



reface

Dear Readers,

Welcome to the beating heart of Asia! This issue is packed with insights, expert opinions, and practical advice for professionals in the translation & localization industry.

In **Localization Station**, we delve into the technical and strategic aspects of localization projects, addressing challenges and sharing best practices. **Focus on Experts** offers in-depth looks at current issues and innovations, from font standards in Burma to opportunities in the Vietnamese renewable energy market. **1-Stop Media** takes you into the vibrant world of Asian entertainment, exploring Japanese arthouse cinema and the translation of anime theme songs. Finally, **Takeaway** features a reflective piece on the challenges and solutions of remote work, authored by our outstanding Maria Grudeva.

We hope you find this edition of *Pulse of Asia* both informative and inspiring. Thank you for joining us on this journey through the intricate landscape of Asian languages and culture.

Warm regards,

Enitsa Koeva

Global Marketing Manager & Graphic Designer

ontents

Localization Station

Optimizing Workflow in Localization Projects	page 6
Mastering the East: Strategies for App Store Optimization & Localization in Asia	page 10
Player Feedback from Asian Communities: Impact on Video Game Localization	page 14
Decoding Khmer: Addressing the Technical Challenges in Localizing for Cambodia	page 18

Focus on Experts

Zawgyi vs. Unicode: The Burmese Font Dilemma	page 24
Reflecting on GALA 2024: A Look at the Language Industry's Current Pulse	page 28
Renewable Energy Translation: A Gateway to Vietnamese Market	page 32
The Ultimate DTP Guide to Korean	page 36

1-Stop Media

Exploring the World of Japanese Arthouse Cinema	page 42
From Text to Screen and Beyond	page 46
Translating Anime Theme Songs: Maintaining Rhyme and Rhythm	page 50

Takeaway

derstanding Isolation in Remote Work	page 56
--------------------------------------	---------



PTIMIZING WORKFLOW IN L10N PROJECTS: Strategies for Seamless Integration of Asian Languages



Daniela DelievaContent Writer

Localization is the process of adapting content to suit the cultural, linguistic, and technical requirements of a specific region. It plays a pivotal role in bridging intercultural communication gaps and fostering the engagement of local audiences.

Localization can be especially challenging when dealing with Asian languages, because of their specific cultural nuances and linguistic diversity. Proper localization will ensure that the content will resonate with the local audience and will fit well with the local culture and market. However, accurate localization is not without its challenges – it demands a deep understanding of the local culture, linguistic intricacies, text direction variations, encoding issues, and integration with software. Despite having a set of challenges, effective localization is one of the tools any business needs to ensure that the target audience will resonate with the specific message, driving business expansion and cultural connection.

Cultural Nuances and Their Impact on Localization

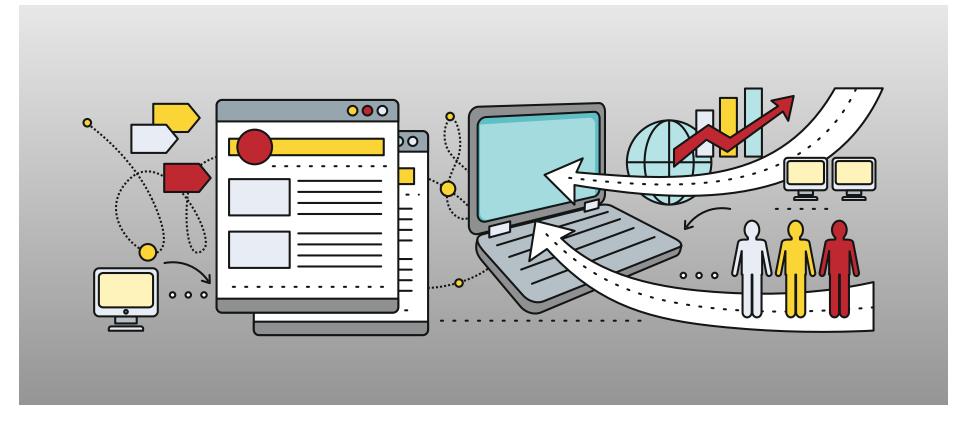
Culture can play a significant role when it comes to localization of Asian languages, influencing not only the accuracy of translation but also audience reception. Understanding the local culture is paramount in adapting content in a way that respects cultural sensitivities and norms. Successful localization often involves extensive research into the target culture and a deep understanding of local idiomatic expressions, symbols, and other cultural references that will resonate with the local audience.

For instance, a marketing campaign that does not consider cultural sensitivities, local traditions, or even taboos may result in alienating audiences and damaging the brand's reputation.

One such example is Pepsi's "Come Alive With the Pepsi Generation" slogan, which was mistranslated into Chinese "Pepsi brings your ancestors back from the grave", definitely confusing local audiences. Such examples highlight the importance of linguistic and cultural expertise in localization. Tailoring the message to fit the culture and local customers will ensure that audiences understand the brand's efforts better and will foster positive audience reception. Brands that demonstrate cultural sensitivity and adaptability stand to gain trust, loyalty, and market share in Asian markets.

Character-Based Challenges

One of the challenges translators face when it comes to Asian languages is their distinct writing systems. Those systems are particularly pronounced in languages such as Chinese, Japanese, and Korean. Chinese, for example, employs Hanzi characters, each symbolizing a specific idea, word or a concept, demanding meticulous



translation. Japanese, on the other hand, is complex because it possesses characters borrowed from Chinese, alongside syllabic systems such as the hiragana and katakana. These writing systems require comprehensive linguistic understanding to ensure accuracy and coherence in the localization.

Technical Considerations for Asian Languages

Asian language localization can include several technical considerations such as font compatibility or text layout intricacies. A lot of Asian languages utilize complex characters and scripts, which makes it necessary that they are supported across devices and platforms.

Furthermore, the nature of characters and scripts may pose challenges in text layout, particularly in cases where the characters must be arranged vertically or horizontally, like in Japanese.

In such cases, the use of specialized localization tools is crucial. These tools help efficient translation and ensure the accurate rendering of characters, and streamline the localization process. The best option to address the technical issues of localizing Asian languages is to use tools that offer support for Asian fonts, have advanced text layout options and allow seamless localization.

