and consequently, Vietnamese website localization. The reasons for this are plenty. Vietnamese website localization can boost your revenue by over 25% and give your business a distinct competitive advantage. As opposed to monolingual websites, you'll be able to make your business stand out.

Why is this the case? Because it's proven that Vietnamese website localization targets an audience more precisely. This translates into Vietnamese people feeling much more comfortable and interested in navigating your website because it's in their native language. This provides a sense of exclusivity. But what is more is that a website that has used localization services for Vietnamese localization can enable faster transactions, easier checkouts, and the ability to grasp information that much faster. The user experience (UX) will also be improved as you tailor your offering to smart devices such as mobile phones and tablets.

Furthermore, when you implement Vietnamese website localization and focus on the appropriate themes, colors, formats, typography, fonts, and calls to action that resonate with your business' branding, you'll be able to achieve much greater levels of consistency.

Penetrating the Vietnamese Market: The Importance of Vietnamese Website Localization

Localization services for Vietnamese website localization are essential if you're planning on entering the Vietnamese market. Both localization and translation must be performed in order for you to capture your audience's attention and then retain it. Although they may be viewed as two distinct aspects, localization and translation should be considered as two parts of the same coin. Both work in tandem with each other to produce the desired results. Namely, a fully optimized website that takes place through professional localization services. These services can and will help you achieve your entrepreneurial goals and vision of growth in a highly lucrative Vietnamese market.

By targeting such a vast market with exponential potential for growth early on, you'll be able to cement your brand in your users' minds and become top of mind when they shop online. What's more is that with English not being nearly as used in Vietnam as Vietnamese, Vietnamese website localization can significantly help you reach and exceed your goals as you'll be speaking to your audience in their native language, thereby creating better levels of trust and generating more revenue.

Top 3 Industries That Use Localization Services in Vietnam

1 **Technology & Electronics**

2 **E-Commerce**

3 **Tourism**

Vietnam is one of the fastest-growing economies in Southeast Asia, with a GDP growth rate of around 7% in recent years. The country has a rapidly growing middle class and a young, skilled workforce. The government has been implementing various policies to attract foreign investment and boost exports.

It is also worth mentioning that as Vietnam is part of ASEAN, localization services in Vietnamese are also sought after by companies and businesses in the region.

UI LOCALIZATION FOR THAILAND & THE THAI LANGUAGE

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Content Writer

Our modern world is quickly shifting in terms of technological developments with concepts such as user interface localization (UI localization) coming to the fore. We now have Google as the world's largest search engine, followed by websites, and their corresponding mobile applications.

All these can make our online experiences either easier and more convenient or harder and more cumbersome. When it comes to UI localization, it's important to understand what it is and how it applies to organizations seeking to penetrate the Thai market.

Let's explore this in some more detail below.

What Is UI Localization?

UI localization or user interface localization is a concept that can be broken down into its two constituent parts: the user interface (UI) and localization.

When it comes to UI, we're talking about what a prospective customer sees on your website or mobile app and the ease with which they can navigate and interact with it. This is generally divided into three major fields: input controls, navigational components, and informational components.

Regarding input controls, organizations and their designers and developers will be required to pay special attention to things such as checkboxes, radio buttons, drop-down lists, list boxes, buttons, toggles, text fields, and date fields.

Regarding navigational components, factors to consider include breadcrumbs, sliders, search fields, paginations, sliders, tags, and icons.

Lastly, when it comes to informational components, there are things like tooltips, icons, progress bars, notifications, message boxes, and modal windows to consider. Of course, there are also the so-called "accordion" structures to factor in as well.

Next up, we look at localization. This is a critical term in the translation industry because it goes beyond a source language to target language translation. Localization takes into account cultural and linguistic differences and nuances and creates a finished product that is usable, useful, desirable, valuable, accessible, credible, etc.

Putting UI and localization together then, we get a website or mobile app that is not only strategically created to maximize the user's experience with your site (although user experience differs from UI). And in addition to this, every linguistic element that appears on the interface is localized for accuracy and for cultural differences.

Why Is Proper UI Localization for Websites and Mobile Apps Important for Thailand?

Thailand is known as a major tourist destination. But despite this, English proficiency in the country remains low. This makes sense because there are over 70 different language groups spoken in the country in addition to the Thai language.

However, technologically speaking, Thailand is a major economy in Southeast Asia. As such, its mobile penetration, levels of internet use, number of mobile phones owned, social media usage, etc. are considerably high.

Organizations seeking to enter the Thai market must be prepared to take these technological advances into account in order to better cater to the Thai people's evolving technological needs. In fact, recent research stated that of the 69.24 million population in the country, a whopping 57 million of these are internet users (with mobile subscriptions exceeding the population size).

Consequently, taking into account UI localization when entering the Thai market is crucial. But there are significant challenges in terms of Thai localization and user interface localization that should be considered. These are explored in more detail below.

Which Parts of the Thai Language and Culture Can Be a Challenge for Localization and Translation?

If we don't factor in the 70 additional language groups or "living languages", mentioned above, and focus on the Thai language only, we still face challenges when it comes to UI localization.

These arise owing to the complexities of the Thai language, which can make UI localization a more arduous process. Nevertheless, if an organization wishes to reach the Thai people where they are (namely, online), then catering to their internet, online, and mobile phone usage habits is a must.

But with this comes the need for taking into consideration what is specifically applicable to the Thai language. Here is a brief snapshot of some of the most important ones:

· The Thai language generally does not use spaces between words. Instead, there are certain "markers" that indicate when a word ends and a new one begins. In terms of website or mobile app creation processes, this can be highly challenging. Text and user interface elements need to take into account these spacing obstacles and attempt to overcome them for a greater overall user experience, with the Thai target market in mind.

· There are also complex spacing rules when it comes to words. While we mentioned above that Thai generally does not use spaces between words, there are exceptions to this aspect. For example, we identified at least nine rules or exceptions when it comes to spacing. An example of this is placing a space before and after English words, which are included and used together with Thai.

· Of course, there's also the need to consider personal pronouns. In English, we have it quite easy: there are general pronouns with their first, second, and third-person variations. With Thai, on the other hand, while there certainly are pronouns, there are numerous variations that take into account a person's social position, cultural factors, age, and more and this can cause confusion for a non-native speaker as well as complications in translations and localization.

· Thai uses two number systems. The first is the Arabic numerals and the second is Thailand's own number system. As an organization, which one should you use? The answer to this question will be "it depends" on factors such as who your segmented target audience is.

· Thai people also use two calendars: the Gregorian one and the lunar calendar, which is heavily based on the Buddhist principles and practices which underpin the social structures of the country. Keeping this in mind, organizations will be well-positioned to carefully study their target market and ensure that they are using the right date formats in their given case because they could end up alienating a huge chunk of prospective customers. With this being said, Thai also uses two number systems: the 24-hour clock and 6-hour divisions of the day. As such, this is another influential factor that must be taken into account.

· Finally, although by no means is the last aspect to consider, is the length of the text. It may make sense that because of the lack of spacing in the Thai language,

one would find shorter texts in Thai. However, Thai texts are usually 15% longer than English texts. This means that page and line breaks will be challenging to deal with and this is where professional UI localization specifically for Thai localization comes to the fore.

The Bottom Line

Strong UI localization is a necessity when localizing the Thai language!

When it comes to UI localization for the Thai language, it's critical to consider the language peculiarities and cultural nuances that make up this nation of smiling and happy people.

The bottom line is that without UI localization, organizations risk alienating a major portion of prospective customers who are online.

Whether you have an e-commerce store or a shopfront for a brick-and-mortar location online, every single element of your website and mobile app need to be fully optimized to take into account Thai people's reliance on technology.

In addition to this, it's crucial to consider the nuances of the Thai language in your UI localization efforts because the two go hand-in-hand and cannot be viewed as separate elements.

We decided to compare the differences between the East and the West in terms of website layout. For this comparison we took a look at a **German website** and a **Thai website** and here are some general differences between them:

German website:
· Minimalist and clean aesthetic
· Simple, functional and readable design
· Structured layout with a clear hierarchy of information
· Emphasis on providing accurate and reliable information

Thai website:
· Bright, vibrant colors
· No empty space
· Full of menus and sub-menus
· Emphasis on providing as much information as possible

It's worth noting that these are generalizations and there are many exceptions to these trends. Some websites are heavily influenced by their target audience, culture and business model.

Focus on
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HOW MT CAN BE USED IN CLINICAL PRACTICE

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Content Writer

If you've ever traveled to another country and you needed to visit a clinical practice there, you would have immediately noticed that the language barrier is rife. It's crucial for medical professionals to have the correct information before them to make an accurate diagnosis of the medical condition at hand and address the problem through the most appropriate treatment. Yet, clinical practices that do not take language barriers into account can be problematic for the patients and the healthcare providers.

