



Pulse of Asia

Japan's Media Renaissance

Al-Enhanced Content Moderation in Asian Language Social Media

Asian Language Translation 101: A Starter Handbook for PMs

Understanding the Basics of CAT Grids and Why They Matter





Dear Readers,

Welcome to the latest edition of Pulse of Asia magazine – your quarterly portal to the dynamic world of Asian translation and localization. In this issue, explore four engaging sections:

"Localization Station" explores gender neutrality, Japan's media renaissance, emotional design in China, and Indonesian media localization.

"Focus on Experts" showcases insights from industry leaders, including Bhashini's efforts in Indian language unity and challenges in decoding Korean technical jargon.

"1-Stop Guides" provides practical resources, from Hindi video subtitling to mastering Korean accents.

In our **"Takeaway"** section, understand the importance of CAT grids and their significance in the localization process.

We extend our sincere thanks for your ongoing support. Enjoy the read, and may each article spark new insights and inspire your linguistic endeavors.

Warm regards,

Enitsa Koeva Global Marketing Manager & Graphic Designer



Localization Station

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Localization Station

东南王

"无过来""无地看,又我心情我。""无过来的""无过来"

ENDER NEUTRALITY IN ASIAN LANGUAGES: A LINGUISTIC ANALYSIS



As our world evolves, social forces continue to drive change. Among these is the need for inclusivity in how we address people in terms of gender. Because everyone has their own specific gender identity, "old-fashioned" gender roles are no longer sufficient.

And in languages and translation, there is an ever-rising need for gender neutral translations. However, achieving this goal can be challenging. That's because every language has specific grammatical gender structures.

Desi Tzoneva Content Writer

In this article, we explore three case studies of Japanese, Korean, and Mandarin and then share our insights into creating inclusive translations. Let's discover more!

The Challenges of Achieving Gender-**Neutral Translations in Asian Languages**

Achieving gender neutral translations in Asian languages is accompanied by several challenges. Below, we briefly explore three case studies, namely, gender neutral translations in Japanese, Korean, and Mandarin.

Japanese

Japanese is considered one of the most complex languages together with its three writing systems. What is more, there is a distinct difference in terms of how words are spoken (with inflections reserved for men and women) and how words are written.

Therefore, while adverts and written text may emerge translations arises in image and alt text translations as gender-neutral, spoken language such as in film or (image captioning), content recommendations, and video games, requires a special touch by the translator involved. What is more with Japanese is that "what would be communicated in a gesture or inflection in

other languages often has its own separate register and rules."

This means that sentence final particles (SFPs) that tend to indicate a specific gender at the end of a sentence need careful translation to ensure that a gender is either not assigned to the speaker or spoken word or that it is assigned, depending on context.

Korean

Although Korean does have a gender neutral pronoun in addition to "she" and "he"—"kyay"—it is broadly agreed that this pronoun is used by people of the same age or younger and is used in informal settings.

WithKoreanbeingastronglanguageofhonorifics, the use of "kyay" is therefore not always appropriate. Moreover, with machine translation (MT) often generating gender biased results, the challenge of gender neutral automated employment.

This gender bias in MT can be considered challenging to overcome, because of traditionally assigned gender roles that assume, for example, that a doctor is a male or a nurse is a female.

Mandarin

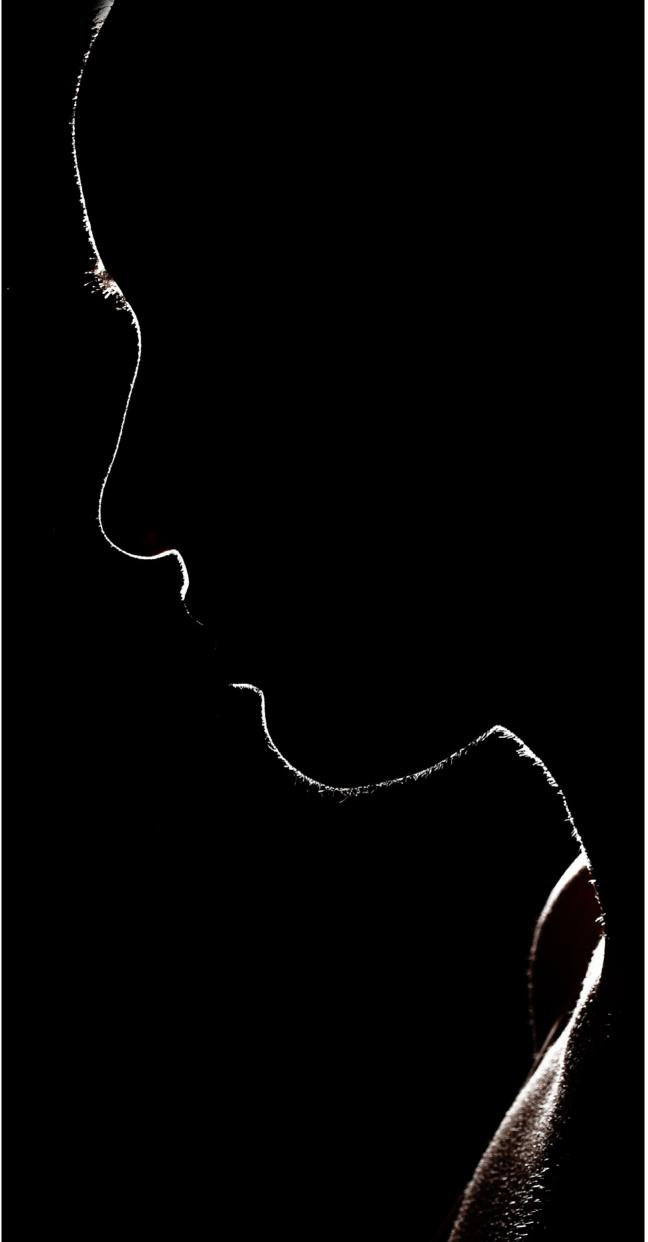
With Mandarin, it is important to note that the language does not have gender-neutral markings. What is more, gender is often inferred from context, titles, and names.

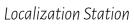
However, despite the lack of gender neutral language markings, there is a small shift towards using "Ta" and "X" to mark someone's identity as gender neutral, especially if that is how they choose to identify themselves as.

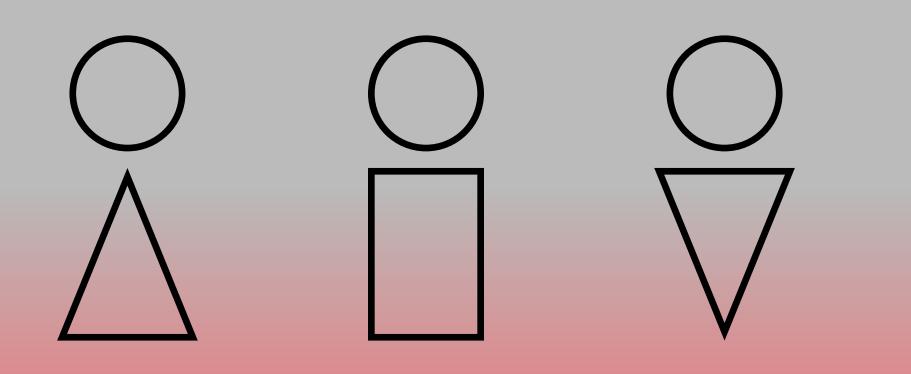
While this is still a phenomenon that's minor, it is getting traction in several online communities and forums, although when it comes to gender neutral translations, the challenge can really manifest itself because of the absence of gender-neutral markers and inferences related to gender.

What Are the Linguistic Nuances **Related to Gender?**

There are some languages—such as Turkish—where nouns are not gendered, unlike French, German, or Spanish, and others. This linguistic distinction can make gender neutral translations much more seamless. However, with Asian languages, systems of non-genderneutral markers, tone inflections, and honorifics, are







just some of the nuances that a translator must take into account when creating a translation that is inclusive.

Insights Into Creating Inclusive Translations

Despite these nuances and challenges, there are ways to create gender neutral translations that aim to be more inclusive—whether in a professional environment such as job advertisements or in more informal settings such as video games or subtitling of films. Some examples of these methods include:

- Using names or nicknames as a direct and respectful way to avoid using gender-specific pronouns
- · Using titles such as "Mr.", "Ms.", "Mrs", "Dr.", "Prof." etc., also introducing a level of politeness into the conversation
- Another strategy is to use the plural form "everyone" when dealing with a group of people or people of uncertain gender
- Using "he/she" or "they", again without specifying a specific gender
- · Addressing people by their profession or occupation, such as "student", "teacher", "senior", "master", etc.
- Using pet names for close relationships, such as "dear", "my love", "baby", etc.

When it comes to strangers, it's advisable to communicate with them by addressing their identity, for example, "dear passengers" or "may I ask you?".

Conclusion

Gender neutrality in translation can be a difficult task to achieve, particularly in some of the most prominent Asian languages. This is where translators and their computeraided tools, including machine translation, need to work together to create gender neutral translations that create a culture of inclusivity.

Although linguistically and grammatically speaking this may not always be possible, what is possible is to introduce a consciousness, mindfulness, and awareness of these challenges so that new solutions can be developed that do not encroach on people's identities or make them feel unnecessarily excluded or judged.



April 21-23, 2024 Valencia, Spain

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Gergana Toleva and Sam Hardy will be anchoring our lucky booth. Drop by to say hi, exchange ideas, and experience firsthand the innovation that's at the heart of every connection we make. Don't leave it up to chance; make booth #13 your planned destination!



APAN'S MEDIA RENAISSANCE



Desi Tzoneva

Content Writer

Japan's entertainment industry reached its heyday in the second half of the 20th century, followed by a slump as Korean media took over the continent and the world. However, Japan is once again rising as Japanese media takes to the global stage.

In fact, the number of movies released to Japanese theaters in 2022 was 1,143. Of these, more than half were domestic productions. With an affluent consumer market and rising demand for quality media and entertainment, Japan's entertainment industry is climbing to the top quickly.

In this article, we explore this nation's media comeback, expectations for the year ahead, as well as how translation and localization can help in amplifying the country's reach. Let's explore further.

Japan's Media Comeback

South Korea seems to have taken over the world with its "Hallyu" or Korean Wave, which refers to the rising popularity of its popular media industry.

This can take the form of music, television series, movies, dramas, and other forms of entertainment.

However, Japan is quickly reclaiming the spot on the global stage with Japanese media showing the world what it has to offer.

When it comes to Japan's entertainment industry, it is clear that the country is emerging as a competitive actor with significant worldwide influence.

There is a broad range of media for consumption, ranging from manga and anime to series and films, music, games, and more. In fact, global international giants are realizing that Japan is on the brink of a media and entertainment Renaissance and that's why they're flocking to the region to take advantage of a highly lucrative market.

What emerges from recent figures is that Amazon Prime leads the way with a 22% market share, investing in Japanese content.

The sector is then followed by Netflix with 21%, UNet with 14%, Hulu at 7%, Disney+ with 6%, and then DAZN at 5%.

The remaining 25% is being captured by other players in the market, seeking to gain a foothold in an incredibly rewarding industry.

What we are expecting to see in the next year and beyond is covered in more detail in the section below.



High Expectations for 2024

Japan's revenue for its media market is expected to reach \$114.30 billion in 2024.