Also, using tools such as Unicode encoding – a character encoding scheme that includes characters from almost all of the living languages of the world, helps mitigate

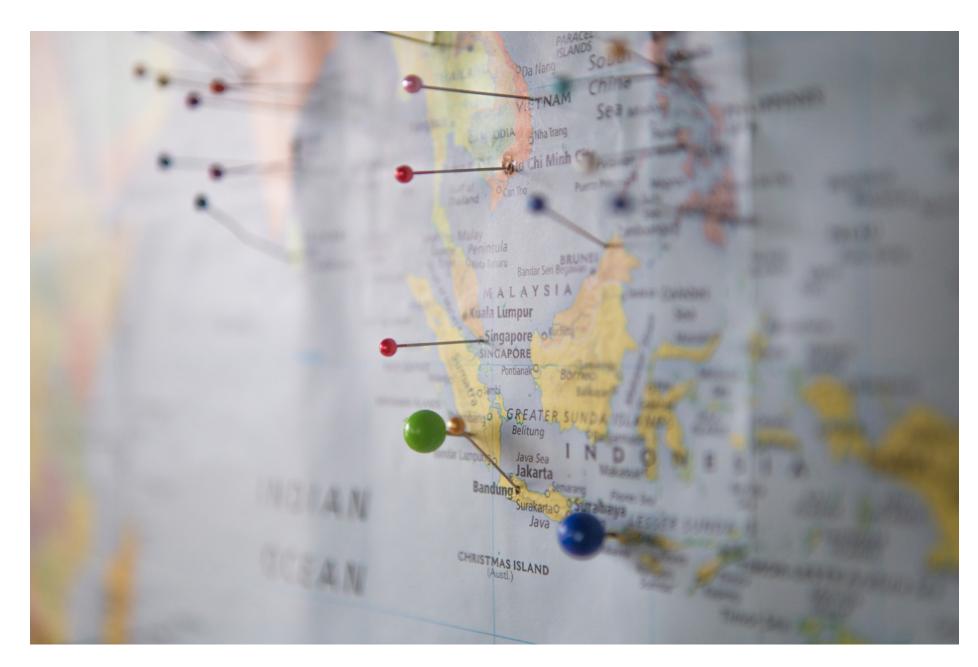
compatibility issues and ensures optimal display across various devices and platforms. Embracing similar tools and implementing good localization practices, translators and localizing specialists will navigate the technical challenges related to Asian languages.

Workflow Optimization Strategies

Effective Asian language localization is possible by implementing robust project management strategies. Effective project management involves planning, resource allocation, and clear communication between managers and translators.

Utilizing technology also plays a crucial role in enhancing the localization process. Translation Management Systems (TMS), for example, serve as platforms for managing translation projects, facilitating collaboration between teams, as well as tracking progress, and maintaining consistency across translations. Such systems help with tasks such as file management, quality assurance, and translation memory integration, thus optimizing workflow.

Automation tools such as machine translation or text extraction software also offer opportunities to expedite certain aspects of translation and localization. By integrating these technological solutions into project management workflows, localization teams can effectively navigate the intricacies of Asian language localization, driving efficiency, and ensuring successful project outcomes.



Good Examples of Localizing Asian Languages

There are many good examples when it comes to localizing Asian languages and navigating a specific country's culture and linguistic traditions. For instance, Roblox has been a great example of breaking language barriers through AI translations. In Roblox, players from all over the world can play simultaneously and communicate with each other. The communication between two players who speak different languages can be very challenging, so Roblox implemented the use of AI to provide real-time translations. To limit potential mistakes, Roblox uses user feedback to minimize the dangers of literal translations.

Another great example of localization is *Square Enix*, known for its role-playing games such as the *Final Fantasy* series. In *Final Fantasy*, for example, *Square Enix* implements region-specific adjustments to dialogue, quests, and character names to resonate with players across Asia. The Japanese version of the characters use honorifics like "-san" or "-sama," reflecting cultural

norms of respect and hierarchy. *Square Enix* collaborates with native speakers and cultural consultants to ensure accurate representations of cultures.

Conclusion

Inconclusion, localization to Asian languages can present a challenge that encompasses cultural, linguistic, and even technical complexities. Successful localization is the result of a deep understanding of local culture, and linguistic nuances, as well as the utilization of specialized tools and workflows. There are many good examples of companies connecting with local audiences, and achieving great success when entering a new market by respecting the culture and aligning their message to the market in question. By embracing technology and industry standards, translators and localization teams can navigate different cultures and the challenges that may arise, unlocking opportunities for business expansion in the diverse Asian markets.

Request a quote!



Delicious and fragrant traditional homemade Thai dessert made of sticky rice, coconut cream and pandan juice, sprinkled with roasted sesame seeds. This fabulous dessert takes its attractive green color from the highly aromatic Pandan plant. It is traditionally eaten during the summer.

Download the recipe and enjoy!

ASTERING THE EAST: STRATEGIES FOR ASO & LION IN ASIA



Daniela Delieva
Content Writer

The app market in Asia is a lucrative challenge for anyone who wants to expand their business and attract users from that region. Asia boasts some of the world's largest and fastest-growing app markets, which presents a huge opportunity for businesses and developers. Not only that but languages such as Chinese have a large number of native speakers, which can further drive more customers to your app. However, the Asian market requires special attention rather than a one-size-fits-all approach. In this article, we are going to delve into the strategies needed for App Store optimization (ASO) in several Asian markets, such as the Japanese, Korean, and Chinese markets, as well as localization strategies tailored specifically for these markets.

Understanding Asia's App Market Landscape

Asia has some of the world's largest and fastest-growing app markets, where each country offers unique potential for app developers and businesses. It's crucial to understand the specific characteristics of each market to effectively succeed in them.

Japan's App Store

The Japanese app market is one of the world's most vibrant and profitable arenas for developers and businesses. It ranks third in consumer spending worldwide, being behind China and the United States, mainly due to a consistent rise in smartphone users. Notably, Japanese users dedicate over 4.5 hours daily to mobile app engagement, a figure that has surged after the pandemic.