But beyond point-of-care, clinical practices extend their scope into areas that include medical documents, web medical help, insurance claims forms, patient records, educational materials, studies and papers, warnings, IVR scripts, etc. This is why machine translation is so crucial in the clinical practice setting. If you're wondering why this is the case, how it can be applied in practice, what its drawbacks are, as well as where machine translation is headed into the future in the context of medical translation, take a look below.

Why is Machine Translation Needed in Clinical Practice?

Clinical practice guidelines require that medical interpretation be as accurate as possible. There are several reasons for this as well as reasons why machine translation is necessary for the clinical practice setting. Here are some of them.

- **Reduce cost and turnaround times:** a document in a clinical practice that has been translated by a machine can quickly and efficiently reduce turnaround times. This is because of statistical machine translation, which uses a language corpus and preexisting glossaries and style guides, to make a more accurate prediction based on a source language that's been input so that the result in the target language is as precise as possible. Although not perfect, machine translation efforts can help with inputting and processing large quantities of data, which then means that costs for the client are reduced because only editing and final checks by a human translator will need to follow after the machine translation process has been utilized.

- **Expedite content analysis:** irrespective of the quantities of data, the preexisting information and language codes that have been input in a machine translation program means that content analysis can be expedited.

- **Address quality:** finally, when using machine translation tools, an organization such as a clinical practice can ensure that final checks are implemented and quality issues are addressed for a final output that is the closest to the original in the source language as possible.

Practical Applications and Drawbacks

Of course, apart from looking at machine translation in clinical practice, it's also essential to determine the ways in which it can be practically applied as well as see what some of the existing drawbacks may be. Let's take a closer look

Practical applications
As a starting point, machine translation in clinical practice has the potential to process large volumes of data through a program or several programs that are utilized simultaneously. Often, medical translations require high quantities of work to be translated into several languages at the same time. What would take human translators months to complete can take a machine several days or weeks at the most. This is an effective time-saving practice.

Secondly, machine translations in a healthcare setting can assist with post-market surveillance. Since requirements for this practice are becoming ever more stringent, medical providers are increasingly required to be able to offer content in multiple languages and in short spaces of time. This applies to cases where they may need to respond to social media inquiries or even patient complaints. With machine translation, areas that may require further investigation are quickly resolved.

Furthermore, machine translations can help with clinical trials. One example of this is the creation of Patient-Informed Consent Forms. With machine translation for medical documents, an organization can see a quick turnaround time that is between 30% and 50% faster as opposed to the use of non-machine translation tools.
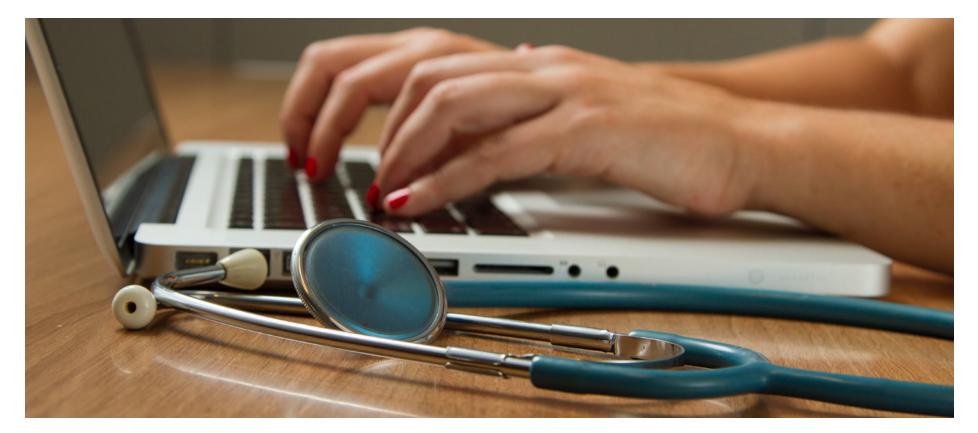
Finally, a machine-translated piece of content can help improve the process of content audits or quality reviews. This means more consistency and uniformity in areas such as product labeling. As a result, it's crucial for improving patient safety.

Drawbacks
However, despite these practical applications, we also need to consider the drawbacks of machine translation in a clinical practice setting.

Perhaps the first one is that machine translation cannot be performed without the help of qualified and experienced human translators to ensure that quality touches are apparent on every piece of content that's ready to be utilized.

There are also pitfalls related to misunderstandings that may arise in the event of inaccurate translations. Here, a regular cycle of feedback will be crucial in order to train machine translation programs to improve their productivity and quality of output. Another important factor to be kept in mind here is that patients' levels of literacy also need to be considered because medical interpretation is not always a 100% accurate depiction of the intended meaning that's translated from a source language into a target language.

Can It Be Used in All Areas of Healthcare?

When it comes to medical translations, the potential for content creation and the need to translate this into multiple languages at high speeds is crucial. Luckily, despite the drawbacks mentioned above, machine translation can be used in all, if not most, areas of healthcare. The following are some guidelines to consider:

· It's essential to carry out a **proper assessment of the machine translation program** in order to ensure that the content that will be translated is suitable for the translation memory. This is essential for retaining consistency.

· It's also important to **conduct pilot tests of both content and language combinations**. The purpose of this is not only to see where cost savings can be introduced but also to determine the quality of the medical translation.

· A further guideline is to have a **team of experienced and qualified human medical translators in the post-edit process** to ensure high-quality output.

· The use of glossaries, translation memories, style guides, term bases, and others will be helpful in leveraging the benefits of machine translation.

· Artificial intelligence technology can be utilized in order to better customize the machine translation program, help with post-edit tasks, and even automate quality checks.

What Does the Future Look Like for Machine Translation in the Healthcare Industry?

Machine translation is used in the healthcare industry in massive proportions and is unlikely to decrease in the future. The reasons for this include the fact that borders are shrinking, medical information is being shared at a much faster rate, there is increased collaboration between medical organizations, etc. As such, machine translation is likely to see continued improvements and refinements in both processes, systems, and language corpuses used to expand and grow the initial framework.

Despite some of the current drawbacks to machine translation in a clinical practice setting, these are only going to be fine-tuned as time progresses, which is expected to leave us with much more accurate medical translations, resulting in better adherence to clinical practice guidelines and good clinical practice overall.

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Pros & Cons of MT for Clinical Practice

Machine translation in clinical practice can have both advantages and disadvantages!

+ PROS

1. **Speed:** Can quickly translate large amounts of text, making it useful for citations where time is of the essence;
2. **Cost:** Less expensive than human translation, especially for large amounts;
3. **Availability:** Can provide translations for languages and dialects that may be difficult to find human translators for;
4. **Consistency:** Constituent translations across a large volume, reducing the potential for errors.

− CONS

1. **Quality:** May not always produce translations that are as accurate as those done by human translators;
2. **Cultural sensitivity:** May not always be able to take into account cultural nuances and idioms that are important in most languages, especially in Asia;
3. **Safety:** Errors can be dangerous, especially in the medical field;
4. **Patient communication:** Not able to convey the emotional context of a conversation, which can be important.

Overall, MT can be a useful tool in clinical practice, but it should be used with caution and in conjunction with human translation, especially for important or critical information.

QUALITY ASSURANCE IN TRANSLATION FOR THE KOREAN LANGUAGE

Desi Tzoneva
Content Writer

The translation industry is increasingly making use of quality assurance (QA) to avoid costly mistakes when organizations enter new markets. Translation and localization go hand-in-hand. This means that it's not just a word-for-word translation from the source to the target language.

The cultural nuances of the target country's language must also be taken into account. This is especially true for Korean as honorifics play such a crucial role in the cultural and linguistic expressions of people there. However, one thing that can make a strong impact and ensure a higher quality of output is quality assurance.

What Is QA in Translation?

QA in translation, in general, can broadly be explained as the people and processes behind linguistic quality assurance (LQA). As the name suggests, this refers to the sphere of linguistics and particularly to translation and localization. Where QA in translation comes to the fore is usually at the end of a translation and localization project.

The purpose of quality assurance in translation is to ultimately ensure that the final translated product is of the highest standard possible. Failing to implement QA in translation projects can lead to costly mistakes. One example is the poorly translated catchphrase for HSBC bank in 2009, which cost the company $10 million.

As such, organizations are well advised to ensure that their translation projects go through the process of quality assurance in order to enable them to penetrate markets more effectively, not cause harm or offense to their target market, and of course, avoid costly and extremely expensive losses that can result in an organization losing face.

Two Major Types of QA

There are two major types of quality assurance: linguistic and technical. We explore each one in more depth below.