While this still lags behind the US with an estimated amount of \$529.7 billion, it's still a staggering market.

In addition to this, giants such as Netflix are looking at ways to tap into the potential of the market through discussions with local production houses for quality content.

Of course, there remain a few logistical challenges to deal with, such as limitations in infrastructure. However, in 2024, these are expected to be overcome.

For example, TBS' subsidiary production banner The Seven, opened a new 80,000-square-meter soundstage in December, built for \$136 million.

This is just the start though and old franchises such as the 70-year-old Godzilla, and many others are making waves on North American soil. This just goes to show that Japanese content is highly popular in the West and that if handled correctly, has the potential to retain its top spot as a global leader through Japan's entertainment industry.

The Role of Translation and Localization Services in Amplifying International Reach

From games to films, anime to series, Japan's entertainment industry is certainly poised for growth.

However, such growth cannot happen without quality translation and localization services that take care to address local cultural and linguistic nuances in order to enter the hearts of local audiences in other countries.

As such, translation and localization services will play a major role in Japan's entertainment industry in the near future, as quality output must prevail for the sector to experience the success it is destined for. Localization Station



Irrespective of the medium that needs to be translated, specialist translation and localization specialists will have several challenges to address in this endeavor.

Among these challenges include the following:

- **Compex Kanji writing style:** Translating Japanese media requires in-depth knowledge of the Kanji writing style. This includes complex characters which do not rely on words or phrases, but rather focus on depicting concepts through a series of strokes and placements on certain characters. In addition to this challenge, there is also the fact that there are over 2,000 commonly used Kanji characters while there are several thousand more that are less frequently used. Accuracy and attention to detail are therefore crucial.
- **Cultural nuances:** A major part of Japanese culture includes levels of politeness and formality. Also referred to as honorifics, translating Japanese media often requires a great understanding of the cultural and linguistic factors that work in tandem with each other. For this reason, translators often find themselves breaking up more complex sentences into shorter and simpler ones so that the intended meaning is not lost.
- No corresponding words in English: Another important challenge is that there are some words in Japanese without a direct English translation. Therefore, translating abstract concepts can pose a unique challenge for translators.

- **Plurality of nouns:** In Japanese, nouns do not differentiate between singular and plural forms. Instead, translators often have to rely on context to decipher meaning.
- **Choice of pronouns:** The Japanese language is highly complex and this shines through in the complexity related to personal pronouns. Because some expressions do not offer clues about the gender of a person, determining the gender-specific pronoun to use in translation is challenging.
- Subjects and verbs: Another complexity is the opposite rules for subject and verb placements in Japanese. For example, in Japanese, verbs are placed at the end of the sentence instead of at the beginning. What is more, subjects are expected to be understood as opposed to being stated outright.
- **Tenses:** Japan's tense system is divided into two parts: past and non-past. Therefore, describing current or future events should use the non-past tense. However, when it comes to a translation to English, for example, this can pose complications because English has three clear tenses with sub-categories under each one to describe the specific moment in time being referenced.

Conclusion

Japanese media is a rising star on the global stage and it's only a matter of time before this sleeping giant wakes up. It's best to be prepared for your Japanese media content for international audiences through accurate and highquality translation and localization.

Make sure to follow industry best practices and ensure that your output takes into account cultural nuances in order to produce the best possible version of your content for foreign markets.

Seize the opportunity to tap into a lucrative market and be certain to add value at every step of the way to wow your audiences and generate strong streams of revenue.



Cherry Blossom Forecast 2024

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MOTIONAL DESIGN IN ASIA LOCALIZATION: CHINA CASE STUDY



Desi Tzoneva

Content Writer

Emotions are at the core of each human being. However, the way in which we feel, experience, and express our emotions differs across cultures and languages. This is where user experience (UX) designers need to consider these factors and utilize emotional localization in the digital world of online sales.

In this article, we take a deep dive into emotional UX and emotional localization as well as focus on China as our case study for effective emotional localization when it comes to design and purchasing decisions made by Chinese consumers. Let's explore this topic in more detail below.

What Is Emotional Design?

Before we explore what emotional localization is, it's important to briefly define and understand what emotional design refers to. In short, emotional design is one part of creating digital experiences. Through these digital experiences, products are designed to elicit specific emotional responses from users.

As such, emotional design goes beyond functionality and aesthetics. Instead, it's about connecting with users on a deeper and more emotional level. This could mean creating experiences that personally resonate with users and making interactions not only useful but also delightful and memorable.

This translates into making products that are more lifelike and memorable through engaging a fuller range of emotions, some of which may include joy, surprise, sadness, anger, and others.

Why Does Emotional Design Matter?

There are many reasons why emotional design matters. Below is a brief outline of some of the reasons why companies and e-commerce retailers need to incorporate this design principle into their products and marketing efforts:

Emotions drive decisions:

For example, positive emotions associated with a brand or a product can shape user behavior. This can lead to higher engagement, loyalty, and brand advocacy.

They influence consumer perceptions:

In UX, it is vital to understand the psychology of emotions. The reason behind this is that emotional responses can influence users in various ways. For instance, they can affect a user's perception of the value of a product or its usability.

Shows respect for a user's emotional state:

When done properly, UX's incorporation of emotional intelligence into design can show a user that their emotions are acknowledged and respected. As such, this can lead to a memorable and enjoyable experience with a brand or a product.



Enhanced user engagement:

Emotional UX can play a significant role in driving user engagement. When a product resonates with a user on an emotional level, it becomes more than just a "thing". It becomes a companion in the user's journey and experience.

Builds brand loyalty:

In addition to the above, emotional UX can foster strong user loyalty. Consequently, users with a strong emotional connection to a product can become brand advocates and spread the word about the brand.

Differentiates within a crowded market:

Finally, emotional UX offers a unique way for a brand's products to stand out by focusing on how they make the user feel. In turn, this creates a distinct and memorable brand experience that differentiates the brand from others in a crowded marketplace.

Emotional Triggers in Design

There are numerous emotional triggers in UX design that designers should be aware of. Among these triggers include colors, visuals, and sounds. In the context of China, for example, red can mean luck and prosperity, while in the West, blue can convey trust and stability.

As for the remaining triggers, it is worth considering that imagery, typography, and layout can also affect a person's emotional state, as can sounds and music that are associated with the product. Therefore, for effective emotional design to take place, it is essential to subtly integrate these elements in order to create a cohesive and emotionally resonant user experience.

Design principles for emotional UX

Apart from emotional triggers, there are a few design principles involved in driving emotional UX for better success rates. Examples of these include:

- Empathy through a deep understanding of the user's feelings, needs, and motivations. As such, designs should not only be functional but also emotionally supportive.
- Gathering user feedback through an "empathetic feedback loop" means constantly iterating designs based on emotional responses to ensure a user-centric approach to design.
- Through storytelling, a digital journey can be transformed into a relatable and engaging experience, making the user experience more immersive and memorable.
- Visually speaking, color, imagery, typography, and other elements can play a major role in evoking emotions. These can set the tone for the user experience. With this, it is important to maintain a consistent visual language to reinforce emotional coherence.
- Microinteractions are also important. These are small, functional interactions that can have a strong emotional impact by turning a mundane task into a delightful experience. For example, a satisfying click



sound or a playful animation can stimulate a user's emotional experience.

What Is the Role of Emotional Design in the Localization Process?

With emotional design and UX, it is vital for foreign companies entering a new market to employ the use of emotional localization. This goes far beyond mere translating of product descriptions and localizing prices into the local currency. It's about understanding how cultural nuances influence the emotional impact of products and/or services on users in Asian markets.

What is also important to understand and take into account is that although language plays a critical role in understanding, experiencing, and expressing emotions, there is no single global standard for emotional experiences. For instance, the word "happy" can have multiple synonyms in one language but only one word to express it in another.

Also, emotions are very frequently expressed through words and language and, therefore, language supports information emotional categories, aids in describing and expressing emotional states, and shapes emotional experiences. What is important to consider is that factors such as culture, language, and geography influence the diversity of emotional experiences.

This is where emotional localization becomes a critical point for market entry in order to accurately adapt to a

foreign culture and linguistic environment. Therefore, a translator's job is not merely to translate a text from a source language to the target language. Instead, apart from their strong understanding of grammatical rules, they also need to possess a deep understanding of cultural influences in the language.

Case Study: China

Research has been carried out to discover the relationship between emotional design and emotional localization on consumer behavior in Mainland China. Results have been compared to Hong Kong, where the language spoken is similar and cultural nuances are quite close as well. What was discovered is that the emotional design of a product is related to five primary factors, which are:

- Originality
- Beauty
- Pleasure
- Ergonomics
- Exquisite

However, what must be noted is that apart from certain emotional appeals, consumers in China also make rational purchase decisions. This is made by frequently comparing product benefits and cost-effectiveness. As such, good product design does not only communicate with the user and captures their attention. It should also increase their willingness to buy through the experience of using it.

Conclusion

When it comes to strong emotional design and emotional localization, UX designers have a difficult job of ensuring that their products go beyond functional and useful but also stimulate an emotional response from their users.

However, because linguistic and cultural factors play such a huge role in how emotions are expressed, it becomes necessary to carry out strong and effective emotional localization in order for the product design and the intended elicited emotion to have a strong effect on the user without causing them harm and while considering the element of empathy.

In the case of Chinese consumers, it's essential to create an emotionally resonating experience for these users. However, it is also necessary to take other factors into account, such as comparability and affordability.

Request a quote!



NDONESIAN MEDIA LOCALIZATION: STRATEGIES & INSIGHTS



Desi Tzoneva

Content Writer

Media localization is gaining significant traction in Indonesia. A country with thousands of islands and hundreds of languages. With strong internet proliferation, availability, and accessibility – local Indonesians are craving foreign content now more than ever before.

This creates the need for highly specific Indonesian localization as part of the digital media localization process. But what is media localization and in what context does it play out within Indonesia?

What's more, which foreign companies have already entered the Indonesian market and what strategies have they used? This article explores the answers to these questions.

What Is Digital Media Localization?

Media localization and digital media localization are two sides of the same coin. In particular, we are talking about media as a form of content that is consumed by consumers in Indonesia. This content – in its digital form - can be in the form of internet and website usage, social media usage, as well as content in the form of audiovisual formats in terms of television shows, movies, series, and others.

When talking about media localization, we specifically focus on the multiple Indonesian languages spoken in the country as well as the multiple sub-cultures that are present there. Translations from foreign languages, therefore, must be hyper-localized to the various Indonesian languages in order to gain a wider audience share and greater levels of acceptance and adoption of this content.

How to Make the Content More Accessible and Relevant to the **Indonesian Audience**

There are three primary legs that relate to making foreign content accessible and relevant to the Indonesian audience. These are language, platforms, and localization. We explore each one in turn below.

Language: Indonesia is a large country that consists of many islands and there are a multitude of languages spoken there. In fact, we are looking at a figure that's above 200. Although the country does have an official language that is used by government officials, in schools, and in Indonesian media, the vast variety of languages and sub-cultural groups within the country creates huge levels of diversity. This is why it is important for foreign media companies to ensure that they choose the right language and culture when carrying out their Indonesian localization.