The Japanese app market has a wide array of options, but mobile gaming seems to be the driving revenue. For a decade now, Monster Strike has maintained its position as one of the highest-grossing apps in Japan. Other titles such as Fate/Grand Order and Dragon Quest Walk also have achieved incredible success, solidifying the gaming dominance in the Japanese market.

App Store Optimization in the Japanese Market

App Store Optimization (ASO) entails comprehensive keyword research, which may be a straightforward process for certain languages—such as English, for example, where ASO specialists have established well-known methods for compiling keyword clouds by using special software or independently.

App Store Optimization for the Japanese market, however, can be quite different. Japanese consumers exhibit a taste for quality, aesthetics, reliability, and meticulousness, necessitating developers to refine apps in order to align with the consumers' taste. Therefore ASO for the Japanese market requires attention to detail, linguistic understanding, and cultural understanding. Linguistic understanding and localization are the most pivotal factors in App Store Localization, as they allow consumers to understand the message of the specific app. It

demands not only precise translation but also a nuanced understanding of Japanese culture.

Adapt Your Language and Tone

While other languages utilize one alphabet, Japanese employs three distinct writing scripts: kanji, hiragana, and katakana. This complex writing system can be a challenge for App Store Optimization, as ASO specialists must ensure accurate keywords and precise representation of their app's title across all three scripts to optimize comprehension and visibility among Japanese users.

Having three different alphabets can be quite a challenge when researching popular keywords and the potential traffic they can bring. A single word for example can vary a lot in popularity and traffic solely based on the choice of script. One example of this is the keyword "puzzle" — the more popular word "パズル" written in Katakana garners higher estimated traffic. In contrast, the word "ぱずる" in Hiragana, though sharing the same pronunciation in Japanese results in a different score and estimated traffic. Therefore, ASO specialists must be very careful when choosing a keyword and script.

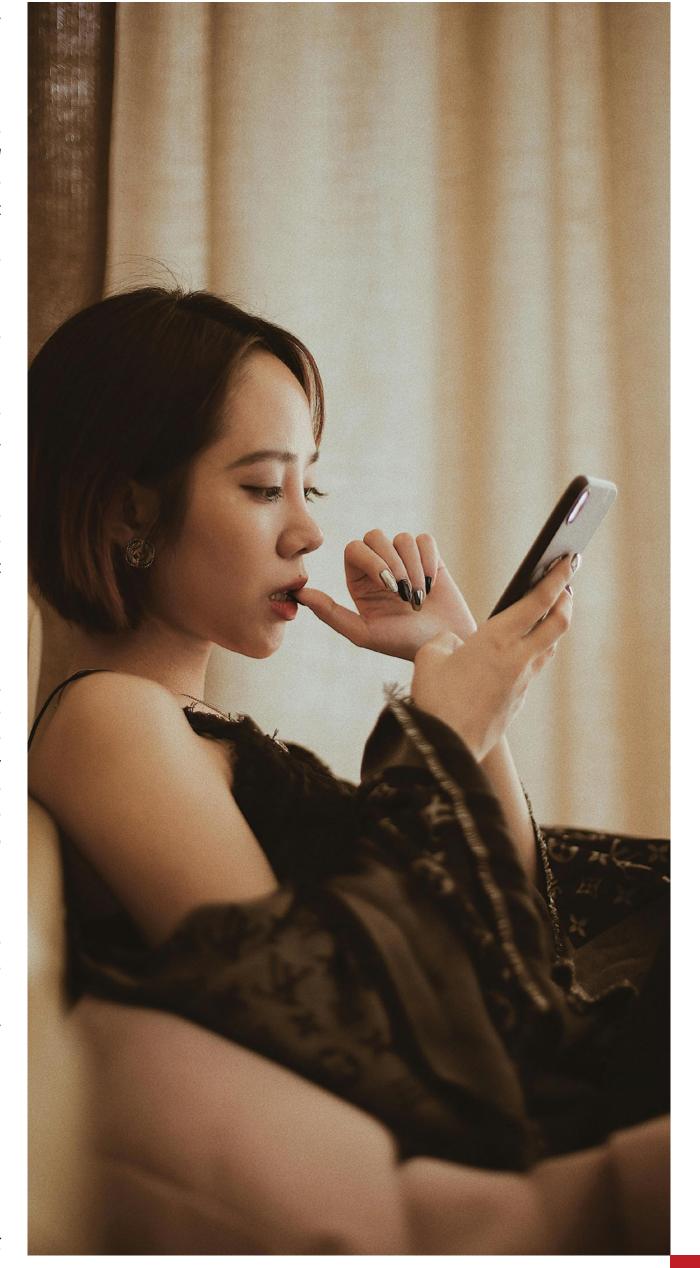
Japanese Culture

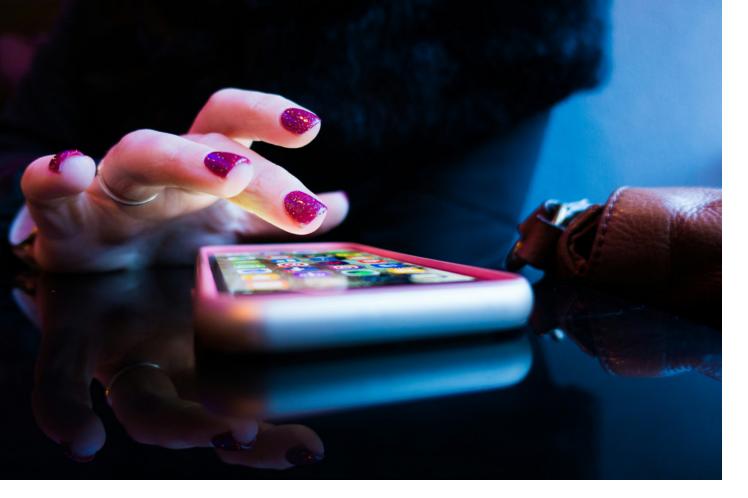
Japanese consumers prioritize cultural relevance, so it's of huge importance to adapt and navigate Japanese culture very well. Selecting the appropriate language styles and honorifics, as well as integrating culturally significant imagery and themes will help resonate with Japanese users and stand out in the competitive app market. Therefore, ASO in Japan requires a deep understanding of linguistic specifics and cultural subtleties to captivate and engage the audience.