Linguistic
Linguistic quality assurance is performed by a native-speaking third party, usually at the end of the translation and localization project.

This means that costly mistakes can be avoided, grammar, misspelled words, and typos are fixed, sentence structure is accurate, there is consistency in the usage of frequently used, complex terms, and dates are in the right format, and general cultural nuances are taken into account.

This process can be quite time-consuming but it's essential to include it as part of your translation project because the ramifications of not doing so can be severe.

Technical
Technical quality assurance, on the other hand, is the process of using QA software or tools to catch any mistakes in a translation and localization project.

There are numerous benefits to this, including the fact that the use of software can be much quicker to use and it can also be implemented at various stages of the project.

However, it's ideal to combine it with the human touch because translation software tools have not yet been developed for 100% accuracy.

What to Look out for When Doing QA in Korean?

When doing QA for Korean, certain complexities arise. This is especially the case when translating English to Korean or Korean to English. Some of the most frequent examples of cases where (relatively) minor but important mistakes occur in such translation projects include:

1. **Misuse of capitalization:** anyone who has looked at the Korean alphabet will quickly realize that the language does not consist of capital and lower-case letters. Instead, there is only one type of character size. And it doesn't matter whether it's used at the beginning of a sentence or to signal a person's name - there is no capitalization of words in Korean at all.

   This can be tricky for those translating from Korean to English because English, on the other hand, is full of capitalization, which is not only used at the beginning of every sentence but also to indicate a wide array of proper nouns.

2. **No differentiation between the singular and plural:** this is another specific feature of the Korean language. It does not differentiate between singular and plural nouns or objects. As such, English-to-Korean translations can at times be hard to perform because there are limited identifying features for showing that a word is in the plural form in Korean.

3. **No differentiation between tenses:** a further interesting feature of translations to and from Korean that quality assurance must take into account is the fact that Korean does not differentiate between the past and present tense. This can be quite tricky to convey, especially in translations from English to Korean, and as such, is another area where QA for Korean is essential.

4. **Expressing names:** a further peculiarity in the Korean language, and also a major aspect of Asian culture, is the fact that surnames are placed before first names. This may be a simple mistake for a QA linguist to pick up on but it is an essential one because not doing so can risk alienating a target audience.
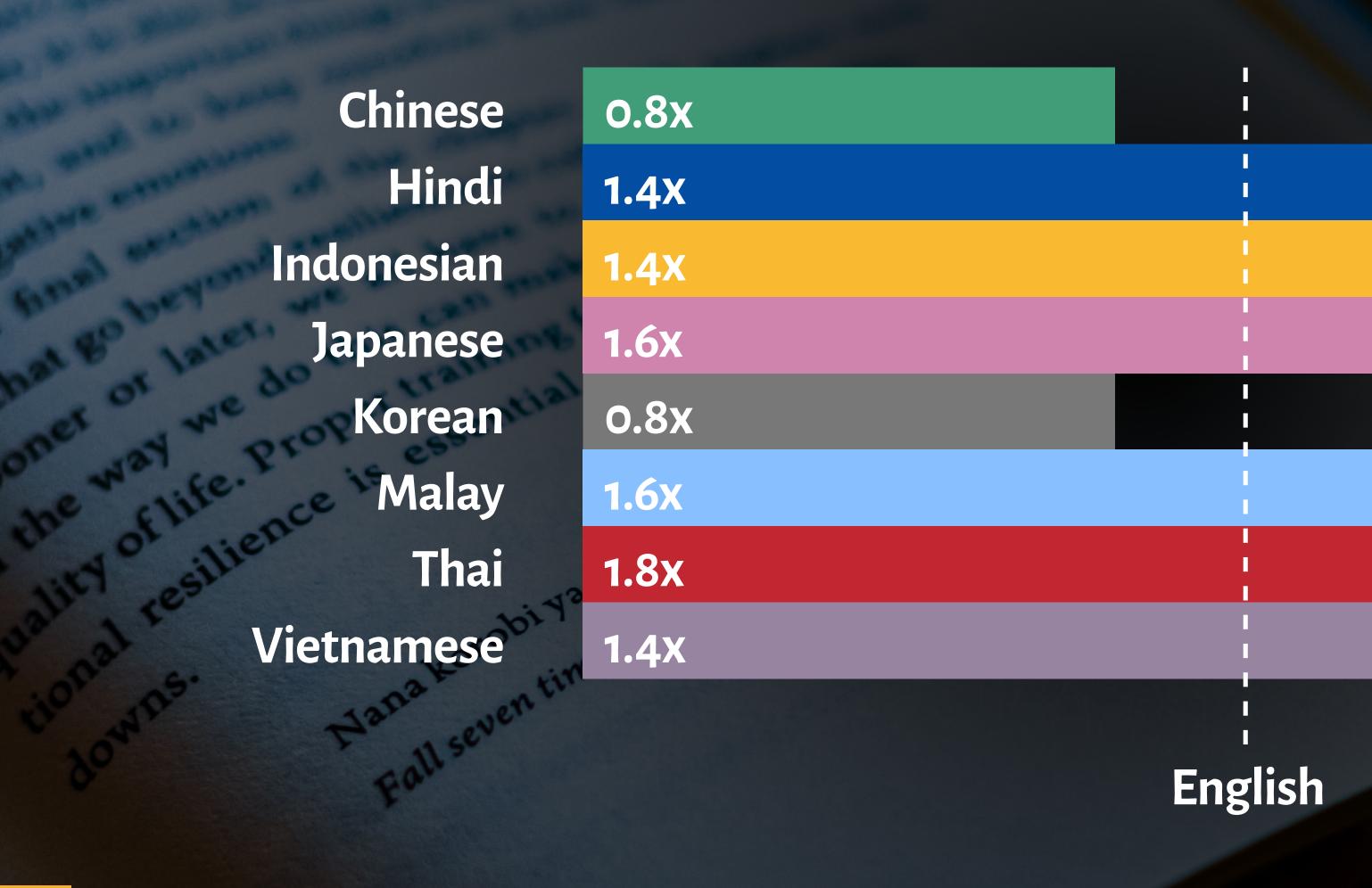
Although there are numerous other instances and peculiarities of the Korean language, it is essential for translations from and to Korean to undergo quality assurance checks because minor details like these can add up to quite large errors that can easily cause offense, misunderstanding, and ultimately, loss of market share

Linguistic Quality Assurance for Korean

From the above, it should be evident by now that linguistic quality assurance or QA for Korean is a must. When project managers work on a translation and localization project, they need to implement quality check steps along the way.

This is one way of ensuring that errors are caught before publication or distribution to the wider public or for internal organizational use. As such, QA for Korean, whether checked by a third party or a software tool, should be an essential part of your translation and localization aims.

Changes in Text Size in English to Asian Languages Translation

Language	Size
Chinese	**0.8x**
Hindi	**1.4x**
Indonesian	**1.4x**
Japanese	**1.6x**
Korean	**0.8x**
Malay	**1.6x**
Thai	**1.8x**
Vietnamese	**1.4x**

English

One of the challenges that DTP professionals face is ensuring that the **text size** and **layout** of a document remain **consistent** after translation. This is because when text is translated from one language to another, the size of the text can change, which can affect the layout and design of the document and leads to several formatting issues. Here are some examples of Asian language text compared to English as the base.

As you can see, while **Chinese** and **Korean** text size could **shrink** a little bit, in general, **most Asian languages** will lead to an **increase** in size.

PROS OF OUTSOURCING TRANSLATION SERVICES FOR ASIAN LANGUAGES

Desi Tzoneva
Content Writer

Outsourcing translation as opposed to having it done in-house comes with a wide range of benefits. Not only can it be more affordable but the quality of the translation is also guaranteed, whilst taking cultural factors into account. In our globalized world of shrinking borders, many companies are beginning to offer their products and services to new markets. Entering a new market, while exciting and potentially highly profitable, should be done with cultural sensitivity and accuracy in order not to offend and thereby alienate your target audience.

Hence, it's crucial that every word that you have prepared in a source language is accurately translated and localized for the intended market. This means relying on an outsourcing company for your translation and localization needs. But what goes into outsourcing translation and what is the relevance of taking cultural factors into account? We explore the answers to these questions in more detail below.

What Does It Mean to Outsource Translation?