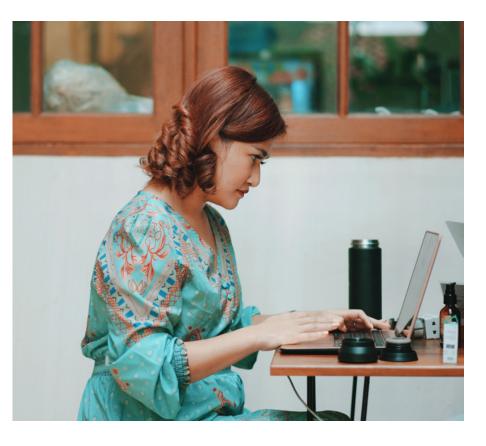
- Platforms: another important aspect of making foreign media content accessible and accepted by Indonesian audiences is the fact that there is such a wide variety of media platforms. These range from web-based platforms such as search engines, e-commerce stores, high internet penetration and mobile phone adoption, to audiovisual content in the form of films and series, in addition to many others. Therefore, foreign media content organizations need to carefully consider which platform they will use to target their intended audience.
- **Localization:** finally, foreign companies must ensure that they carry out accurate media localization that takes into account not only accuracy in terms of translations but which also ensures that content is localized for local audiences in order not to offend or dissuade anyone from watching, thus potentially losing out on a key audience in Indonesia.

Lessons Learned: Strategies Followed by Some Industry Giants to Gain a Foothold in Indonesia

In this part of the article, we will explore three different global companies and their strategies for entering the Indonesian market with accurate media localization. In particular, we will focus on Huawei, iFlix, and Disney. Let's take a closer look.

Huawei: Huawei is a Chinese telecoms company that has spread its sphere of influence to multiple global locations, among which is Indonesia. The company has been operating in Indonesia for over two decades now and despite general mistrust by Indonesians of Chinese influence, Huawei has not received much or any negative backlash in the media for its presence in the country in terms of helping Indonesians build and strengthen their telecoms infrastructure.

One of the ways Huawei has done this is by specifically focusing on Indonesian localization. In practice, this means that the company has come to Indonesia with the aim of building infrastructure but in addition to this, it is also investing heavily into training locals to ensure that they can handle and properly man the infrastructure being built. As such, the localization practice is inclusive and has helped this telecom giant make great strides in the country.



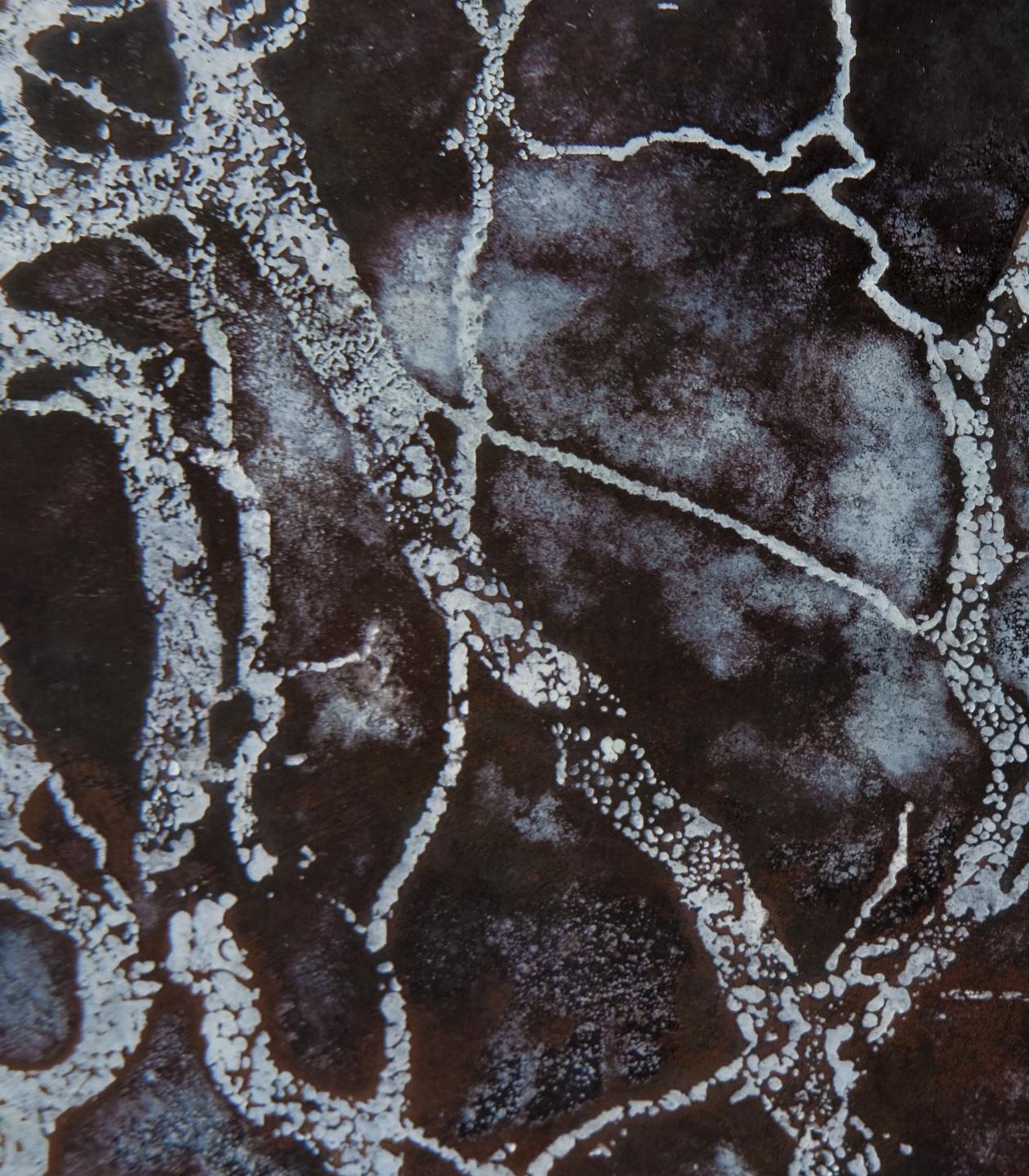
- iFlix: iFlix is a media content company that has quickly become global in nature. In particular, it is focusing on producing and making accessible content to Indonesian audiences, among many others. One of the ways it makes huge quantities of content available is through the use of machine translation through inhouse media localization services.
- Disney: Disney's history in Asia, and particularly in China, is fraught with ups and downs. For example, although it initially experienced success with some of its animated children's films such as Pinocchio, the start of the Cold War meant the end of its presence there.

Only over the last two or three decades has Disney returned there and it is ensuring it will see the greatest levels of success there. How? Through accurate media localization. And in the context of Indonesian media, this means adapting music, imagery, cultural nuances, colors, subtitles, dubbing, and more to fit the right cultural context.

Concluding Remarks

Media localization services and foreign audiovisual content companies will need to step up their game when it comes to media localization for Indonesian media if they want to successfully penetrate the market and ensure that they succeed within it without alienating large portions of their audience. This will require learning from the lessons, strategies, and approaches of some of the industry's most prominent players and adapting them to the Indonesian market.

Chapter Name



Focus on



BASHINI – BRINGIN DIFFERENT INDIAN HASHINI – BRINGING LANGUAGES TOGETHER



India is a linguistically rich country, with 22 official languages and hundreds more that are unofficial. While around 50% of the population speaks Hindi and 10% speaks English, there is a major linguistic gap in terms of accessibility to numerous services and information, that these unofficial language speakers face.

Enter Bhashini AI (artificial intelligence). This innovative online platform is here to shake things up on the language scene and create better access to multiple government and financial services.

But what is Bhashini AI and its purpose? What innovation does it bring to the table? And what is its current market coverage? These are just some of the questions we seek to answer in this blog article. Keep reading to discover more.

What is Bhashini AI and What is Its **Purpose**?

Bhashini AI is an artificial intelligence tool that is also available on Android and iOS devices, which helps users of unofficial Indian languages access data, information, and services through translated texts.

The translation of these texts takes place through anonymous crowdsourcing, with hundreds of people already involved in the process. It is free to use and was unveiled by India's Prime Minister in 2022 as a way of broadening access to other Indian speakers, apart from Hindi speakers, so that there is greater inclusivity and access to services for a wider portion of the population.

Bhashini AI gathers multiple language inputs for Indian languages, training its language models to offer increasingly accurate translations. Through an initiative called Bhasha Daan, diverse contributions are encouraged. These come in the form of transcriptions,

voice recordings, translations, and image labeling. This fosters a collective culture of developing inclusivity in Indian languages.

In short, Bhasha Daan includes the following categories for citizens to contribute to:

- Suno India: People can contribute by typing out audio content or validating transcriptions created by others.
- Bolo India: This involves donating one's voice through sentence recordings or validating audio recordings contributed by others.
- Likho India: Contributions are made by translating a text that's provided and validating translations submitted by others.
- Dekho India: Contributions are made by typing text seen, labeling images, or validating images contributed by others.



Innovation

In the world of AI, with ChatGPT dominating through its 100+ million users, Bhashini AI uses natural language models and machine learning to "learn" how certain Indian languages are used. The innovative capacity of this AI tool has the potential to give people in rural areas access to products and services that they previously didn't have.

For example, it's a great way of offering data in one's native Indian language related to scholarships and education, grants, financial services, government websites, transportation network ticketing, and more. With a high smartphone and internet penetration in India, access to technology is available.

However, with a major portion of the population not being able to speak Hindi, English, or other official languages, this creates a barrier that prevents many from tapping into opportunities that are as yet unknown to them.

Market Coverage Regarding Generative Artificial Intelligence

Bhashini AI will begin with 22 languages, including Hindi, English, Tamil, Telugu, Marathi, and Gujarati.

In addition to its ability to translate between Indian languages, Bhashini can also translate between Indian languages and other major world languages, such as English, French, and Spanish.

When it comes to Suno India, Likho India, Bolo India and Dekho India, the open repository has 1,501, 598, 773, and 664 contributors, respectively.

Bhashini AI: A Catalyst to Propel Indian Technology Onto the Global Stage in the Translation Industry

With a high number of contributors, who can earn badges for their contributing efforts, Bhashini AI is poised as a catalyst that can propel Indian technology onto the global stage in the translation industry. For







instance, it is possible for unofficial Indian language speakers to use the AI tool to do things such as:

- · Check bank balances
- Send money
- Book LPG cylinders
- Recharge FASTags
- Renew insurance
- And much more

What Bhashini AI brings to the table is a crowdsourced effort to strengthen translation capacity by humans for humans. The ability to access website information, which is predominantly in English, government services, financial products, educational offerings, and so much more, means that unofficial Indian language speakers will no longer feel alienated from these products and services.

Ultimately, Bhashini AI looks to foster much greater inclusivity in service provision and ensure greater access to this by a greater portion of the population. In addition to this, the voice feature means that voice searches can be carried out for those who are illiterate, meaning that no one gets left behind.