For example, Japanese users prefer to have all available information in one place. That is why users from Europe or the US may consider some apps as visual overload, but for the Japanese consumer, this is a well-rounded and complete design.

South Korea's App Store

App Store Optimization is also quite dynamic in South Korea as well, requiring a nuanced and tailored approach to the preferences of South Korean customers. South Korea has one of the highest smartphone penetration rates globally, which makes the country a promising





yet competitive market for app developers and ASO specialists. Succeeding in App Store Optimization demands a deep understanding of the local culture, language, and user preferences.

Translating Into Korean

Language localization is a pivotal part of App Store Optimization for the Korean market. More often than not, Koreans prefer to use apps in their native language for a more comfortable user experience. Therefore, it's essential to translate all textual elements in the app such as titles, descriptions, menus, and so on into Korean. Using appropriate honorifics and formal language in apps is also very important, as Koreans value politeness and respect. However, it's important to mention that while translation is important, localization is also paramount for ASO. Apps need to be adapted to the needs of the local user and their culture.

The app name for example is best to be translated in Korean as well. Some applications may have an English name which is popular around the world and known by most users, but Korean customers prefer to see the name written in the Korean alphabet as well. Popular apps such as Tinder and Uber Eats also translated their brand name into Korean.

Korean Grammar

According to Korean grammar rules, nouns require cases when written, which are often omitted in casual

conversations or internet searches as users prefer simplicity to save time.

In search queries, you can often see misspelled words, and while native speakers will be able to understand the text, this can lead to errors in conversion rates.

To address this, words without cases are best utilized in the App Store keyword field. For Google Play, where users may stumble across these errors in the description, these words can be added at the end, within direct speech. Additionally, inserting a high Daily Impressions keyword in the incorrect case, disguised within direct speech, could also be beneficial.

Understanding the Culture

South Koreans have unique preferences and trends that shape their daily app usage habits. For example, in recent years Koreans have preferred clean and minimalist designs, so ASO specialists should ensure that the app's interface is intuitive and clutter-free. Furthermore, using social apps such as KakaoTalk or Naver as login options will make the user experience easier and enhance engagement.

Leveraging local trends will give apps a competitive edge in the South Korean market. Having an understanding of popular topics, cultural events, and seasonal trends will help ASO specialists tailor the app to better appeal to Korean users.

In gaming apps, for example, Koreans love the so-called aegyo style, reminiscent of Japan's kawaii culture. Aegyo encompasses endearing, childlike gestures and expressions that enhance the cuteness of game characters. Therefore, using anime-inspired elements and the aegyo style will probably entice a broader Korean audience.

App Store Optimization for the Chinese Market

App Store Optimization in the Chinese market can present a unique challenge for developers and businesses seeking to make their mark in one of the largest app ecosystems in the world. The Chinese app market has a massive user base, diverse preferences, and a complex regulatory environment. Therefore successfully optimizing apps for the Chinese market requires a deep

understanding of linguistic and cultural nuances, as well as technical intricacies.

What's Different About App Store Optimization in the Chinese Market?

In the US or European countries, users typically rely on either the App Store or Google Play Store for downloading apps. That approach simplifies the task of ASO specialists operating in these markets. In China, however, the app market landscape shifts significantly. While ASO specialists targeting iOS continue to focus on the App Store, it's quite different for Android users. Google Play is not accessible in China, which impacts the user base a lot – by 74.5%. Chinese Android users turn to alternatives for app downloads, which are categorized into two groups:

- **1. Mobile Manufacturers' App Stores:** These include platforms like the Huawei App Market Store, Xiaomi GetApps, VIVO App Store, and Oppo Software Store.
- 2. Third-Party Stores: Popular options include Tencent MyApp, Baidu Mobile Assistant, 360 Mobile Assistant, and Wandoujia.

Language Localization

Both options for app downloading offer two variations of Chinese: Simplified Chinese (zh-CN) and Traditional Chinese Taiwan (zh-TW). The choice between them is based on the specific region you are trying to target, as language varies across different locales.

Simplified Chinese is predominant in mainland China, Singapore, and Malaysia, while Hong Kong, Taiwan, and Macau use Traditional Chinese. The choice between the two can be also influenced by the demographic characteristics of the target audience.

Which Type of Chinese to Use for Your App?

While most users in mainland China prefer Simplified Chinese, it's best, if possible, to offer the possibility to choose between the two different Chinese scripts. This can increase your outreach and retention rate even more. Also, the Chinese really prefer complex expressions and we suggest using a human translation to ensure that the audiences' expectations are met.

Content Localization for the Chinese Market

To ensure that the Chinese audience resonates with the message of your app, ASO specialists need to be sure that the layout and design, as well as content, are suitable for the audience's sensibilities. Chinese users have become more and more discerning, so a slight oversight can have a detrimental effect on a foreign's app success. Adapting to the preferences of the audience is key and it requires attention to detail and a deep understanding of local norms and expectations.

Similarly to users in Japan, Chinese audiences prefer it when they can see all the information in one place. This may seem too "busy" for Western audiences, but it's what the local audience likes and expects. That's why it's important to localize the layout of your App to match the taste of the Chinese users.

Conclusion

In conclusion, App Store Optimization in Japan, Korea, and China can present distinct challenges and opportunities for developers seeking to enter those competitive markets. In Japan, attention to linguistic specifics, cultural preferences, and the incorporation of culturally relevant elements is key to standing out. In Korea, a deep cultural understanding of tastes and visual preferences, as well as linguistic understanding is paramount in enhancing an app's visibility. Finally, in China navigating the complex multiple app stores and cultural nuances can be challenging. Effective ASO is possible by localizing content to the target audience's preferences and focusing on language localization as well. By tailoring ASO strategies to the unique characteristics of each market and embracing cultural relevance, developers can maximize their app's potential and effectively engage audiences across Korea, China, and Japan.