Outsourcing translation means that all your translation needs and documents are sent to an outsourcing company that deals with translation and localization. This is so that your documents can be converted into the target language in the best way possible whilst ensuring high and accurate quality output. However, with all the technological advancements that are taking place in our day and age, outsourcing translation should have the human touch so that you avoid certain errors. Some of these errors, which can affect the quality of the final project, may include but are not limited to:
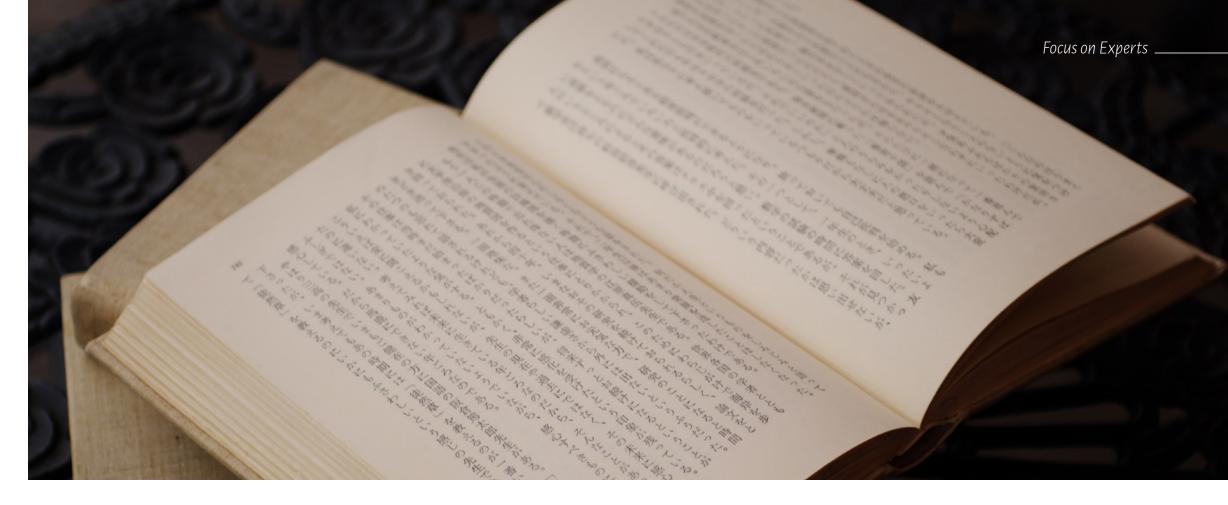
· Having incorrect autogenerated text that makes no logical sense;

· Using translators who are not native speakers;

· Not paying attention to the nuances of the messaging behind the content;

· Not having a review process for the translation to assure of its quality;

· Not having a quality control process in place;

· Using translators who are not certified and who therefore cannot guarantee the quality of the final project; and

· No insurance protection in the event of errors arising and time being lost in the project.

When these errors and precautions are not taken, you can have outsourced translation services that are of poor quality. However, when an outsourcing company offers a legitimate list of benefits and protections, this is when outsourcing translation can yield impressive results.

Factors Involved in Outsourcing Translation

If you are ready to outsource translation services, you should know what goes into the process. For starters, you should look out for translation companies that use professional translators who are native speakers. These translators should, in turn, possess the relevant certifications and credentials, as well as have the necessary years of professional experience to ensure high-quality output.

Once the translators have been taken care of, you also need to look at the processes that go into a professional translation when outsourcing translation. These processes include having quality checks in place as well as second and even third-party reviews of the project. Project managers should lead each translation project for a smoother flow, and in addition to this, translators with highly specialized knowledge should be matched to the appropriate project, too.

The purpose of all this is to ensure that there are no discrepancies between the original text and the translation, no typos or spelling mistakes, no phrasing mistakes that a native speaker would typically not make, and worse — errors in technical or legal details as well as cultural insensitivity to the audience in the target market.

What Are the Pros and Major Reasons to Outsource Translation?

Outsourcing a translation, as opposed to having it done in-house, comes with a range of benefits. Not least of which is that it's more affordable. Even if you have a team of in-house translators, you could end up paying several times more for their services than those of an outsourced translation company. This is because outsourcing a translation generally means that you pay for a particular word count. In-house translators get a monthly fee for their services, but this doesn't guarantee that they have the necessary expertise to carry out the translation project. Mistakes can easily crop up and can be more costly to fix over the long term.

Furthermore, if you are translating into multiple languages, the chances are that your in-house translators are neither thoroughly familiar with each of the language requirements you need nor are they going to have the cultural sensitivity required to embark on a high-quality translation and localization service.

And lastly, when it comes to affordability, you'll need to consider hiring a project manager, which will incur additional costs. On the contrary, when outsourcing a translation, the entire team of individuals required to make a translation project perfect is at your disposal for a fixed price. You don't have to worry about retaining them over the long term. This is because they work on a project-by-project basis.

Another important consideration and major reason why you should consider outsourcing translations is that relying on an external translation company to take care of your translations is much more efficient. Outsourced translation services have procedures, systems, and processes in place already. This means they are ready for any incoming translation project and all that it takes is setting out your goals, and specifying your requirements,

and the team is ready to get to work. The workload will be streamlined and distributed in the best way possible, meaning that your translation project is going to be completed much faster than an in-house team could finalize it.

Thirdly, quality is guaranteed. This is because outsourced translation services guarantee levels of consistency in the translations because they work with the same individuals. In addition, they have technological "memory" and software tools to check, double- and triple-check the output, which guarantees much better results in terms of quality. Proofreading is also a service that is added to the final price as a quality guarantee.

Lastly, there is the issue of cultural sensitivity involved when outsourcing translation. And this is a crucial part of the translation process. If the translators involved in the project do not have the cultural awareness or sensitivity when translating, a business, company, organization, or an individual who has requested the translation will merely have a string of meaningless words or worse, words that can cause insult and even offend the target market without intending to do so.

How Important is Cultural Adaptation and Why Can It Be Crucial for Your Business?

Overall, cultural adaptation is crucial when you want to outsource translation services because any cultural insensitivity can result in a loss of business, loss of reputation, and ultimately lead to costly financial losses.

But what does cultural adaptation mean in the context of outsourcing translation? In the Asian continent, it means being aware of the need to save face and respect people's dignity, characters, and personalities. It also means being aware of the concept of family and hierarchical and honorific societal requirements that are usually never put down on paper but are socially and culturally recognized by vast portions of the population. Other smaller, yet significant details to consider when adapting a text culturally include the meaning behind colors used, the use of idioms or uncommon figures of speech, jargon and slang, humor (which can be translated with great difficulty), socially sensitive/taboo topics, offensive content, and even text layout and font sizes and types.

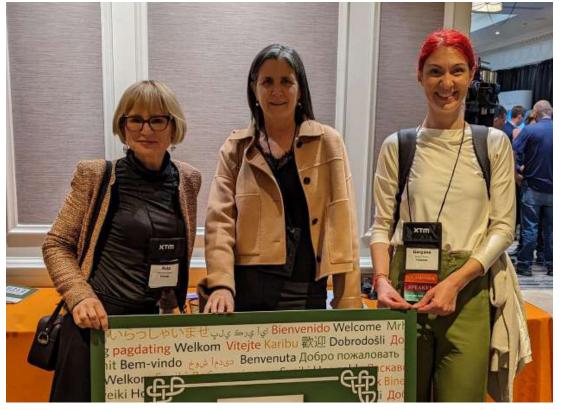## Why Should You Opt for Outsourcing Translations?

Outsourcing translations come with a number of perks, not least of which is that the intended message will be conveyed accurately to the target audience. However, it also guarantees consistency with the original style and even the primary author's tone of voice. It must be remembered that when you choose to outsource translation services, you'll not be getting a word-for-word translation, but rather, a new text that is culturally sensitive and well adapted to the unique societal needs of the target audience. All this combined together should produce the same emotional effect as the source text, which is culturally adapted to the unique local social groups. Overall, outsourcing translations is a big plus for any organization and should seriously be considered for its cost-effectiveness, efficiency, and high-quality outputs.

<div style="border:1px solid red; text-align:center;">

Contact us!

</div>

*Gergana Toleva, Margarita García, and Toby Partington on the topic of **Vendor Management from a Vendor's Perspective** during the GALA 2023 in Dublin.*

Gergana with Asta Rusakeviciene (Diskusija), Christina Leoussi (ORCO), and Isabella Massardo (GALA)

AGILE LOCALIZATION FOR CHINESE SOFTWARE DEVELOPMENT

Desi Tzoneva
Content Writer

Agile localization has steadily come to the fore in the field of software development in recent times and is likely to see increased prominence going forward, especially with Chinese localization. But before we can speak about agile localization, it's essential to take a look at agile software development and where it comes from.

Sources indicate that the form of development started coming to the fore as recently as 2001. Over the past decade and a bit, it's developed and been refined even deeper to bring more value to software development projects. It comes as an extension or an alternative to the waterfall development model and is quickly gaining traction.

So, what is it and how does agile localization specifically fit into the field of Chinese localization?
Let's take a closer look.

What Are the Waterfall and Agile Models in Software Development?