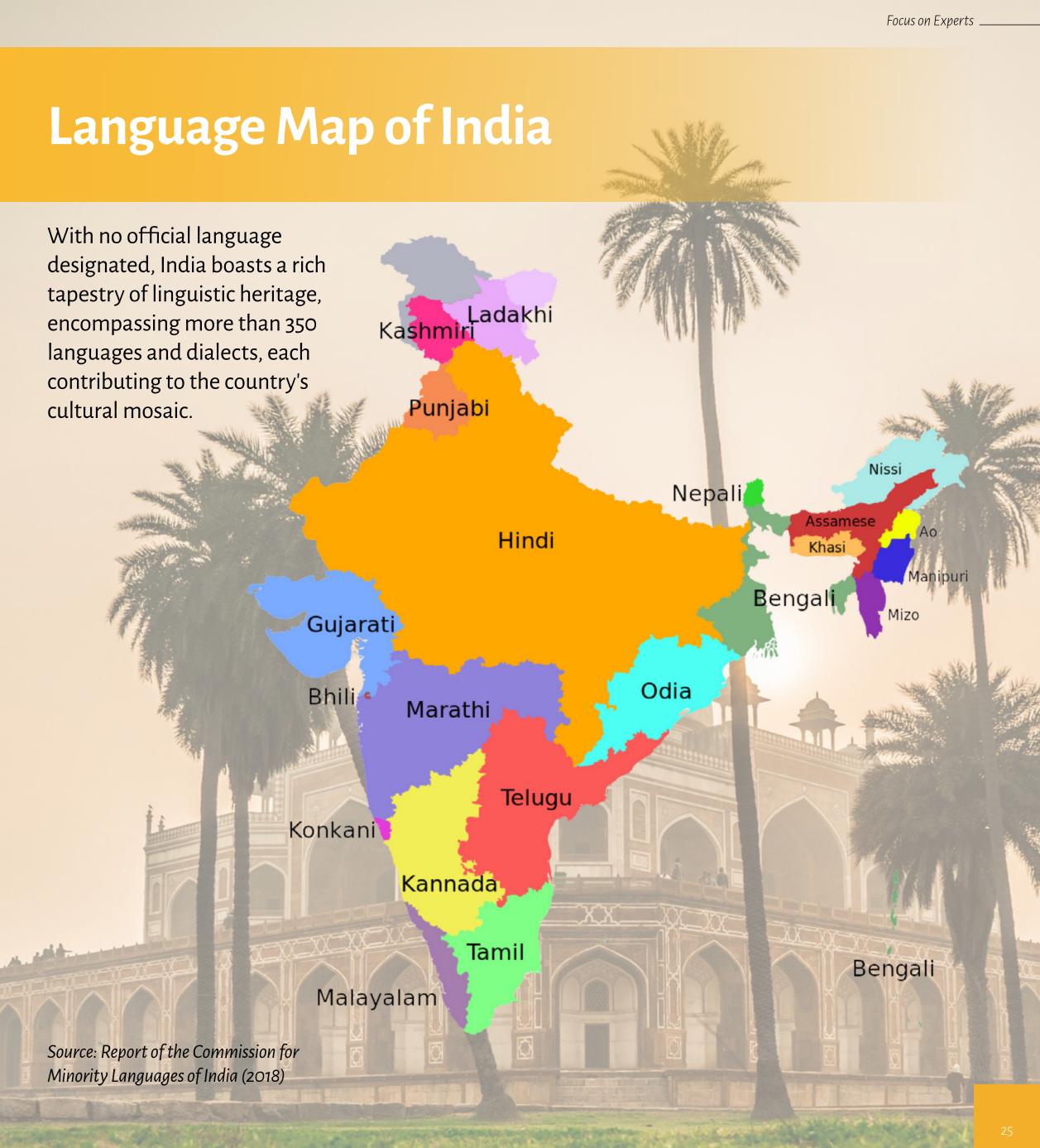
The text-to-speech functionality as well as voice-over opportunities means that a massive Indian language database is currently being created and this has the potential to revolutionize access to knowledge, information, products, and services for previously marginalized groups.

Conclusion

As technology makes further dramatic advances with every passing day, it's essential that we use it to introduce inclusivity through knowledge sharing and access. That's the exact purpose for which Bhashini AI was created.

And it's only a matter of time before contributions start growing and the AI is trained ever more efficiently to produce more accurate results. These will help previously marginalized groups gain greater access to information and knowledge that they were excluded from.

With all this in mind, Bhashini AI has the potential to revolutionize the translation industry for Indian languages, with strong human input and contributions to create more accurate outputs that help improve the lives of Indian language speakers.







Korean technical translation is a major necessity for businesses that are looking to expand in that market. And there's a good reason for this.

Not only are technical translations necessary for effective processes, standardization, and best practices, but they can also help reduce health and safety risks.

With this in mind, this article offers a quick snapshot of the South Korean market, explores the challenges involved in Korean technical translation, and provides some effective strategies for overcoming those challenges. Let's explore further.

A Brief Snapshot of the South Korean Market

South Korea has a booming economy that's driven by a combination of a broad array of sectors. Despite their vast differences, some of the strongest sectors include:

- · Technology
- · Automotive
- Healthcare
- Entertainment (music, dramas, movies, etc.)
- Fashion and beauty (e.g. Korean skincare products)
- Food

In addition, the country is well-known for its advanced technology and innovative startups. That's why it makes for an excellent market for tech companies looking to expand.

This is also partly driven by the fact that the country offers a strong and robust infrastructure, a skilled workforce,

and advanced research and development capabilities in a broad array of sectors including cloud computing, big data, deep learning, and more.

Why Are Technical Translations Important?

Although we already alluded to the fact that Korean technical translations are an absolute necessity for enterprises seeking to enter the South Korean market, there are other reasons to consider its importance. Firstly, technical documentation in Korean is often reserved for much smaller audiences that are familiar with technical jargon and industry knowledge.

These specialists are usually quite well-versed in such technical jargon and therefore they can quickly pick up if a translation is of poor quality. They are therefore a highly discerning audience whose needs must be met.

Whether it's to gain authorization approvals for introducing your product to the local Korean market or

Desi Tzoneva Content Writer





anything related, you need accurate Korean technical translations because any minor error can set you back (both in terms of costs and time). In such cases, you need to strive for perfection in your translation efforts. And apart from the subject-matter experts, another part of your audience is the general public.

That's because technical documents such as user manuals, information sheets, or anything similar must be easily comprehensible to them otherwise your product could be inaccurately used, causing damage and requests for refunds or returns. This, in turn, can lead to a poor user experience and result in your organization receiving poor or negative reviews.

The Challenges of Translating Technical Content From Korean

Korean technical translations are neither simple nor easy. They come with highly specific challenges. That's why translators and linguists must be well-versed in both language use and rigid industry rules that specify the nature of the communication of specific information and technical details. Examples of some of the challenges include:

• **Consistency:** you and your team of translators need to ensure consistency in Korean technical translations. For example, the term "software" has few other variants and there must be an agreedupon use of the term throughout the technical text that's applied consistently throughout. Any inconsistencies can lead to confusion and inaccuracy.

- Accuracy: it is also essential to always choose and use the most accurate term in the Korean language. Although it may be tempting to use a variation of words to refer to the same thing, this is actually not a best practice and should be avoided.
- **Tone:** The tone of voice used in your Korean technical translations should match the target audience. If you are translating for a group of engineers, this must be reflected in the proper and accurate use of precise industry-accepted language that the translated document requires.
- **Glossaries:** Another frequent challenge when it comes to performing a Korean technical translation is the absence of glossaries used by linguists to translate technical words. Language teams should never cut corners on translations and using a client's or internally-developed glossary is a necessity.
- **Culture:** Because Korean culture is so specific and unique, it requires a nuanced approach to communicating across different cultures effectively. That's why translators are often required to understand cultural nuances, idioms, and even customs to convey the intended meaning in Korean. This is an important way of losing face or creating misunderstandings.
- **Grammar:** There are vast grammatical differences between English and Korean, starting with sentence structure, word order, and of course, the issue of honorifics, which requires the right level of politeness to be chosen. Furthermore, Korean's

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grammar system is complex in that its verb endings can express time, mood, and politeness.

 Idioms, regional dialects, and slang: Because idioms often contain cultural or historical references that may not exist in either the source or the target language, it is often difficult to find equivalent expressions with the same meaning. To further compound the challenge, some idioms are region-specific, making it even harder to find direct translations. Slang is also challenging to translate and requires a translator's creativity to convey the correct meaning.

Effective Strategies for Handling Technical Terminology in Korean Translations

Despite the challenges outlined above, there are ways to work around these, with the right experts at your side who follow best practices when it comes to Korean technical translations. Some of these best practices include:

- Researching the target audience and mindfulness of the target culture
- Enlisting the help of native language proficiency translators
- Compiling glossaries to maintain consistency in technical translations
- Working with high-quality source texts

- Understanding the technical terminology and having the right specialized knowledge
- · Awareness of local customs and preferences
- Using unique, industry-specific terminology to maintain clarity and precision
- Hiring translators with subject-matter expertise and who understand technical jargon and terminology
- Reviewing the technical translation process before it starts to iron out any uncertainties
- Proofreading and editing before publishing
- Steering away from machine translation as it can lack precision and understanding of technical terms

Conclusion: Creating High-Quality Korean Technical Translations

Creating high-quality Korean technical translations is a necessity for any organization seeking to enter the Korean market and thrive. But with so many cultural and linguistic nuances and challenges to overcome, the task may seem overwhelming. However, there are certain partners you can trust to follow industry best practices so that you can make the most out of your market penetration efforts.

More About Korean

Pulse of Asia

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ANGUAGE & LOCALIZATION IN PACKAGING & LABELING FOR EXPORT: ASIA



Desi Tzoneva Content Writer

As a business owner, you know full well how important the presentation of your products is to local markets. Beautiful packaging adds to your customers' unboxing experience and can help improve your brand perception. However, apart from the beautiful presentation of your products, there is another element that plays a crucial role in building trust with your clientele.

And this is the labeling of your products according to the standards of the country you're selling in. With this in mind, it is essential to adhere to national packaging and labeling standards and this is why this article explores several factors that require not just translation but localization in packaging and labeling.

We also look at what some of the key requirements are when exporting from Asia to the rest of the world and when exporting to the Asian market from other countries by looking at the case studies of Japan, China, and India. Let's get started.

Factors That Require Localization in Packaging and Labeling

Localization is not just translating some text word for word. It goes beyond literal translation and takes numerous factors into account. For this reason, when doing localization for Asian labeling and Asian packaging, there are numerous factors that you must take into account. A short but not exhaustive list of these factors includes:

• Labeling and packaging: Depending on the product you are selling, you need to be strictly compliant with the packaging and labeling requirements of your target country. Examples of strict measures that are taken in countries such as China and Japan relate to cosmetics. For instance, their cosmetics labeling is very strict and requires strict compliance. Other aspects to consider include food products, which often require the country of origin to appear on the

label as well as pharmaceutical products, such as medical devices, which don't always need the name translated but which require information about the device in a national language.

- Ingredients: The European Union (EU) is one of the strictest places in the world when it comes to monitoring and policing the ingredients that make up a final product. It is not only a labeling requirement to mention the ingredients used in your product. It is also about ensuring that you do not use products whose use is completely prohibited within the area.
- Language: Many countries make it obligatory to have labels and packaging translated into specific languages. Thus, your packaging and labeling go beyond merely adding ingredients in a local language. There is an obligation, in some cases, to translate and localize everything on your package

to ensure your product is fully compliant with local requirements when entering a market.