Contact us!

LAYER FEEDBACK FROM ASIAN COMMUNITIES:

The Impact on Video Game Localization



Desi Tzoneva

Content Writer

The video game ecosystem is highly complex and involves numerous stakeholders, including developers, localization specialists, marketers, and more. However, one of the most important stakeholders in video games is the players themselves.

Player feedback is critical in how a game is developed, revised, updated, and released. That's where game localization feeds into player feedback to ensure that the gaming experience is as authentic as possible.

In this post, we consider important factors for effective game localization, discuss localization ecologies, and explore a few case studies of game localization. Let's take a closer look.

What Is Game Localization and What Are the Factors to Consider?

Although many countries offer video games, Japan has emerged as one of the leading ones with various games gaining significant popularity in worldwide markets. With Japan's highly nuanced culture, however, as well as linguistic complexities, it is often difficult to simply develop a game and release it onto a foreign market. This is where game localization takes center stage and it matters to ensure that players in different countries can enjoy the sense of authenticity as if a game is made specifically for them.

Definition of Game Localization

In their 2022 research paper, Marina Fontolan, James Wilson Malazita, and Janaina Pamplona da Costa, defined game localization as "the adaptation and translation of video games from their original language into another language. This is a highly complex process that involves word-level translation, including transliteration, as well as an adjustment of or creation of new

cultural references that impact the player's experience of the game."

What this means is that game localization must go beyond mere word-for-word translations and incorporate cultural nuances and other cultural reference points so that the players in a foreign country are able to understand it.

Important Factors to Consider in Game Localization

For the reason mentioned above, there are several important factors that must be considered in game localization in order for it to be as effective as possible while smoothly and easily being adopted by the foreign market. These factors include but are not limited to:

• **Dress and appearance:** One example of where dress and appearance come to the fore is short-length skirts worn by female characters in Japanese games or the display of cleavage. In the wake of the #MeToo movement, Japanese developers have made sure to



implement changes that do not display these characters in an overly sexualized way and that are more respectful of social norms. Another example is the association of dark boots and long dark coats worn by agents, often associated with former Nazi agents in Germany. These dress and appearance considerations must be factored in to take into account socially accepted norms in different societies.

- Long words: In game localization, the space allocated for spoken words to be displayed as subtitles should also be considered. A language like Japanese, for example, uses less space for its characters to include speech, while a language such as German has longer words and requires more space for text.
- Text direction: In addition to the length of words, it is also important to consider the text direction. Some languages, for instance, read from right to left while others are from left to right or from top to bottom. Localizing for text direction is another key consideration.
- **Slang words:** Slang words are often highly complex to translate and localize as well. For this reason, it is

- often necessary not to translate them at all but rather to substitute them with local variants to ensure seamless understanding and a better immersive experience for the players.
- Social norms: Social norms are another key criteria for consideration and may include topics such as LGBTQ, politics, religion, and alcohol consumption. Every market must be carefully studied to ensure that no offense is caused to players or to culturally accepted social norms.
- Voices and accents: Familiar voices and appropriate accents can add authenticity and a stronger emotional connection to the game, thus creating a more immersive gaming experience.
- Instructions, menu items, icons, and help files: Each of these interface elements, when localized properly, can result in a smoother and more intuitive gameplay experience.
- Marketing and events: Beyond the in-game experience, it's also important to think about the external influences on the game's promotion in foreign markets. This means localized advertisements, social



media presence, influencer partnerships, participation in local gaming conventions or tournaments, etc. are just some of the ways to promote the localized game.

Each of these elements enables players to more fully understand the game's mechanics, storyline, and objectives, leading to increased engagement and enjoyment.

Feedback Matters: Localization Ecologies

Once a game has been developed, localized, and released in a foreign market, a "localization ecology" starts to form. This means localizing customer support channels and actively seeking player feedback in localized languages to demonstrate a commitment to players' needs and concerns. It's not only about customer support, however. It's also about the players' influence on the developers to foster an even more positive player experience by addressing issues effectively. As such, players are considered more than just consumers of games. Instead, they can put pressure on the industry to invest in game localization, meaning they, too, have a role to play in the effectiveness of the localization process.

Through the "localization ecology" or "ecosystem" there is no one-size-fits-all approach. This is because some player communities intervene more directly than others to help improve games that have already been released

by publishers through official translations. Examples of ways in which player feedback comes into play include:

- Frequently asked questions
- Walkthroughs available on different websites
- · Uploading own translations
- · Creating online communities
- · Contacting developers to fix bugs
- · And other ways

Asian Game Localization: Case Studies

A few examples of unsuccessful game localization efforts include the following:

- **Zero Wing, 1989:** A clear example of poor translation includes "All your base are belong to us".
- II, there is a scene in which the protagonist speaks to a poppy flower, which is used to extract opium. The original Japanese sentence directly translated to "Prohibited opium is going around secretly". However, due to prohibitions against making any reference to drugs in video games, localizers changed the text to reference bananas. The resulting conversation, "Bananas are going around secretly," became another example of common localization mistakes.

While these are just two examples, there are many others that have required more effective game localization for a more authentic gaming experience.

Conclusion

With significant improvements in game localization today, common mistakes like the two mentioned above are increasingly being avoided. The immersive experience of gaming is taking on a much more profound and authentic form, creating an engaging gaming experience for millions of players around the world.

With player feedback acting as a major driving force of game localization after a game's release, it creates an "ecosystem", which facilitates an improved way for developers to receive feedback and make improvements to their games, enabling smoother and more successful market entry.



We were happy to see our pins worn by the awesome people at LocWorld51. Stay tuned for the next batch of pins!

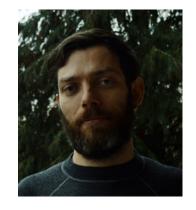






Photos: LocWorld, 2024





Rumen Pavlov

Content Writer

Cambodia's Rise and Growing Importance

Cambodia has done a pretty long walking on its path to progress and prosperity – the path every citizen in every country wants to tread on. Torn apart by a civil war in the '70s, occupation by Vietnam shortly afterward, and various aggressive outbursts in the '90s, the new millennium saw Cambodia rising on its feet and growing to such an extent that it turned into one of the world's top ten countries with the highest annual average GDP growth between 2001 and 2010. Cambodia has been trying to place itself among the global leaders in reducing poverty ever since.