Before we get started, it's important to take a quick look at what software development is and what it consists of. As the name implies, it is the development of applications or software platforms that have primarily commercial aims. Such apps or software, once developed, can help automate and streamline business processes and lead to improved efficiencies and productivity.

But in order to develop any sort of software, certain processes are followed to reach the end result of the project. In essence, these can be broadly spilt up along the lines of the waterfall model and the agile model. Let's explore each one in more detail below.
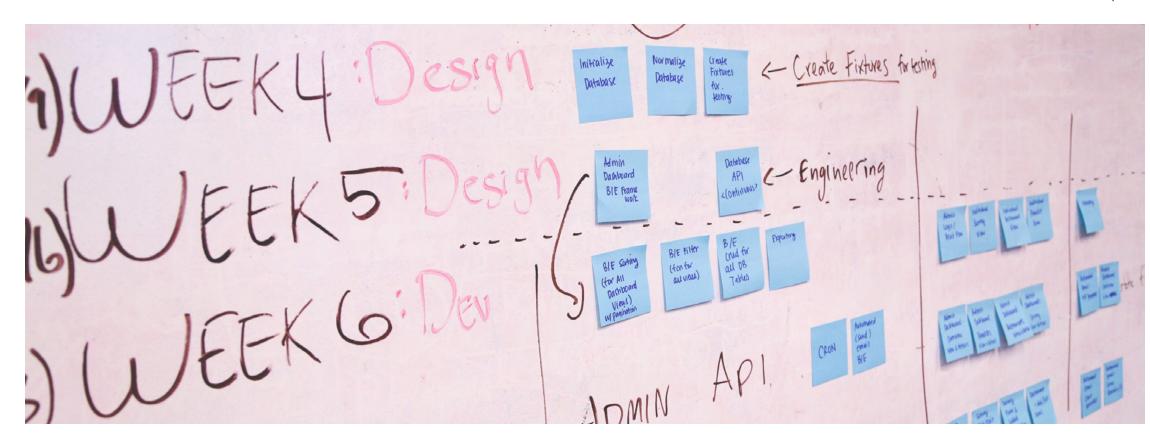
The Waterfall Model
The waterfall software development model is a representation of the more traditional approach in terms of the way things were done. The process would start with the relevant teams gathering all the documentation and requirements from their client. The next phase would be to design the software, followed by coding and performing unit tests.

After this, system testing would be undertaken and then user acceptance testing. After such testing, any issues that could potentially have arisen would be fixed and addressed, and the finished product would be delivered.

Although it has its place in software development, the waterfall model is quite linear and can result in issues such as limited cross-team interactions, waiting right until the end for the client to see the finished product without requiring their input (except at the outset of the process), and other limiting factors.

As such, tweaks to the performance of the software would be made right at the end and sometimes, larger changes would mean that the project may have to be initiated from the start.

As a result of this, and the time delays that such situations have the potential of causing, the agile model was developed.

The Agile Model
Agile development or agile software development arose out of the waterfall model and in very brief terms, it changed the process and model of structuring a project from start to finish. Because there are numerous interdisciplinary teams involved in any software development project, their time is optimized.

How? Because they're able to focus on previously decided-upon tasks and outcomes and when done, focus their efforts on something else. In addition, clients are able to provide their input at various stages of the project instead of right at the end.

This, in essence, means that they have greater input into the final outcome and the finished product will be to their satisfaction without wasting time and resources in terms of starting the process again in the event that revisions are needed.

Another aspect of agile software development, as presented in the agile manifesto, is the concept of "sprints". Here, outcome-based tasks are defined and teams are allocated certain periods of time (usually several weeks or months) to deliver these outcomes. If any refinement is necessary during this process of "sprints", the outcomes would be reevaluated and changed and the various teams would all be on the same page and proceed to carry out their work.

How Does Agile Localization Work?
Now that the basic idea of agile software development has been outlined, it's important to look at another important aspect of the process – namely, agile localization.

In the world of software where code is utilized by experienced specialists, this code needs to be translated and localized for the various target markets where the software will be released.

This means that a US company creating software for the Chinese market will need to address issues related to Chinese localization during its agile localization process.

In practice, what this refers to is the concept of "string freezing". In the agile model, code is written and immediately sent to translators and localization experts. Once the translation and localization are approved and finalized, these will be sent back to the coders who will then "freeze" the relevant string.

This string of code and its translated and localized version will remain untouched while the specialists continue working on the rest of the coding for the project. In a sequential manner, code and its translated versions are ultimately brought back to the "database" of code,

frozen so that it remains fixed, and the next piece of code goes through the same process.

This is a highly effective way of ensuring that code development is continuously built upon, rather than waiting for the final product to be ready for release and only then for the client to realize that changes are required and for the process to start from the beginning once again. This wastes considerable time and resources and that's why agile localization is so important.

Why Is Agile Localization Needed?

Apart from saving considerable time and resources, agile localization also enables cross-functional teams to optimize their performance. But it goes beyond this as well.

The reason for this is that localization in terms of agile software development enables the client to penetrate new markets in a much more focused and streamlined manner.

For example, a Western client seeking to enter the Chinese market will need to localize their content, which will start out through the code that's developed, prior to releasing it to their chosen market. We explore some of the important factors involved in Chinese localization in the context of agile below.

Factors to Consider When Doing Chinese Localization

The Chinese market is one of the biggest middle-class consumer markets in the world. The massive Chinese population and the country's fast economic growth mean that there is excellent potential for companies to take advantage of opportunities to penetrate a market with high levels of literacy, technological advancement, and purchasing power.

But Chinese localization is not as simple as taking a text from a target language and translating it into Chinese. Important factors should be considered regarding the country's cultural and linguistic makeup, which can drive localization issues. Some of these factors include:
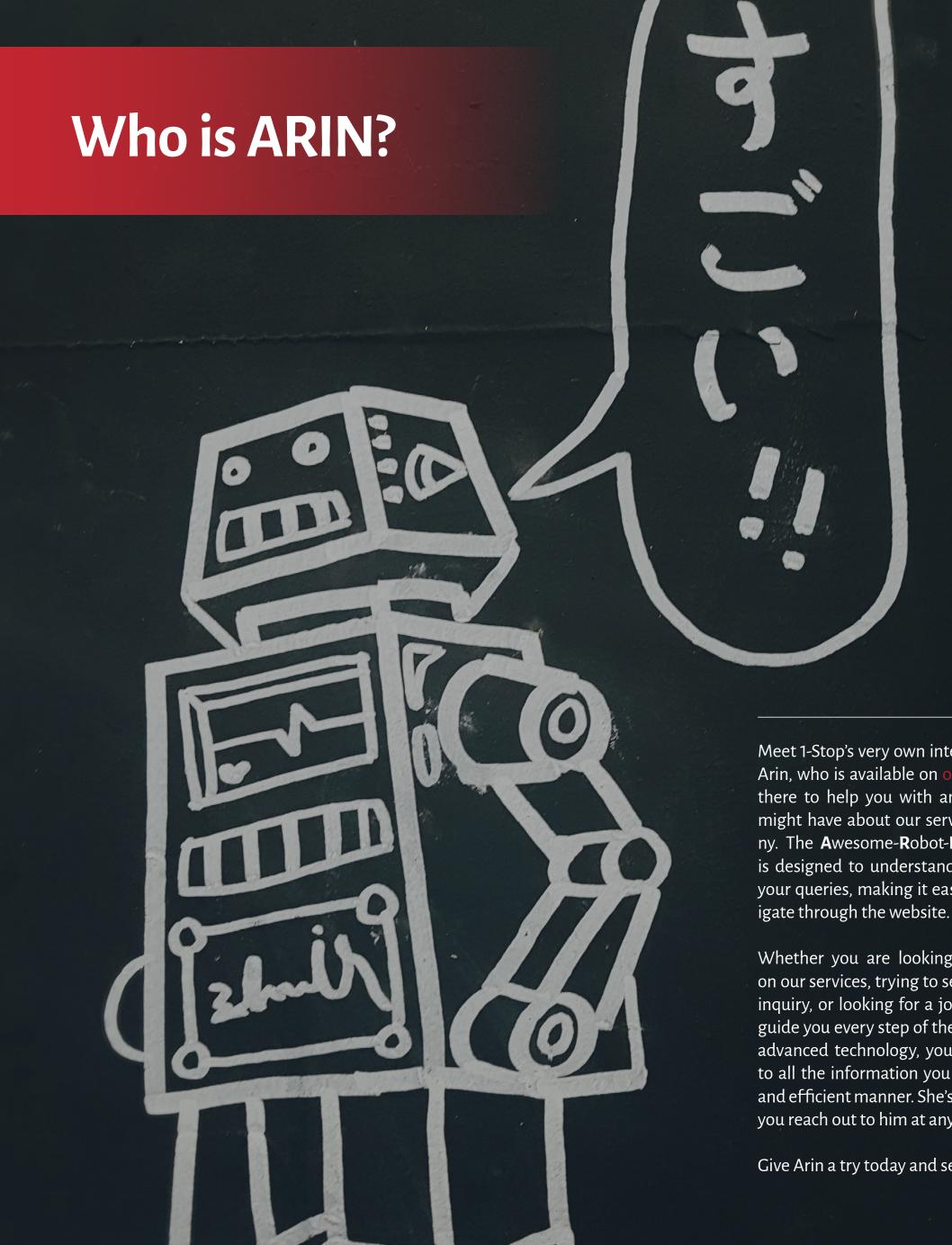
· The multiple dialects spoken within the country

· The different writing systems (Simplified Chinese vs Traditional Chinese)

· The prominence of certain consumer forums that are used by Chinese consumers to make purchasing decisions

· The target audience's levels of technological literacy

· Different regions within China and their distinct preferences

· The ability of a foreign company to adjust its product offering to the Chinese market while ensuring it remains true to its overall brand identity

· And numerous others.