- Marketing: When marketing your products, you also face strict restrictions. For example, products that are "organic" or "cruelty-free" must have backup claims to support this marketing strategy. It is also important not to exaggerate benefits or health benefits. And in some cases, it is illegal to make claims about product sizes and quantities.
- **Culture:** The final aspect to consider in your labeling and packaging localization needs is culture. Local culture can play a crucial role in how your product is perceived and taken up by the local target audience. Factors such as colors can hold different meanings, such as black for mourning in the West while white is used for mourning in China.

Exporting From Asia to the Rest of the World

Exporting from Asia to the rest of the world requires a deep understanding of the particular market you are entering. Some examples of regulations worth considering include:

- Finland: Products that require Safety Data Sheets (SDS) in Finland must ensure that the SDS is in both Finnish and Swedish. Product labels must be provided in both languages.
- Malta: Malta requires SDS in Maltese and English with product labels available in both languages.
- **Luxembourg:** The compulsory languages for an SDS in Luxembourg are French or German, and these are also the two languages for product labels.
- **Belgium:** Depending on the region where the product is placed on the market, the SDS must be written in French, German, or Dutch. A strong recommendation is to consult local authorities to check the language(s) of the SDS and label.
- Great Britain: A simple translation of an EU SDS into the country's official language is insufficient. Documents must be adapted to comply with the regulations in force in the country.
- Switzerland: Unless a supplier and a professional end-user agree otherwise, labels must be written in at least two official languages (French, German,









Italian) and the SDS must be written in one or more of the official languages.

- **Mexico:** All product wording and branding should be in Mexican Spanish.
- **Canada:** Product wording must be available in both English and French.
- **USA:** Although it is not a requirement, English, Spanish, and French are the most commonly used languages on packaging.

Exporting to Asia From the Rest of the World

When it comes to Asian labeling and Asian packaging from the rest of the world into the Asian continent, other strict rules apply. Below, we cover a few of the requirements that companies seeking to enter the Asian market must comply with in order to ensure customer trust and regulatory compliance when it comes to their Asian labeling and Asian packaging.

Japan

Japan's customs services are highly specific about the quality of Asian labeling and Asian packaging and that is why correct packing, marking, and labeling are critical for smooth customs clearance in the country. It is worth noting that although labeling for most imported products is not required during the customs clearance sale, it is necessary at the point of sale. Another peculiarity about this market is that packing in straw is prohibited. The languages in which labels and packaging must be translated are Japanese, English, and French. The metric system of measurements is used in the country. Also, the country of origin is not a compulsory requirement to add to your Asian labeling and Asian packaging, except for food and drinks. What is more, Japanese legislation provides specific labeling rules for certain foodstuffs and textile products, electrical appliances, and consumer goods.

In short, packing and labeling requirements in Japan are governed either by technical or mandatory standards and regulations or non-mandatory, voluntary standards. However, culturally speaking, respect for compliance with non-mandatory standards is highly regarded and can help increase sales and product acceptance by consumers.

China

Asian labeling and Asian packaging for China fall under different regulations. For instance, packaging materials should not be poisonous or dangerous and must be easily degradable and recyclable. Any wood packages must carry the IPPC mark. The key language permitted on packages is Chinese. Furthermore, the country uses the metric system alongside Chinese measuring units. When it comes to information on the country of origin ("Made in"), this must be clearly displayed on the product.

Further labeling requirements include that the name and address of the distributor registered in the country should be included on the label. Labels for food products must contain the net weight, the list of ingredients, the address of the Chinese distributor, the date of production, and the expiry date.

Products requiring the China Compulsory Certification CCC mark, in addition to undergoing an application and testing process, must have the mark physically applied on products before entering or being sold in China. Standards in China fall into one of four broad categories: national standards, industry standards, local or regional standards, and enterprise standards for individual companies.

India

The last case study we will explore regarding Asian labeling and Asian packaging is India. All pre-packaged commodities imported into India must carry the following declarations on the label:

- Name and address of the importer
- · Generic or common name of the commodity packed,
- Net quantity in terms of standard unit of weights and measurement,
- Month and year of packing in which the commodity is manufactured, packed, or imported,
- The maximum retail sales price (MRP) at which the commodity in packaged form may be sold to the end consumer

The languages permitted on packaging and labeling are English and/or Hindi, while the standard units of measurements are a requirement on all goods and transport documents. The mark of origin is not mandatory, although it is necessary for food and drinks.

Although the standards proposed by the Bureau of Indian Standards (BIS) are voluntary in nature and are not mandatory, the government of India has enforced mandatory certification on various products. The symbol of the standard is ISI. Every ISI mark has a fixed format that carries the Indian Standard number on top of the mark based on the type of product. Finally, certification by the BIS is highly regarded in India, and it can increase the sales potential.



Conclusion

Wrapping up, it is clear that Asian labeling and Asian packaging can be highly complex fields to navigate, in accordance with the rules and norms in every Asian country or foreign market. So, when you are considering tapping into the Asian market, make sure you are fully familiar with all the Asian labeling and Asian packaging requirements and choose a translation and localization partner that has extensive knowledge of the industry and of national regulations.

Request a quote!



-ENHANCED CONTENT **MODERATION IN** \mathbf{A} **ASIAN SOCIAL MEDIA**



It is expected that by the end of this year, almost 60% of social media users in the world will be based in the Asia-Pacific region. This growth is rising rapidly with around 59 million new users expected to be added.

While some Western social media platforms are prominent in Asia, the continent also boasts a few significant ones of its own. Examples include China's Tencent QQ, Zhihu, Youku, WeChat, Douban, and many others. With rising social media adoption comes the need for content moderation as user-generated content (UGC) skyrockets.

But what is content moderation for social media, what are the challenges associated with it, and how can these be overcome? These are just some of the questions we explore in this article. Let's take a closer look.

What Is Content Moderation and Where Is It Used?

Content moderation is the process of monitoring, reviewing, removing, or filtering UGC that is considered inappropriate, unlawful, or non-compliant on social media platforms. This market (content moderation) is anticipated to exceed \$13 billion by 2027.

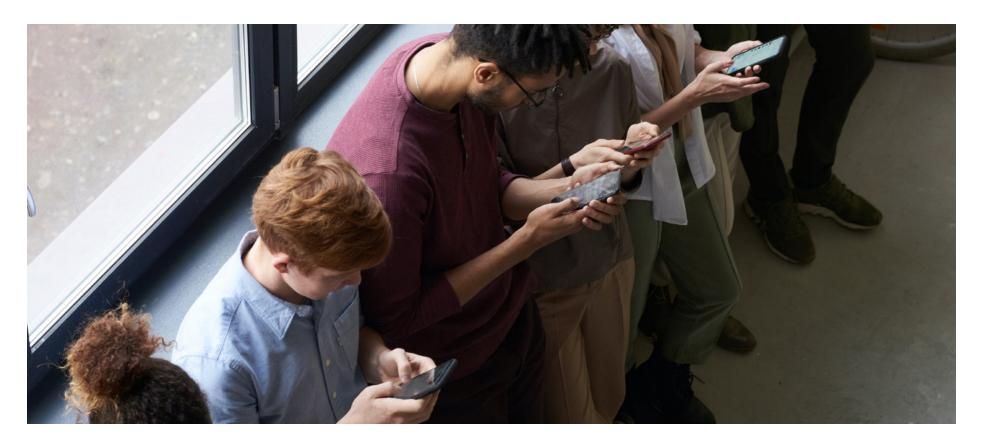
Used in social media, content moderation poses several challenges to the people behind it, leading to a rise in Al for content moderation as opposed to humans or a combination of both, as a way of safeguarding users from harmful or offensive content.

The Challenges Involved in Content Moderation

Before AI for content moderation can be implemented it's worth considering some of the challenges and complexities involved in the process. Here are just a few worth highlighting:

- The scale of UGC generated daily is a highly laborintensive task.
- It's necessary to understand the UGC's context and cultural nuances to avoid over- or under-moderation to ensure a balance between protection and freedom of expression.
- Another challenge is the continuous pressure to update and enforce policies and guidelines
- Handling personal data at the same time raises concerns about privacy and data protection
- Content moderators are also exposed to harmful and disturbing content as part of their job, and they may experience desensitization and mental health issues
- The emerging threats of deep fakes and disinformation are other concerns worth bearing in mind

Desi Tzoneva Content Writer



Ways of Overcoming These Challenges: **Enter Artificial Intelligence (AI)**

Because content moderation until now has been a highly labor-intensive task, technology is quickly stepping in to address this challenge through the rise in AI for content moderation.

It is possible for these technologies and algorithms to recognize patterns and then flag content that could potentially be considered problematic. As such, AI for content moderation is capable of automating processes and relieving human moderators of a substantial and potentially harmful workload.

Working together with AI tools and humans in this regard emerges as the optimal solution to strike the right balance. This is especially important to ensure that the contexts and cultural understandings are preserved so that better and more informed decisions can be made. Here's how AI for content moderation can help:

- **Enhanced automation:** when content moderation efforts are bolstered by AI and automation tools, content that could be considered problematic can be flagged faster, enabling and empowering human moderators to review and remove this content. Ultimately, this is an unparalleled way of ensuring greater efficiency and effectiveness in the process.
- **Contextual analysis:** since AI is continuously learning, it is becoming ever more adept at spotting nuances in content and studying contexts that give it a greater

understanding of the meaning behind UGC. This can then reduce false positives and improve accuracy.

- **Transparency:** in the world of content moderation and social media, there are always going to be concerns about online privacy and data security. However, these can be significantly alleviated with AI technology and tools, which can boost transparency as they offer users more details and information about aspects such as data usage, appeals management, and moderation decisions. In turn, this can foster greater levels of trust among users.
- **Collaboration:** to foster a climate of collaboration between content moderators and social media platforms, there needs to be coordination through effective information sharing. Such a collective effort can lead to faster identification and removal of harmful content, boosting content moderation's overall efforts.
- Empowering users: through AI for content moderation, it's possible to give users more control over their online experience. As such, this can create a safer online space and a hyper-personalized online environment.

Obstacles of Content Moderation in Asia

Of course, because AI for content moderation is still a relatively new phenomenon that is still in its infancy, a lot remains to be done in terms of monitoring and develFocus on Experts



oping rules for its use and application. There is concern in many Asian states about where AI can take us.

Japan, for example, is concerned about the influence of TikTok on its population, fostering a climate of superficiality and lack of critical thinking. In addition, with deep fakes created by AI, it's also leading to concerns that audiences are not as discerning about content consumed online as they should be.

While some countries in Southeast Asia are considering following in the European Union's (EU's) footsteps in terms of freedom of expression that balances data and online privacy, more regulation needs to be adopted to ensure a safer online environment for users.

China is taking strides in this regard by implementing AI-related regulations that could see this goal achieved. However, only time will tell whether its efforts are successful and whether they can be replicated in other parts of the world.

Conclusion

As UGC rises exponentially, there's never been a greater need for content moderation to enhance the users' online experience while ensuring that they are protected and safe in the online space.

This is where AI for content moderation emerges as an exceptional, fast, and constantly learning tool to help with the process and ensure that a fine balance is main-tained between the use of AI and human efforts to achieve these goals.

Songkran 2024

Songkran, Thailand's grand festival marking the Thai New Year, blends tradition and splendor. Spanning three days, it begins on the first full moon in April, following the lunisolar Theravada Buddhist calendar.

The term 'Songkran' originates from Sanskrit, signifying the zodiac's movement. Once fluidly timed by lunar cycles, it now firmly spans **April 13th to 15th** to align with modern calendars.