The country has a young population — the median age is below 27 years and offers great opportunities for tourism, as well as being part of important Asian trade agreements and staying actively engaged in regional integration initiatives.

If you are a business that considers entering or expanding in Cambodia, you should be aware that in recent years new localization rules have been adopted. As of November 4, 2022, all commercial advertising of products and services must use Khmer as a primary language. So, what follows is a brief summary of what you should know about Khmer language, script, font, and everything around.

The Khmer Language: A Unique Character

Khmer, the official language in Cambodia, has a special place in the motley Asian languages palette. It is an Austroasiatic language, spoken by more than 17 million people — the majority speaking the so-called Central Khmer — but many, many dialects exist as well. Unlike the neighboring languages, such as Burmese, Thai, Lao, and Vietnamese, Khmer is not a tonal language (which

means its "melody" does not come from pitching), but the words are stressed on the final syllable.

Unveiling the Khmer Script and Writing System

The oldest dated inscription in Khmer dates from 611 AD. Khmer script is written from left to right and there are generally no spaces between words — the spaces are positioned at the end of a clause or a sentence and serve as indicators. Modern Khmer uses 33 consonant characters. Vowels are most often represented as dependant vowels, by means of additional marks, attached to a certain consonant. Each consonant has an inherent vowel. What is important for the look of the script too, is the use of diacritics. On top of that, Khmer language has its own numerals and punctuation marks.

Khmer in the Digital Age: The Birth of KhmerOS

The first computer applications in Khmer were developed only in 2004 by Spanish engineer Javier Solá, who initiated the KhmerOS (Khmer Software Initiative). Several thousand government officials and teachers

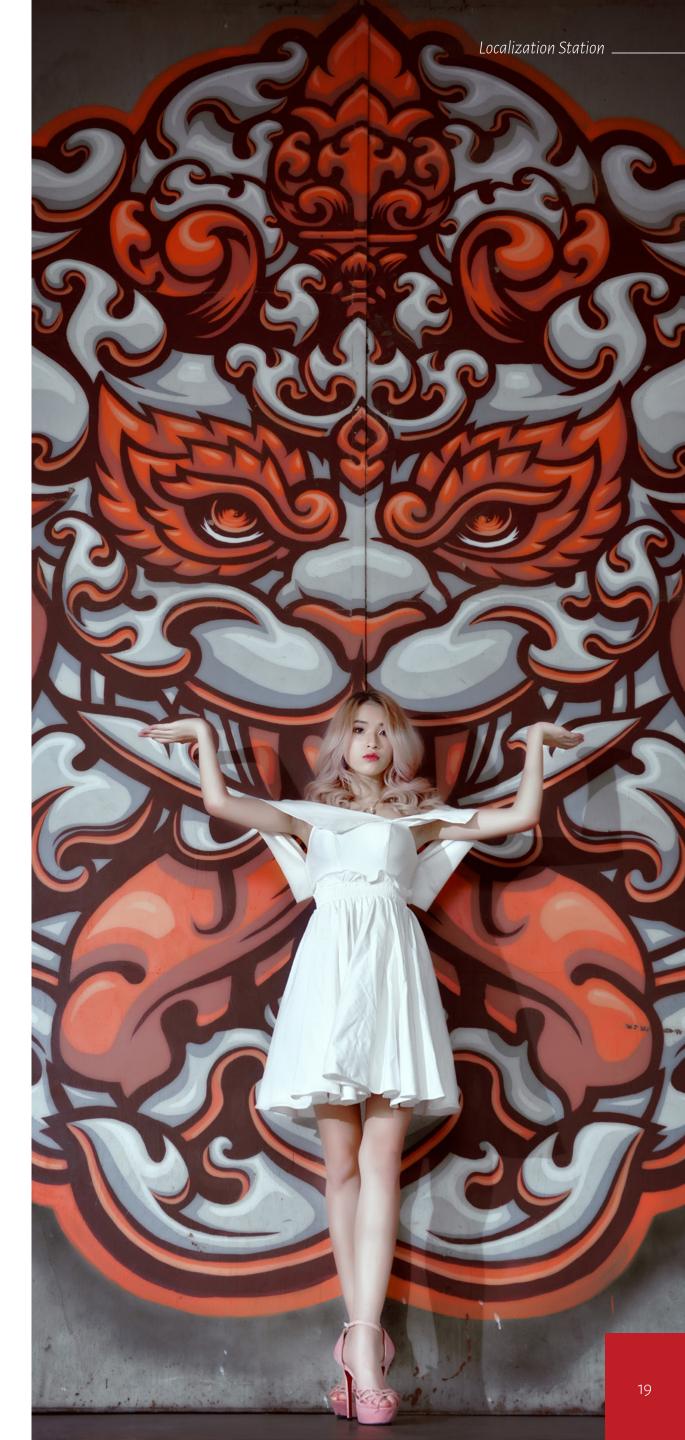
were trained to use the applications that gradually became part of their everyday work. As part of the project, Khmer script keyboards were manufactured. This initiative has basically reached its goal of allowing Cambodians to use computers in their own language, as Khmer OS is the base for the Open Schools Program, a joint venture with the Ministry of Education, Youth, and Sport that has taken the applications translated and localized by KhmerOS to all schools of Cambodia that have computers, as well as to all teacher training centers. Besides, Khmer OS also provides localization and training services to other projects.

Challenges of Khmer Digitalization: Fonts and Compatibility

But what are the specific challenges concerning, for example, digital font availability and compatibility? In the first place, this is the limited availability of Khmer fonts, especially high-quality ones. Actually, the quality and consistency of Khmer fonts are pretty much varying. Poorly designed or incomplete fonts may lack essential characters or proper spacing, resulting in less-than-ideal readability of Khmer text.