Which Approach Should You Take?

The waterfall model in software development certainly has a number of benefits and it is unlikely to fall out of use anytime soon. However, with the agile model, more efficiencies can be introduced and processes for software development can be streamlined for greater market responsiveness, lower costs, and fast implementation.

Whichever model you choose to consider, when entering the Chinese market, it's vital to apply Chinese localization practices during your software development processes. This practice will ensure that you enter the market much more strategically and effectively, with a much higher potential for success.

Who is ARIN?

Meet 1-Stop's very own intelligent assistant, Arin, who is available on our website and is there to help you with any questions you might have about our services and company. The **A**wesome-**R**obot-**I**nsight-**N**avigator is designed to understand and respond to your queries, making it easy for you to navigate through the website.

Whether you are looking for information on our services, trying to send us a business inquiry, or looking for a job, Arin is here to guide you every step of the way. With Arin's advanced technology, you will have access to all the information you need in a timely and efficient manner. She's available 24/7, so you reach out to him at any time.

Give Arin a try today and see for yourself!

coLABoratory

LOCALIZATION INDUSTRY: IS PERCEPTION THE ONLY PROBLEM WE HAVE?

Diego Cresceri
CEO Founder & CEO
at Creative Words

Why should I hire a professional translator if I can use Google Translate? So translating is really a job? What do you exactly mean by "I translate"? You translate books?

If you have ever been asked these questions, you are not alone.

I was 18 when I first realized there's a big perception problem in relation to the language industry. I was talking to a friend, who asked me what I was going to university. He told me he wanted to become an engineer and when I told him I wanted to be a translator, he asked me with contempt "Is it like a cutting and sewing course?". He now works as a frontdesk employee at a bank, working long hours and commuting 2+ hours every day. I own and run two companies, work 4 days a week and enjoy it beyond words.

Often times we have been told it's us, the translation service providers (this includes freelancers) who need to "educate the customer" and consult them on the importance of translation quality to reach global markets. I don't think this is enough.

It's no secret we are experiencing a big talent crunch in our industry. Students are enrolling in more "promising" programmes, such as STEM, and language translation courses see a huge drop in students (-20% in most countries).

If translation is seen as a dying business, with the haunt of machines replacing what we have been doing for centuries, it comes with no surprise that parents (and students) don't see why they should enroll in a program

to learn a profession that will not be there pretty soon. Particularly in countries where education is expensive.

There are exceptions, and some universities don't experience the same drop in students. Not surprisingly, the same universities where the numbers are not dropping are the ones who better prepare the students for the "real world".

I was recently invited to join an expert group at the European Commission in Brussels about how to fix the way translation is perceived on a global level, and had interesting roundtables and *brainwriting* (did not know this technique, find more here). The activity was aimed at finding ways to reach all stakeholders that are able to influence career decisions. This includes parents, career advisors at highschool and, of course, the students themselves.

While we definitely can (and must) talk with them, explain what we do and show the bright side of our job, show success stories, explain why technology is not going to replace human translators, I think there's another problem with need to recognize and address.

Many translation programmes at universities, even at a master's degree level, fail to be attractive and efficient

enough. They fail to teach the basics of our job, give a complete vision on all the roles in our industry, not to mention all the soft skills that everyone, in every profession, needs to develop to be successful.

This is not a European problem at all. I was listening to a podcast by Global Ambitions, and US market seems to have the very same problems. The very same perception problem.

To use the words of **Jon Ritzdorf, Sr.** Manager of Global Content Solutions at Procore and Adjunct Professor at Middlebury Institute of International Studies:

"So what programs need to do, and what MIIS is even looking at is we're trying to find a way to still keep this education alive. But the idea is we need to start finding a way to create a funnel to bring students in who are interested in language, culture, they just enjoy international and travel, and find a way to get them into a stream where they learn the work skills, they need to be able to take those language jobs.

So instead of T&I*, one of my biggest arguments has been so far, like, if we keep on calling it translation and interpretation, we're going to fail.

Because when my Gen Z children hear the word translation, their first thing in their mind is that's already handled by this thing called Google Translate. Right? That is their mental state. I'm not

saying they're right. I'm just saying that is their mental state."

I do agree with Jon's words completely. It resonates with a comment I made during our meeting in Brussels: Should we only talk about "translation" or do a better job in exposing the plethora of roles our industry has to offer? Will we ever be able to eradicate the idea that "translation can be done by machine"? And, isn't it really like this?

As the owner of a company who has relationships with different universities, I am happy to see that there are universities that are still able to attract a big number of students. With a few, virtuous exceptions, all belong to the EMT (European Master in Translation). The EMT is "a network of MA programmes in translation to improve the quality of training and to help young graduates to integrate smoothly in the translation job market".

I was myself not aware of this network. What I was also not aware of is that in 2022, they created a competence framework that also works as the basis for admission of academic institutions into their network.

The framework, which can be found here, defines the basic competences that translators need to work successfully in today's market, splitting them into 5 categories, i.e:

· Language and Culture

· Translation

> *It's no secret we are experiencing a big talent crunch in our industry. Students are enrolling in more "promising" programmes, such as STEM, and language translation courses see a huge drop in students (-20% in most countries).*

- · Technology
- · Personal and Interpersonal
- · Service Provision

In total, it includes 36 competences and skills.

While this is an institutional document which is not as *live* as I would like, I think it can serve as a reference for many academic institutions to better prepare our students to the *real* world, and I wish many more institutions, if not adhere to the EMT framework, will start to abide by its guidelines.

As I was told many times, and I came to believe myself, there's however a shared responsibility of industry players in educating the talents we all need to better serve our customers.

To conclude, far from thinking this article is exhaustive enough, we all need to tackle the perception problem that discourages students from enrolling in translation programs, leading to a talent crunch. To me, the perception that machines can replace human translators and the failure of universities to attract students with their outdated curricula are the primary causes of this problem.

To address this issue, translation professionals in the whole supply chain should promote the diversity of roles in the industry and better educate students on the competencies required to be a successful translator. Universities must update their curricula to reflect the current market's demands and the competencies required for a career in translation.

Finally, a competence framework needs to be adopted by academic institutions as a reference to develop updated curricula that reflect the requirements of the language industry.

This is only possible by keeping an open communication channel between all stakeholders, including associations, buyers, LSPs, freelancers, and academia.

Will we be able to make it, or will we condemn out industry to a stall and blame technology, once again?

GALA SPECIAL INTEREST GROUPS

Creating Communities and Driving Professionalism

Allison Ferch

Executive Director at GALA

Allison is GALA's Executive Director. Over the past 12 years she has served GALA in several roles and provided leadership for many of the association's programs and activities. As Executive Director, she leads operations at GALA and is responsible for the growth of the association, its financial stability, and for the expansion and delivery of member value. Allison has an undergraduate degree in Biological Anthropology and a Master's degree in Library and Information Science. A lifelong athlete and a lifelong learner, she enjoys reading, crafting, and all kinds of sports and athletic endeavors.

Alicia Deadrick

Membership & Engagement Manager at GALA

Alicia has been helping members make the most of their GALA experience since 2016. From hosting orientations to serving as the program manager for SIGs and Global Talent, her goal is to help you find a place with GALA. A language industry veteran, she spent five years in project management at an LSC. Alicia has a master's in Ancient History, with a specialization in Greco-Roman cultural history and magic. She enjoys learning, traveling, a good story, and taking her two old dogs on adventures.

The Globalization and Localization Association (GALA) has been serving and supporting professionals and companies in the global language services sector for over 20 years. As an international nonprofit organization, GALA's mission is to support its members and the language industry by creating communities, championing standards, sharing knowledge, and advancing technology. This article will highlight the benefits of professional communities and describe the ways that GALA creates and builds communities through its Special Interest Groups (SIG) program.