At its core, the festival revolves around water rituals. Day one sees cleansing ceremonies symbolizing the purification of the past year's impurities, with scented water cascading over sacred Buddha images in temples for renewal. Throughout the festival, respect for elders is shown through delicately pouring scented water over their hands and feet, seeking blessings in return. This fosters familial unity and gratitude, alongside offerings to monks and temples.

While rooted in tradition, Songkran has transformed into lively water fights, blending purification with celebration. It invites all to immerse in Thai culture, where every drop signifies a fresh start.





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HE ART OF HINDI VIDEO SUBTITLING: A COMPREHENSIVE GUIDE



An interesting fact about Hindi is that it is a language spoken in numerous countries other than India.

While there are around 584.57 million native speakers and the language is primarily spoken in India, other locations where it's spoken either as a mother tongue or second language include **Fiji, Mauritius, Trinidad, Guyana, Tobago, Suriname, and Nepal.**

This incredible number of speakers and the rise in audio-visual translation (AVT) means that there's a growing need for Hindi video subtitling, both to and from Hindi. The purpose of this is to ensure that audiences have greater exposure and enjoy more comfort when consuming video content.

Content Writer

Desi Tzoneva

However, this can pose numerous challenges. That's exactly what we explore in this article. Keep reading to find out more!

Challenges in Subtitling for Hindi

There are numerous challenges when it comes to Hindi video subtitling that should be addressed when it comes to AVT—both from foreign languages into Hindi and from Hindi into other target languages. Among these challenges are the following:

1. Culture Specific Items (CSI)

Culture Specific Items (CSI) are the first major obstacle when it comes to Hindi video subtitling. The main challenge is the fact that many viewers of Hindi films may not have any background, context, or cultural understanding when it comes to an accurate translation.

Examples include food items that are specific to India, clothing, festivals, and more. Although these items can be quite culture specific, some authors have suggested

that translations stick to more generic word usage so that the primary and not the precise meaning is conveyed for greater understanding by the audience.

2. Forms of Greetings

The second major obstacle that arises with Hindi video subtitling relates to the forms of greetings. In certain Hindi films, some greetings can be construed in multiple ways. For example, a greeting such as "May Rama be with you" could be used both as a form of greeting and a form of goodbye.

Thus, it is essential that such elements receive their intended translated meaning through translations by using equivalents in the target language such as "good day", "hi/hello", and "goodbye", among others.

VKAN

3. Rhetorical Devices

Aspects such as sayings, proverbs, and idioms are also incredibly challenging to translate from one culture to the next with regard to Hindi video subtitling. These forms of expression often have no direct translation. Furthermore, and apart from this, translators and localization experts must be aware of the intended meaning behind the rhetorical device and attempt to convey it in a form that will be understood by the target audience.

4. Culture-Specific Concepts

There are also the culture-specific concepts that can be a challenge to translate when it comes to Hindi video subtitling. These can include aspects such as flora, fauna, food, clothes, housing, work, leisure, politics, law, and religion, among others.

When attempting to translate or localize these concepts to a foreign target audience, Hindi video subtitling has a dual challenge of time and space limitations on screen. This means that subtitling for Hindi will need to consider character limits, timing, and readability factors with regard to accuracy when conveying speech via text on the screen.

5. Language Variety and Language-Specific Characteristics

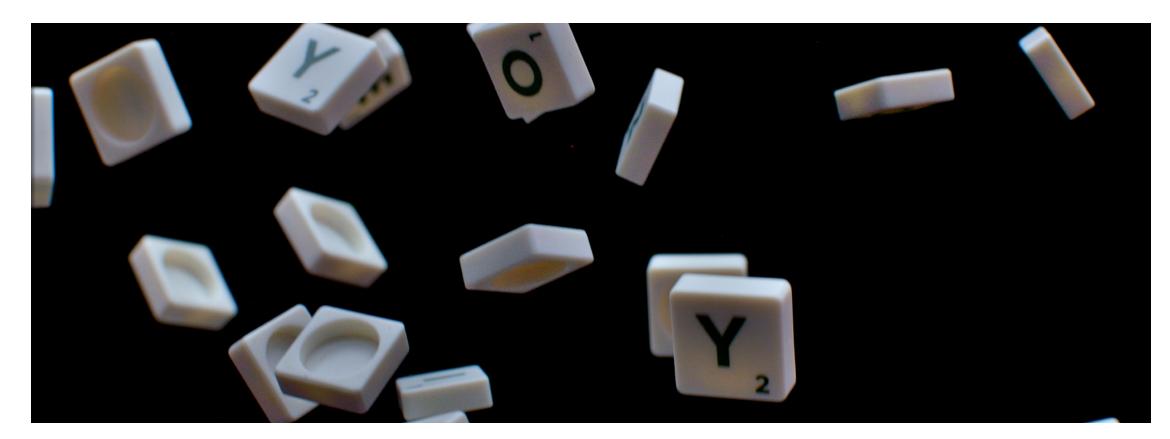
Hindi video subtitling is furthermore plagued by challenges related to language variety and language specific characteristics. Among these are the following:

- **Different sources of vocabulary:** because Hindi is spoken in many different countries, it's only natural that new vocabularies will emerge in different regions. What's more, is the adoption of new words in the Hindi vocabulary from other linguistic influences. For example, there are influences from Sanskrit, Urdu, and even Persian influences that must be factored in by linguists.
- The script followed: the Hindi script is Devanagari. A unique element of this script is that several characters can represent a consonant or vowel combination as opposed to representing a single vowel or consonant. In addition to this, there are some cases when a



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text in Hindi will be said in the same way it is written, while in other instances, this will not be the case.

- **Pronunciation:** pronunciation in Hindi is quite unique. A small language marker can change the meaning of a single word from "bell" to "hour", for example. Thus, highly skilled linguists who understand these nuances and linguistic sensitivities will be required for your Hindi video subtitling project.
- **Verbs:** verb conjugation is another critical element for Hindi translation linguists. A partial reason for this is that verbs need to be conjugated based on the gender of the person that is involved to convey the correct verb form.
- **Sentence structure:** languages such as English have the subject-verb-object sentence structure. However, in Hindi, verbs appear at the end of the sentence.
- **Conjunct consonants:** Hindi deals with conjunct consonants, which is when two or three consonants are merged into one to deliver an accurate word. This is another linguistic nuance that needs to be taken into account for accurate Hindi video subtitling to take place.

6. Humor

Finally, humor is one of the most challenging aspects to translate in Hindi video subtitling because it can involve cultural sayings, local contexts, books, pop culture, famous people, movies, and general daily items. These can be extremely hard to convey. In addition, there are the challenges of translating allusion, irony, puns, subtle uses of humor, and cultural references that an audience may completely miss if not translated correctly.

Conclusion

Whether you have a film that you're working on translating with Hindi video subtitling or you have other video materials that require subtitles in Hindi, ensuring the accuracy of your translation is essential.

However, translating in Hindi comes with numerous challenges, covered earlier in this article. Apart from these challenges, there are also limitations in terms of ensuring that translated text from or to Hindi fits a maximum of two lines and stays on screen for at least one to two seconds so that the viewer can follow the video material with greater ease.

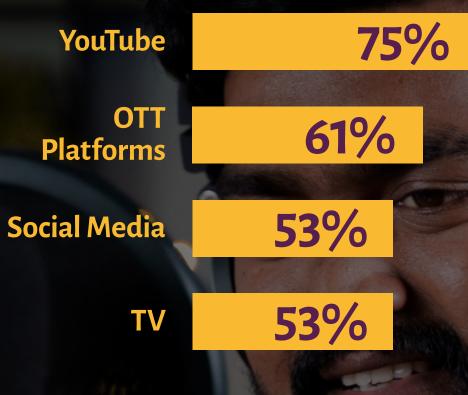
While this is a challenging endeavor, skilled linguists have the right skills and abilities to bring audiovisual material to life successfully.



Insights Into Indian Content Consumption Patterns

The data highlights Indian viewing habits, with over half (55%) consuming foreign content. YouTube leads as the primary platform (75%), followed by OTT Platforms such as Netflix and Amazon Prime (61%). TV and social media are also popular channels, each accounting for 53% of foreign content consumption.

> of Indian population consumes foreign content



25%

Prefer subtitles

25%

Prefer dubbed content

From the consumption of content, about 75% of Indian viewers prefer subtitles for foreign language content, while 25% opt for dubbed versions. This reveals diverse preferences among Indian audiences, emphasizing the significance of language in shaping viewing habits.

75%

Data collected from: YouGov India Survey (2019)







Enitsa Koeva

Global Marketing Manager & Graphic Designer

Embarking on translation projects involving Asian languages can be a complex endeavor. This handbook is designed to guide project managers through this process, providing practical tips and real-world examples to navigate the unique challenges of Asian language translation efficiently.

I know that starting to work with languages you don't understand can be challenging. This is why we've compiled this starter handbook to assist every PM ready to dive into the fascinating yet complicated world of Asian languages.

For you to start this journey on the right foot it's best that you acquire a basic visual database of what the main Asian languages look like. Here's a visual comparison between Chinese Simplified, Chinese Traditional, Japanese, and Korean (often abbreviated as CCIK).

CHINESE SIMPLIFIED

在决定文档的布局时,如果文本以与实际结果非常相似的字 体书写,而不是使用纯色或符号,则更容易想象文档完成后 的样子。 然而,另一方面,当包含文本时,人们的注意力更多 地集中在文本的内容上,而不是文档的整体设计上。因此,在 欧美的出版和设计行业,为了将展示的重点放在排版和布局 上,他们在文本中填充了一系列无意义的字符。

JAPANESE

文書のレイアウトを決める際、テキストの入る部分はべた塗 りや記号にするよりは実際の出来上がりに近いフォントによ る文章を入れた方が完成時の姿を想像しやすい。しかし一方 で、文章が入ると文書全体のデザインよりも文章の内容の方 に意識が集中してしまう。そこで欧米などの出版業界やデザ イン業界ではタイポグラフィやレイアウトにプレゼンテーショ ンの焦点を当てるため、意味の全くない文字の羅列をテキス 위해, 의미가 전혀 없는 문자의 열을 텍스트 부분에 흘려 넣는다. ト部分に流し込む。

CHINESE TRADITIONAL

在決定文件的佈局時,如果文字以與實際結果非常相似的字 體書寫,而不是使用純色或符號,則更容易想像文件完成後 的樣子。 然而,另一方面,當包含文字時,人們的注意力更集 中在文本的內容上,而不是文件的整體設計。因此,在歐美的 出版和設計行業,為了將展示的重點放在排版和佈局上,他 們在文本中填充了一系列無意義的字符。

KOREAN

문서의 레이아웃을 결정할 때, 텍스트가 들어가는 부분은 끈칠이 나 기호로 하는 것보다는 실제의 완성에 가까운 폰트에 의한 문장 을 넣는 것이 완성시의 모습을 상상하기 쉽다. 그러나 한편으로, 문장이 들어가면 문서 전체의 디자인보다 문장의 내용 쪽에 의식 이 집중해 버린다. 거기서 구미 등의 출판 업계나 디자인 업계에 서는 타이포그래피나 레이아웃에 프레젠테이션의 초점을 맞추기

1-STOPASIA

A few important notes:

- Chinese Simplified and Chinese Traditional share many common characters, others are similar but simplified (hence the name), and others are different altogether.
- Japanese, although having its own extensive set of characters, often incorporates Chinese characters as well
- · While Korean looks similar to Chinese or Japanese (for the Westerner's eye, that is) it is quite different since it is phonetic. The phonetic symbols (letters) are organized into blocks called syllabic blocks.
- To ascertain which language you're dealing with you can use this table of common characters.