Over the years, many attempts to resolve the issues in Khmer encoding have been made and various orthographic syllable structures have been proposed. The result is a series of different encoding structures. The main difficulty of this concept is that the "encoders" allow multiple ways to encode the same visual form. In addition, proposed syllable structures, actual font implementations, and shaping engines differ from each other in various ways. Thus, common encoding issues related to Khmer text can arise due to font compatibility, Unicode encoding, and software limitations. For example, Khmer text may look strange and not displayed correctly, with question marks and boxes (also called tofu) popping out here and there. In this case, one should make sure which is the right Khmer Unicode-compliant code that supports the whole range of Khmer characters and if the problem persists, to try using a different Khmer font.

Nevertheless, Unicode-encoded Khmer text can be accurately searched, indexed, and processed by search engines and databases. Proper Unicode support ensures that Khmer text is accessible to all users, regardless of their technology preferences or requirements.





Many software applications have been successfully localized into Khmer. For example, Microsoft Windows and Microsoft Office (with Khmer language support), most of the Google products and services, Facebook, Mozilla Firefox and Thunderbird, OpenOffice and LibreOffice, and Adobe Creative Cloud, amongst many others. Most of these "localizations" have been implemented namely by the Khmer OS.

Khmer OS is run mainly by Cambodians. But the software engineers cannot do their trade without the priceless help of native speakers and qualified translators. Native speakers understand deeply language nuances, idiomatic expressions, and cultural context and this understanding facilitates accurate, polished, and culturally appropriate translations.

Navigating Khmer Language Regulations for Businesses

Let's check a few Khmer language regulations and possibilities, concerning a potential business entry into the Cambodian market:

- if foreign-language text is used in advertisements, it must ensure that the Khmer text is the primary one – the Khmer script must be twice the size of the foreign script and should always be placed above the foreign script;
- · all types of consumer products must have Khmer language on the labels;

- foreign-language or different labeling is only permitted if authorized by the regulator;
- as expected, official documents intended for use in Cambodia should be translated into Khmer language by authorized translators, in order to ensure legal validity.

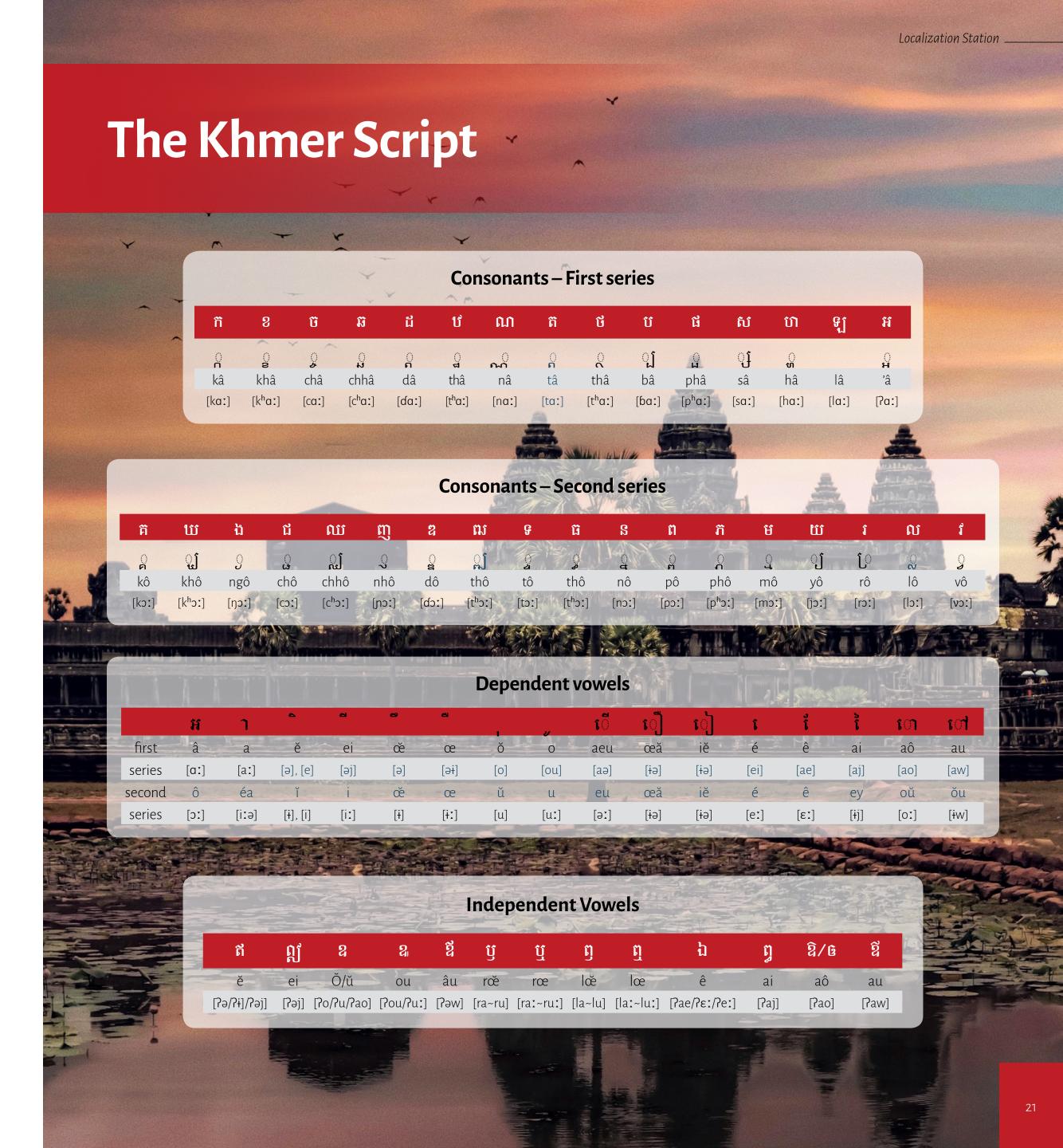
Overall, most consumer protection-related laws and regulations that have been adopted in the last few years require a shift to the Khmer language which basically is a rather logical step to protecting Cambodian consumers.