The Value of Professional Communities

GALA SIGs have become a valuable benefit of GALA membership and an important vehicle for collaboration, knowledge sharing, leadership development, and networking. SIGs have significant professional value for both the individuals and the organizations that participate in them as well as the profession that they represent.

SIGs offer educational resources and training opportunities for their participants. Many of GALA's SIGs feature expert presentations or workshop-style events that help members stay up to date with the latest industry developments. SIG members share resources with one another via online discussion boards and share lessons learned through their experiences. Rather than reinventing the wheel, SIG members can turn to the group for support in working through common challenges and can share knowledge, experience, and best practices with others in turn. This helps members stay informed about the latest trends and issues.

SIGs also enable networking, providing opportunities to connect with like-minded professionals who share a common interest or challenge. These connections forged through SIG participation can lead to valuable collaborations, partnerships, and career opportunities.

Leadership opportunities are another benefit of SIG participation. Volunteer leaders grow their skills in moderation and facilitation, project management, liaising with GALA leadership, and developing the strategic direction for the group. This helps individuals grow their leadership skills and professional credentials, while providing GALA with important volunteer leadership.

GALA Special Interest Groups

Launching with just one group in 2016, GALA SIGs have grown into one of the association's most engaging and popular programs. Today, GALA boasts five regular SIGs and two ad hoc groups.

Regular SIGs

Inclusive Language and Terminology SIG

The Inclusive Language and Terminology SIG explores developing linguistic considerations relating to diversity, equity, and inclusion. The group explores different themes, including implementing inclusive language initiatives, technical updates to terminology, and global linguistic developments.

Inclusive language as a topic in business has been gaining momentum around the globe because it acknowledges and respects the diversity of individuals and communities – a commitment which many businesses and organizations are endeavoring to follow through on. It creates a positive perception of individuals and organizations by showing that they are open-minded and welcome diversity. This can lead to increased trust and loyalty from customers, clients, and employees, which are all compelling reasons for businesses to care about it.

GALA's Inclusive Language and Terminology SIG is exploring different facets of the topic including training MT tools with inclusive language terminology, best practices for developing inclusive language guidelines, and gaining executive support for inclusive language initiatives. The SIG meets online bimonthly.

Interpreting SIG

Interpreting services and technologies have seen rapid growth in recent years and interest has grown steadily since GALA first began addressing this market segment several years ago. GALA's Interpreting SIG works to identify the unique issues, needs, and challenges in the interpreting and technologies segment and explores collaborative solutions to advance the interpreting sector.

Driven by advances in machine learning, natural language processing, and speech recognition, interpreting technologies have evolved and improved rapidly and companies operating in this segment or wishing to launch interpreting services have a lot to learn and keep up with.

Remote interpreting specifically has grown tremendously in the last 3 years, accelerated by the COVID-19 pandemic. Enterprises, health care providers, schools, and others have adopted technologies such as videoconferencing with remote simultaneous interpreting (RSI) support. Interpreters are now able to work from anywhere in the world and provide interpreting services in real-time, without the need for in-person contact. There has also been an increase in the number of online platforms that offer interpreting services, making interpreting more accessible and affordable.

GALA's Interpreting SIG enables its members to keep track of all these changes to procedures and technologies and provides a platform for discussing challenges and best practices. The group is exploring the new requirements and challenges in the sector including those around live events, e-learning, on-demand services, enterprise interpreting, ISO certifications, and more. The SIG meets online monthly.

Quality Management

The Quality Management SIG introduces the concept of smart linguistic quality management that is scalable, efficient, user-centric, and data-driven. It is a project-oriented group that discusses the adoption of flexible frameworks and best practices in the industry. They are building towards developing a quality management framework to publish with GALA.

Translation quality management (TQM) is a critical topic to GALA members, and it is often said that there as many approaches to TQM as there are companies doing it! TQM ensures that translated content is accurate, useful for its intended purpose, and consistent. It also helps build efficiencies and can help identify problem areas in processes and workflows which can help companies reduce costs.

Quality management can also be a critical component in highly regulated industries and is an important part of ensuring compliance with relevant regulations and standards. This is especially important for industries such as healthcare, legal, and financial services.

GALA's Quality Management SIG is launching in Q2 2023 after organizing a successful four-part GALA Academy course on the subject. They will be meeting monthly.

Audiovisual Localization SIG

There is little doubt that audiovisual localization, i.e., localization of timed content, is one of the fastest growing and technologically interesting parts of the global language industry. This SIG is focused on demystifying audiovisual localization, providing a forum for questions and concerns, and trying to keep up with the ever-increasing rate of technological change.

Audiovisual localization focuses on adapting audiovisual content, such as films, TV shows, video games, and other multimedia content. This can involve translating dialogue, voice-over, captions, and subtitles, and adapting

the content to suit cultural and linguistic differences. It is heavily reliant on technology and requires different skillsets than text-based translation does.

GALA's Audiovisual Localization SIG is focusing on several key components of this specialty including issues of accessibility, technologies used, delivery options, and training and skill-building. The SIG meets online monthly.

Client SIG

The Client SIG is GALA's first and oldest SIG, formed in 2016. This group connects professionals employed on buy-side localization teams to discuss the unique considerations of managing localization, globalization, internationalization, and translation departments within larger organizations. Discussion topics change monthly and may include internal evangelization, process innovation, technology implementation, resource coordination, and more.

Buy-side professionals, or those that work at organizations and enterprises whose main business is not translation, comprise approximately 15% of GALA's membership. They face unique challenges and often feel quite siloed and even misunderstood at their companies. GALA's Client SIG is a lifeline for them – a way to meet with other professionals who face similar challenges and conditions – where they can share knowledge and experience and learn from others.

The Client SIG is open to only buy-side, or client members. They meet online monthly.

Ad Hoc SIGs

MTPE Training SIG

GALA's MTPE Training SIG operated as a time-limited, collaborative community project and is now in its second phase, meeting only occasionally. Through monthly teleconferences, offline work, and a dedicated steering committee, the SIG developed a set of best practices for training professionals who conduct post-editing activities. The SIG will now focus on disseminating and sharing the group's work.

A remarkable feature of the MTPE Training SIG was its interdisciplinary nature. It had participants from academia, the buy-side, and the service provider side who all contributed to the conversation and the vast project notebook. The SIG will continue to meet online quarterly.

Global Talent SIG

GALA's Global Talent SIG creates an international platform to bring together stakeholders in academia and the global language industry to address the dual challenges of attracting talent to the sector and preparing new professionals for the realities and requirements of the profession.

With change happening at a rapid pace in language services and technologies, many university programs have failed to keep up. Furthermore, data tells us that enrollment in traditional translation and interpreting programs is on the decline. Where will this fascinating and complex industry find new talent? And how will it prepare them to succeed? These are the key questions addressed by this SIG.

Activities include stakeholder meetings, mapping career pathways, evangelizing to secondary and university students, and providing mentorship to new professionals. The SIG meets on an ad hoc basis.

Conclusion

Special Interest Groups are one of the best ways that GALA builds professional communities. By creating SIGs with topics identified and chosen by members, GALA ensures that it is focused on timely and relevant challenges. The groups provide opportunities for networking, professional development, leadership development, and collaboration. These are all important elements of growing professionalism and advancing the industry as a whole, but behind are hundreds of individuals who benefit individually from their participation and engagement. It's a win-win arrangement.

GALA looks forward to continuing to grow its SIG program and engaging more members and volunteer leaders. To learn more about GALA's SIGs, visit this page.

For more information you can check out GALA's official website.

Check out now!

Focus Exec

10-12 May
Bled, Slovenia

1-StopAsia is pleased to announce that our Chief Operating Officer Yana Dinchiyska will be attending the ELIA Execs 2023 conference in Bled, Slovenia. The event, which will take place in May 2023, promises to be a one-of-a-kind gathering of language industry executives, providing a platform for meaningful networking and business growth.

We are thrilled to have Yana representing 1-StopAsia at this exciting event, where she will have the opportunity to learn about the latest trends and techniques in the industry, exchange ideas, and share valuable insights with industry peers.

Yana Dinchiyska

My expectations for the event are that we will *brainstorm together* with other peers from the industry and *exchange ideas* for maintaining a successful business model for significant moments in each company's lifetime in the light of the new normal.

WESTERN CHALLENGES FOR ADAPTING TO ASIAN CULTURES

A bit of a background to start the conversation...

Ricard Sierra

CEO at Kobalt Languages

From the very beginning, we decided at Kobalt that we wanted to be a one-stop solution for any language-related needs our clients might have. But we knew that with that statement came great responsibility as well. We would become the language and culture experts for our clients, their guiding light into the unknown of foreign markets and cultures. They would put all their hopes in us, trusting us for sailing the sometimes treacherous waters of international commerce and global communication.