1. Understanding the Translation **Process:**

The translation process is multifaceted. Let's break it down with examples:

- **Request:** The initiation of the project with detailed requirements. Begin with a detailed request. For instance, if you're translating a website for a Chinese audience, specify whether you need Simplified or Traditional Chinese and if you need Mandarin or Cantonese.
- Preflight: Assessing and preparing the project for the translation phase. In this stage, if you're working on a technical manual for a Japanese product, for example, ensure you have translators with technical expertise in electronics.
- **Translation:** The core phase where the actual translation occurs. Consider the nuances of translation, like choosing between Korean formal and informal language based on your content's tone.
- Desktop Publishing (DTP): Formatting the translated text to match the source layout. For Hindi translations, for example, the tracking should be set to metric so you get a continuous horizontal line — with no gaps — within the words.
- **Post Layout Preview (PLP):** Reviewing the formatted document for any layout or textual issues.
- **Delivery:** Final submission of the translated content.

It's important to note that while this is a general workflow, each project has its unique aspects and might require a tailored approach.

To look at the process from a different angle, we can separate them into the following categories:

- **Linguistic:** translation, editing, proofreading, backtranslation, transcreation, etc.
- **DTP:** recreation, file preparation, DTP.
- Media: transcription, subtitle creation, voice-over, interpreting, dubbing.

A deep understanding of each phase ensures a smoother translation process and higher-quality outcomes.

2. Creating an Effective Project Request

Starting with a detailed and accurate request will ensure a smooth and quick start to the translation process. Here's how to create one:

1. Define the language pair/s

While this sounds way too obvious, this is not always the case. A classical example of how confusing this may be is Chinese. When working with Chinese you should know whether you need Simplified or Traditional Chinese. This relates to the script the text is written with. Then you need to define whether you need Mandarin or Cantonese (those are the most common, but Chinese has many more dialects, and many of them are mutually unintelligible). To help you out with this one we prepared this handy cheat sheet.

2. Choose the best service to suit your project

In order to choose the best service for your project, it's important to understand the specific needs of your content and audience. Here's a brief guideline:

- **Translation vs. Transcreation:** For marketing or creative content, consider transcreation, which involves culturally adapting the content for the target audience, rather than a direct translation.
- Technical vs. General Translation: Technical documents require translators with subject matter expertise. In contrast, general translations are suitable for non-specialized content.

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Change in Text Size in English	Chinese	0.8x	1
to Asian Languages Translation	Hindi	1.4X	
a St later this winter with	Indonesian	1.4X	
the of the proper transmist for the of the of the Proper transmist for the of the Proper transmist for the proper transmist for the proper transmist for the proper transmist for the proper transmist for the proper transmist for the p	Japanese	1.6X	
	Korean	0.8x	
	Malay	1.6X	
	Thai	1.8x	
12 32 5. 23 korot times, t	Vietnamese	1.4X	
2000 Fall seven Fall seven			English

• Subtitling and Dubbing for Media: If your project involves media, determine whether subtitling or dubbing is more appropriate, considering your audience's preferences and the content type.

Selecting the right service is crucial for meeting your project's specific needs.

3. Measure the volume accurately

Accurate volume measurement is crucial for an effective quote. In translation, volume is typically measured in words or characters. However, Asian languages can present unique challenges:

- · Character-Based Languages: or languages like Chinese and Japanese, character count is a more relevant metric than word count.
- Expansion and Contraction: Some languages expand or contract when translated. The infographic abov provides data on how text length can vary between Asian languages and English, which is essential for planning and budgeting.

Utilize tools like our Weighted Word Count Calculator to accurately estimate the volume of your project, considering factors such as repetitions and non-translatable elements. Accurate volume measurement is crucial for budgeting and planning.

4. Calculate the deadline

Setting a realistic deadline is pivotal for the smooth execution of your project. Consider the following:

- Complexity of the Task: Tasks like DTP and transcreation take longer than straightforward translations.
- Language Pair and Availability of Resources: Some language pairs might have fewer available translators, impacting turnaround time.
- Volume and Content Type: Larger volumes and technical content require more time.

Incorporate buffer time for quality checks and unexpected delays. Use project management tools and historical data to estimate timelines more accurately.

This framework provides a solid foundation for project managers navigating the complexities of working with Asian languages. Each project is unique, so adapt these guidelines to fit the specific needs of your project.

Final Thoughts

While this guide provides a basic introduction to working with Asian languages, there are many more intricacies and specifics we will cover in future articles. Feel free to reach out to our experts to discuss your specific project needs.

Special thanks to my colleagues Kiril Kulev, Nadezhda Kavrakova, and Rosen Ivanov for sharing their expertise and insights.





ELIA Together 2024 Riga, Latvia



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ACKLING IDIOMATIC EXPRESSIONS IN MALAY: A TRANSLATOR'S GUIDE



Desi Tzoneva

Content Writer

The Malay language is made more flowery and beautiful through the use of idioms. However, Malay idioms are often difficult to translate due to sound, lexis, grammar, and style.

In addition, the Malay language does not have different types of tenses to indicate past, present, or future time, unlike the English language. And what is more, the majority of the Malay lexis through the use of idioms has a religious sense to it, which can make it more difficult to translate.

In this article, we explore common idiomatic expressions in the Malay language, focus on a few of the challenges involved in translating Malay idioms, emphasize a few strong strategies for translating them, and discuss the importance of understanding the cultural context in such translations.

Let's get started.

Common Idiomatic Expressions in the Malay Language

Just like many languages use this part of speech, Malay idioms are used to convey cultural nuances and intended messages through the use of language as a form of storytelling. Below, we outline a few of the more frequently used Malay idioms to give you an idea of how the language is used to convey meaning.

- Malay idiom: Anak Harimau Di Dalam Hutan, Tetap Harimau Juga
- **English meaning:** A tiger cub in the jungle is still a tiger.
- **Explanation:** It's when a person who has grown up in difficult circumstances still possesses the qualities and characteristics of their background or upbringing. In essence, it means that people's past deeds will always show up in their personality. It tells us that you

will always bring what you learned with you no matter what your future may be.

- Malay idiom: Air Tidak Boleh Dibohongi
- **English meaning:** Water cannot be lied to.
- **Explanation:** It describes a situation where the truth is already public knowledge and cannot be hidden anymore.
- Malay idiom: Baju Tidak Sebulu Dada
- **English meaning:** The shirt is not as long as the chest.
- **Explanation:** It expresses how material possessions and wealth will never bring true happiness and comfort because material wealth can be fleeting.
- Malay idiom: Jangan Menyalahkan Kayu, Bila Botol Pecah



- English meaning: Don't blame the wood when the bottle breaks.
- **Explanation:** It is used as a teaching device, telling people not to blame innocent parties for the consequences of their own actions.
- Malay idiom: Hendak Seribu Daya, Tak Hendak Seribu Dalih
- English meaning: If you want something, you have the force of a thousand; if you don't want it, you give excuses for a thousand.
- **Explanation:** If you are willing, you can do a thousand things to achieve your goal; If you are unwilling, you can come up with a thousand excuses.
- Malay idiom: Sambil Menyelam Minum Air
- English meaning: While diving, drink water.
- Explanation: It is the Malay equivalent of killing two birds with one stone.

- Malay idiom: Mati Semut Kerana Gula
- **English meaning:** Ants die because of sugar.
- **Explanation:** It is used in a situation when someone falls victim to an easy way out.
- Malay idiom: Sudah Jatuh Ditimpa Tangga
- English meaning: After falling, the ladder falls on you.
- **Explanation:** It is when someone is going through bad luck or hard times in succession; in other words, when it rains it pours.
- Malay idiom: Lembu Punya Susu, Sapi Dapat Nama
- English meaning: The milk belongs to the cow, but the bull cow gets the name.
- **Explanation:** If you have a boss or a coworker who always takes credit for your work. In other words, to steal one's thunder.

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- **Malay idiom:** Harimau Mati Meninggalkan Belang, Manusia Mati Meninggalkan Nama
- **English meaning:** Tigers die and leave their stripes, but humans die leaving their names.
- **Explanation:** A good person dies, forever leaving a good impression while a bad person leaves a bad name forever.
- **Malay idiom:** Sepandai-Pandai Tupai Melompat, Akhirnya Jatuh Ke Tanah Juga
- **English meaning:** No matter how high the squirrel jumps, it will eventually fall onto the ground.
- **Explanation:** This is to remind everyone that no matter how hard you are running away from your misdeeds and wrongdoings, one day people will find out about them.
- Malay idiom: Tanam Lalang Tak Akan Tumbuh Padi
- **English meaning:** If you plant grass, you won't get rice.
- **Explanation:** All misdeeds will receive retributions, or karma never loses.
- **Malay idiom:** Malu Bertanya Sesat Jalan, Malu Berkayuh Perahu Hanyut
- **English meaning:** If you're too shy to ask you will get lost; if you refuse to paddle, your boat will drift away.

- **Explanation:** If you do not try something, it will be difficult to achieve something, and if you are reluctant or shy to ask your superior or teacher, you are bound to make a mistake.
- Malay idiom: Alang-Alang Menyeluk Pekasam Biar Ke Pangkal Lengan
- **English meaning:** If you reach into the fermented fish jar, you should just put your whole arm in.
- **Explanation:** You should be determined to finish what you have started successfully, not half-heartedly.

Challenges in Translating Malay Idioms

Translating Malay idioms effectively comes with a number of challenges. Among these include:

- Culture-specific concepts (with no equivalent in the target language)
- The source language word is semantically complex
- The source language and target language have distinctions in meaning
- The target language lacks a specific term
- Differences in physical or interpersonal perspectives
- Differences in expressive meaning
- · Differences in form

- Differences in frequency and purpose of using specific forms
- \cdot ~ The use of loan words in the source text
- \cdot And others.