Being based in Barcelona, we were fully aware that the challenge would grow bigger the further apart we would travel from the shores of our Mediterranean home. Sure there are cultural differences between Spain and Italy, or France or the UK and their way of communicating with customers and stakeholders are really different in every country. But the challenges grew exponentially the moment we set our sights on Asia.

The Reflections of a Western Company Expanding to Asian Languages

From a Western perspective, Asian culture is widely unknown and even mysterious, I would say. Yes, there are worldwide phenomena such as Japanese manga or Korean audiovisual hits like *Old Boy, Parasite,* or *Squid Games.* But apart from that, the exposure we have to Asian culture is either watered down or created expressly for the western world such as the world-famous fortune cookies that come from San Francisco or the menus of our local Chinese delivery place.

For our clients, we found that cultural adaptation is vital when working on content addressed to Asian cultures. The messages that work so well for a Western audience might be completely misunderstood because their values, beliefs, traditions, and cultural and historical background are radically different from the shared values we have in Western countries.

If Previously You've Done It Yourselves, It Is Not the Case When It Comes to Asia?

The first hurdle is the writing systems for Chinese, Japanese, and Korean. They differ so much from our western alphabets that you need a specialized team to perform quality control, desktop publishing, or introduce even the slightest change. Tasks that are routine for our PMs like updating figures, changing a punctuation sign or ensuring that proper terminology has been used need to be routed to our partners to guarantee that it's done correctly.

Yes It Is Generic but "Culture" Is Something We Can't Skip

Cultural differences are huge and they are perhaps the most difficult issue to be tackled. A good localization strategist needs to be aware of those differences and create campaigns that cater to those differences. We need to be aware of the importance given to different values, traditions, politics, and so on. Our most sophisticated clients go way further and they create a special product offering to cater to the different needs and aspirations of Asian countries.

And We Haven't Even Touched Down on UX

But not only that but there's also a difference in the way things are purchased and consumed. Eastern societies are communal while Western culture is more individualistic. This has a direct impact on the localization strategy. For instance, Westerners like to travel alone or in very small groups—usually with their significant other and/or kids— while group travel is much more common in Asia.

Where We Are as a Business When It Comes to Client, Service, and the Linguists?

As an LSP, we make sure that all the stakeholders of a localization project understand all of the above and work together to deliver the best-localized content. Clients need to be informed of the changes and adaptations that need to be made to deliver their intended message in the best light possible for each specific culture. And, at the same time, all the linguists need to understand what are the core messages that need to be communicated and we count on their expertise to find the best localization strategy and avoid potential cultural pitfalls.

It Might Sound "Cheesy" but It Is the Truth

And this brings us to the last point I wanted to reflect upon, which is communication among all the stakeholders of a localization project. And it's the most important one. The real challenge for us is to communicate effectively in this fast-paced world of continuous localization across time zones, cultures, and languages. We need to ensure that the instructions for any given project are clear and that clients, the production team, linguists, the quality team, and account managers have the same info and understand it the same way. Setting clear expectations of the scope of the project and what the outcome needs to be is of paramount importance. In the same way, the flow of communication needs to be constant and in two directions so that all of us can move the needle toward the expected outcome. And all of the above should work as a well-oiled machine, right? ☺

We had a wonderful time collaborating with our friends at **Kobalt Language** and learned so much from them during our visit.

Takeaway

TAKEAWAY: A REALITY CHECK ON TECHNOLOGY

I was supposed to write about localization and how we measure it. However, just a week after the GALA conference in Dublin I somehow can't bring myself to talk about localization and metrics for it. My heart is pulling me towards one of the most popular topics in the Industry at the moment and some thoughts I have on that this year.

It's not surprising how for over 20 years we are still having one and the same headline in all our translation and localization media — technology. We all know technology is here to stay and it doesn't really matter whether we want it, like it, or doubt it, it is one of the key factors moving the industry in general and it will always be.

Gergana Toleva

Global Strategic
Development

Despite the diversity of topics presented at GALA Dublin, technology was the one common thing or should I say "word" that was part of every single presentation. This is probably a good example of how it is intertwined at every level in our industry.

One thing that stuck with me was something that Margarita Garcia shared in our presentation on Vendor management. Somehow I think it pretty much sums up the approach I believe is the right one when it comes to technology.

Breaking Down Technology for the Different Layers in Our Industry

I have this vision in my head about our industry structure being represented by an hourglass, where we start from the customers' side, go through the LSPs that work with them, to LSPs working with LSPs, and then further until we go to the thousands of freelancers that are actually the real bread and butter of the industry. And it doesn't really matter which side is up or down. It will work both ways.

Let's talk about technology

"The technology you use impresses no one. The experience you create with it is everything."

Sean Gerety

End clients

LSPs, MLVs, SLVs

LSPs with LSPs

Smaller LSPs
working with LSPs

Freelancers,
Local Vendors, LSPs

Now think about technology in a similar way and how it is applied at each layer, we see and then compare one end with the other.

Looking at the customer's side it is easy to choose and adopt technology. For every single customer, it is a matter of their own needs and preferences fit into one single and oftentimes custom solution.

LSPs working with them adjust accordingly based on their customers and adopt what suits their own convenience. Another fit-for-purpose solution that is not so difficult to adopt.

Going for the LSPs, SLVs, and MLVs working for other LSPs they are somehow expected to work with everything at the same time. They should be flexible enough and get as many LSPs onboard as they can.

Reaching the freelancers level, usually they usually have adopted one tool of their own choice at the beginning of their carrier. It is quite unlikely for them to change tools as often as technology moves and they don't. The only access they have to additional technology is if the LSPs

they are working with will provide these for them. That also requires training, right?

When Exactly Will the Latest Technology Reach Our Freelancers?

I started thinking about it about a year ago and I have this feeling that with the technology being adopted at a high pace from the customer side, the initial delivery of text into another language is now becoming a commodity and easily accessible at that. If we think about the available routes for the latest technology to reach our freelancers, there are two roads to walk:

· Customers will directly reach out to freelancers via their localization departments and manage these themselves saving cost and time;

· Customers will go via our current hourglass and we'll be sure to get the service delivered one way or another going through the whole chain.

We are already seeing a good number of large companies leveraging technology to their advantage. Experts from our industry jump over on the client's side exactly for

that purpose as well. They are skilled enough to navigate the whole machine and leverage it to fit their needs.

At the same time, this refers only to the leaders in the industry and we all know that this is only a small portion of the companies working in it. This leads me to the next side of the topic and how smaller companies still leverage human translation and its value to their own customers. I think we can surely state that there is a place for everyone under the sun and there is no room for considering advanced technology as a threat.

Human Expertise Is More Important Than Ever Before

My only experience as a translator (if I should even call it this) was more than 8 years ago and I didn't even know this industry existed then. A friend of mine asked me if I am willing to train myself in some European directives and then validate the already provided translation and recommend how it should match the European and Bulgarian legislation. For a day I was able to make a month's salary without too much effort at all.

The same is happening right now and human input has never been more important as it is here to validate the fast advancement of technology. In the end, it should be leading to less effort for humans and an excellent end product for costumes at a reduced cost and time.

The same is valid for companies with their own in-house linguistic teams and a flexible and creative approach toward meeting the customers' needs. The potential to upskill your own people has never been a bigger opportunity than it is now.

Reality Check With the Other Perspective

We shouldn't however dismiss the other perspective, where not all is as good as it sounds. There is still a huge bottleneck of technology upon technology constantly being applied at every level in the industry with so many issues not being solved and lagging behind what is described in the media. While someone is writing the next big tech article and how fast technology is advancing a vast number of people and companies shift from one CAT tool to another, one TMS to another, or just about start to automate workflows.

Why All the Talking So Far?

The main reason for touching down on this topic is because I feel responsible to do so. We are constantly seeing a wave of content created on the latest technologies, big bright futures, and new trends. However, by being so concentrated on summing up the most modern and up-to-date developments we somehow forget to actually take some time and reflect on what the current state is at every single level we are touching down in our daily routine. At the end of the day talking about day-to-day practice and sharing our true experience and solutions is going to help others much more than one more talk on the latest technologies.

Somehow I find it is our responsibility (and yes, I know I already used the word above) to create content that resembles reality and helps along the way not only for ourselves but for other professionals too. I am not sure if it will be way too bold to say that creating more content on trending topics just increases the hype but doesn't really add value to it. Offering your true experience and failures to others, on the other hand, might just give them a push towards that little detail that stopped them from adopting the latest technologies for their own reality. And this is when we will all advance at the same pace toward that bright future...

Pulse of Asia

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