Strategies for Translating Malay Idioms Effectively

There are several strategies to translate Malay idioms more effectively. These strategies include:

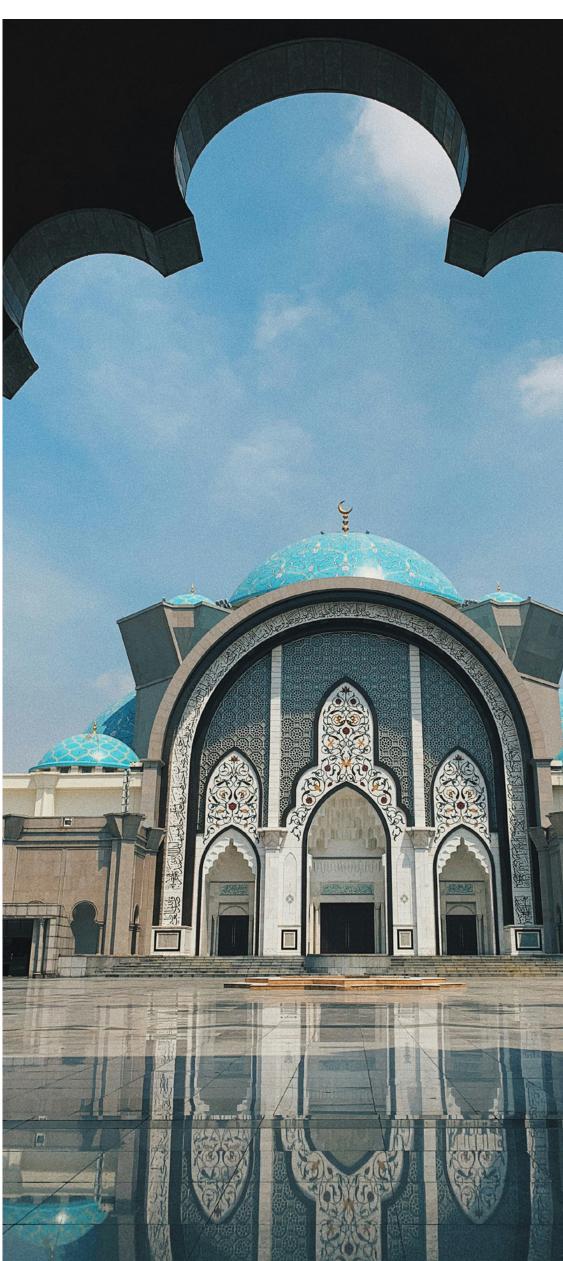
- Translation by a more general word (superordinate)
- Translation by a more neutral/less expressive word
- · Translation by cultural substitution
- Translation using a loan word or loan word plus an explanation
- Translation by paraphrasing using a related word
- Translation by paraphrasing using unrelated words
- Translation by omission
- Translation by illustration

The Importance of Cultural Context in Conveying Intended Meaning

Although there may be many challenges in translating Malay idioms, there are also several highly effective strategies for effective translation.

One of the most important aspects that should not be overlooked when carrying out a translation of Malay idioms is to have a deep understanding of the cultural context in conveying the intended meaning. For this reason, if you need translations from Malay to English or English to Malay, you need a native speaker who is deeply familiar with the nuances of the language and culture to bring forth a more accurate and more descriptive translation with ease.

More About Malay







NDERSTANDING KOREAN ACCENTS: A COMPLETE GUIDE



For linguists and language enthusiasts, the Korean language is a linguistic treasure trove because of its distinctive script and rich history. Knowing the accents of the Korean language is an important, but sometimes disregarded, part of learning the language. These accents add a unique regional flavor to the language, but they also make communication and translation challenging. This article aims to simplify these challenges, explaining the accents of the Korean language and how they affect communication and translation.

The Nature of Korean Accents

Korean accents are characterized by their remarkable diversity across the peninsula. While the standard language is rooted in the Seoul dialect, regions such as Gyeongsang, Jeolla, and Chungcheong offer their unique intonations and pronunciations. These regional accents do more than mere variations in sound; they embody the cultural identity and heritage of their locales. For instance, the assertive tones of the Gyeongsang dialect contrast with the melodic, gentle rhythm of the Jeolla dialect, each telling a story of their people and traditions.

The Role of Accents in Korean Language Translation

Accents play a pivotal role in the translation and interpretation of the Korean language. A word in the Jeolla dialect might have a different connotation when spoken in the Seoul dialect. For translators, this accentbased variation poses a special challenge since they have to work through these nuances to accurately convey the intended meaning. Understanding context becomes crucial, particularly when translating works of literature and culture, where the regional flavor of the language adds depth to the content.

Under this principle, certain Korean words or phrases can be easily misunderstood due to accent variations. For instance, the word '마늘' (garlic) in standard Korean might sound like '叶눌' (wife) in some regional accents. Such variations, although amusing, can lead to misinterpretations if not understood properly. Non-native speakers and translators must acquire a keen sense of these distinctions, which is frequently accomplished by exposure to diverse dialects and regional media.

Accents in Korean Media and Popular Culture

These Korean accents are preserved and showcased in large part by Korean popular culture and media. Regional dialects are frequently used in television dramas and motion pictures to depict characters from different parts of Korea, providing viewers with an idea of the linguistic diversity of the nation. This representation not only entertains but also educates the audience about the richness of Korean dialects.

Content Writer

Desi Tzoneva



Techniques for Mastering Korean Accents

Mastering Korean accents requires a combination of focused learning and immersive experiences. To truly immerse yourself in the nuances of Korean accents and improve comprehension and pronunciation, the following are some techniques that you can incorporate into your learning process for a better understanding of Korean Accents:

- · Watch local Korean TV dramas, to help enhance your listening skills and to get involved with cultural contexts.
- Explore the great Korean musical landscape by listening to artists and bands from different parts of the country.
- · Interact with native speakers to help to understand various accents, you can do so by traveling or even through social media.
- Practicespeakingbyrecordingyourselfandmimicking the pronunciation and intonation of native speakers.

- Participate in language exchange programs, you can join language exchange communities with a learning environment that provides you with a supportive space.
- Take advantage of language learning apps that offer specialized content on Korean accents.

Incorporating these techniques into your language learning process can significantly improve your ability to understand Korean accents, and lead to a deeper appreciation of Korea's linguistic diversity.

Conclusion

The study of Korean accents is not only an academic purpose but it is also a journey into the heart of the Korean culture. A deep understanding of these accents not only facilitates effective communication but also enriches the linguistic journey. For translators, language learners, and cultural aficionados, embracing the full spectrum of Korean accents unlocks a world of profound linguistic experiences and cultural insights.

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NDERSTANDING THE BASICS OF CAT GRIDS & WHY THEY MATTER

Rosen Ivanov Account Project Manager Team Leader

Have you ever wondered about how pricing in translation is calculated? Although this question may appear quite straightforward, it's actually more complex than it appears.

Why? That's because of an industry practice that makes use of Computer-Assisted Translation (CAT) Grids.

But what are CAT Grids and how do they work? To answer this question, we need to step back and explore a few related terms to help you gain a better understanding. Ready to dive in? Let's get started!

Behind the Scenes of CAT Grids: The **Early Stages of a Translation Project**

The early stages of most translation projects work with CAT tools. This is computer software that helps translators do their job much faster and more accurately. But how do CAT tools work? To explore this, we need to look at how a translation project starts. Here's the gist of it.

A CAT tool is opened on a computer and the source file in the original language is input into it. After this, the CAT tool splits the file for translation into a large bilingual editing table where translation is done.

On one side of the screen, there is the original source document, which is split into different segments such as phrases and paragraphs. On the other side of the screen is where the translation part of the document appears.

It is also split into segments where the translation of the source segments can be added. Also important to remember at this early stage of the translation process is that CAT tools can store and translate documents in a database.

Also called Translation Memory, it means that previously translated materials can be reused at any time for current translation projects.

Starting the Translation Process

But this is where certain levels and layers of complexity begin to emerge. Here's how it works:

A document will be loaded into the CAT tool, which then performs an analysis of the text. In essence, these tools show both external and internal fuzzy matches. In terms of fuzzy matching, it is a term that is used to describe the CAT tool technique as a special case of record linkage. Simply put, after a CAT tool analyzes the text, it also shows the levels of frequency of repetition that exist in the text.

An example of this is the case when one sentence is repeated once. In such a situation, the CAT tool will mark the sentence as a 100% fuzzy match. However, if



this sentence is repeated more than once, the CAT tool will mark the text as 101%. This is also called a Context Match.

What does this mean for translators? It means that when there are cases of repeated phrases or sentences, they only need to carry out a translation of the repeated text once. After this, the same translation will be automatically applied whenever the sentence is repeated.

Naturally, certain texts will not have any word repetitions or repeatability. Therefore, once the first phase of this process is completed, the CAT tool will provide an analysis of the different levels of fuzzy matches, which are usually represented as follows:

New words:

- 50-74% Fuzzy Matches
- 75-84% Fuzzy Matches
- 85-94% Fuzzy Matches
- 95-99% Fuzzy Matches
- 100% Fuzzy Matches

Repetitions:

101%/Context Matches:

Based on this short breakdown, a CAT tool will start from "New words" and move on to "101%/Context Matches", which demonstrates how often repeatability appears in a document for translation.

A Practical Example

A practical example of a translator working with CAT tools is a case where they may receive a document that comprises 2,000 words. However, there may be quite a high number of fuzzy matches.

Consequently, the reality is that the linguist will not translate the full 2,000 words within the document but actually a far lower amount, depending on the repeatability of certain words, phrases, and sentences.

A Brief Introduction to CAT Grids

Having looked at an example of how CAT tools help determine the repeatability of source documents for translation, it's necessary to price the translation project appropriately.

This is where a CAT Grid comes into play. A CAT Grid is a table form of the prices that are offered for the different levels of pricing matches.

At 1-StopAsia, our Standard CAT Grid is the following:

New: Charge 100% from the normal rate

- 50-74%: Charge 100% from normal rate
- 75-84%: Charge 60% from normal rate
- 85-94%: Charge 60% from normal rate
- 95-99% Charge 60% from normal rate
- 100%: Charge 30% from normal rate

A brief dictionary:

Такеаваъ

CAT Tool: Computer-Assisted Translation (CAT) Tool is specialized software designed to assist human translators in their work. It helps improve efficiency and accuracy by providing features like translation memory, terminology management, and alignment tools.

Translation Memory: Translation Memory (TM) is a database that stores previously translated segments of text. It allows translators to reuse translations from earlier projects, ensuring consistency and saving time.

Fuzzy Match: A Fuzzy Match is a translation match that is not an exact match but shares similarities with the source text. It is categorized into Internal and External Fuzzy Matches.

Internal Fuzzy Match:

An Internal Fuzzy Match occurs when a segment in the current document partially matches a segment within the same document.

External Fuzzy Match:

An External Fuzzy Match happens when a segment in the current document partially matches a segment stored in the translation memory from a previous project.

Context Match: A

Context Match, also known as a 101% match, is a type of Fuzzy Match that considers the context in which a sentence is repeated. It helps translators identify and handle repeated content more accurately.

CAT Grid: A CAT Grid is a pricing table that outlines the cost structure for translation services based on different levels of matches. It defines the pricing strategy for new words, various percentages of fuzzy matches, and repetitions, offering a transparent and standardized approach to translation pricing.



Repetitions: Charge 30% from normal rate

 101%/Context Matches: Charge 30% from normal rate

In some cases, clients may wish to work with CAT Grids that contain different rates. And in this regard, we are very swift and adaptable. However, this can have implications for our linguists.

That's why even if we need to lower our CAT Grid percentages in some cases, we will keep rates the same when we send work to our linguists in order to remain fair to them.

Therefore, while a CAT Grid is often used to reduce the price of a translation project, we do value and place a strong emphasis on our linguists and the use or lowering of CAT Grid percentages should not be used in a manner that is unfair to them.

Conclusion: A Fine Balancing Act

Because the use of CAT Grids is a fine balancing act, we at 1-StopAsia approach it as both an art and a science.

Although we strive to give our clients the best value for money through quality translations, we also value the efforts of our linguists and translators.

As such, CAT Grids should not be fixed in stone but should rather be flexible and tailored to the project in question.

While there are certain fixed percentages, we do offer flexibility in our CAT Grids, giving both our clients and translators a fair value while producing quality translation work.







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Takeaway .







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