In the end, let's summarize the key challenges in localizing for Cambodia:

- getting to know the "feeling", tone, and look of Khmer language and Khmer font in particular;
- · acting by means of the not-so-perfectly-developed-yet Khmer Unicode block;
- reaching the Cambodian market of goods and services through mandatory use of Khmer language

 physically and digitally;
- · finding good translators to help with the implementation of the products/services;
- · complying with Cambodian law in terms of language representation.

Cambodia develops fast, its market is growing by the minute and Khmer language is its main symbol and "identifier" – and it should be treated as such.





AWGYI VS. UNICODE: THE BURMESE FONT DILEMMA



Desi Tzoneva

Content Writer

Myanmar has had a tumultuous past. From colonialism to independence, to a coup and the closing of borders and now the reopening of international diplomatic ties. This history has certainly had an impact on the Burmese people and on foreign companies seeking to enter the market.

This is nowhere better illustrated than accessibility to the internet and mobile devices. In fact, there was a time when a SIM card for a phone cost \$3,000, reserving its use for those who could afford it. However, times have changed and the \$7 SIM card has now emerged. There's also been a proliferation of smartphones, internet connectivity, websites, and apps for local Burmese people to access.

But one major challenge remains and that lies in whether Burmese fonts/Myanmar fonts are used across smart devices and computers or whether it's Unicode. In this article, we explore the Zawgyi vs Unicode dilemma by looking at what each font and standard means, identifying the challenges, and then focusing on potential solutions.

Let's dive in.

What is Zawgyi?

In the context of Burmese fonts/Myanmar fonts, Zawgyi is a font that represents the Burmese standard for encoding text on a website or application, whether for desktop computers or smartphones. Zawgyi is only used for Burmese characters in the Burmese language.

In addition, it is a font that does not comply with the international Unicode standard (for more on this, keep reading below). And while it is currently the most widely used font in Myanmar, it does not support ethnic—latest platforms, which include major operating systems Myanmar languages. In addition, Zawgyi is restricted to such as Windows, Mac, and Linux as well as operating specific phones and is specific to the country of Myanmar.

What is Unicode?

We now turn to the international Unicode Standard. It deals with encoding, representing, and handling text and was developed by global experts in 1991. The standard focuses and defines how text should be saved into data and how it is read and written. The Unicode Standard defines almost every script (both modern and ancient), including Burmese.

Furthermore, it is supported by practically all of the systems of mobile phones and numerous electronic devices. Today, almost anyone creating or using an app or a website that shows text on a screen uses Unicode,

meaning they can be read and understood by different computers around the world.

However, what is interesting to note is that the Unicode Standard was developed at a time when Myanmar was closed to the world. And that is part of the reason why as both use similar ranges of code-points to store and process characters, there will never be one universal font that can render both of them.

The Key Differences Between Zawgyi and Unicode

When it comes to Burmese fonts/Myanmar fonts, it's essential to understand the key differences between Zawgyi and Unicode in terms of Myanmar language processing. In short, these differences can be summarized as follows:

- Character sets: While Unicode adheres to an international standard character set, Zawgyi uses a unique, proprietary character set.
- Compatibility: Unfortunately, Zawgyi is often incompatible with Unicode systems, which creates challenges in the exchange of data across different platforms.
- **Support and standardization:** Zawgyi is generally only used within certain Myanmar communities and across specific software. This is because it comes in a non-standard format. Unicode, on the other hand, is standardized internationally and is broadly supported by modern software and platforms.
- Fonts and text rendering: Both Zawgyi and Unicode use different forms of font and text rendering methods. This means that when a Burmese user switches between systems, they will often encounter display
- **Encoding methods:** The methodology used by both standards differs. Zawgyi, for example, uses a specific encoding format that is specific to the Myanmar language. Meanwhile, Unicode mainly uses UTF-8 encoding, where Unicode characters are efficiently encoded and supported globally.

Challenges: A Tale of Two Fonts

The dilemma between using Zawgyi and Unicode fonts presents major challenges. This is especially the case where apps and websites developed outside of

ိုတို႔ ။ အယုံပဲအတွော် ဝုတ္ထောဘဂဝတာ ဆုတိမေသတန္နဲ႔ ပုင္မွ မရွိ မတ္တမန္တို႔ ။ ။ဝုတ္ထံ ဟေတံဘဂ္ဂဝတာဝတ္တမ္ ရဟ တာတ နာမယ်ပည် ကြွယ်ဝတ္ထုိ။ ဆုမာနို ခေါဘက္ခတေ တိုက် ပုည္ကြား ရွိယဥ္မွ ။ မွ မတ္တ စိုတ္တ ဥကာဝယေ။ ။ ဖ ေစာခု မွေ ဘာဝ ယြတ္လ ်။ ဝိုတ္တီဖော်တိဘိဂ်ဝတာ ဝတ္ထမ ရဟတာတွဲမေသည်။ တီကေမ်း ဂါစု။ တစ္ဆေတံအတိဝစ္အတို။ မမိသ စကျ ဒီဗ္ဗစ္ဘည္ကို မသာစက္ခ ုခုပါ ဒို။ ပညာစကျွဲအနှုတ္တို့ ရုံ။ ယဿစုက္ကိုသို့ ပင္ပါလာဘာ။ သမွီ ကို မွာနှည်ကွဲဝေ ဆို နြယ္လာ ဒို။ ကတမာနတ် က ။အနညာတညသည် ၃ တို။ ။ သေခဿ သက္ခမာနည္သာ။ဥ ရမဂ္ဂါ နညာရွိေနာ ။ခဲ့ယည္လိ သိယော ရနက္မယာ။ မသိပေဆန္သြယသမွင္မွစ္သာ ။သန္သေသန္တဲ့ပစ္ ၁၀တာဝတ္အမရိတတာတိမေသိတို့ တိယော်မေဘို့ ကွဲဝေအခါ ါအဝေါ်၏တတ္တေတီအတိဝစ္စတ္ခ်။ "အကွေယျသည့္သော် သတ္တာ။ ဖုစ္သော စီ မောင်ကြွာမန္ သာ ။သန္တိပဒ မန္တတ္တီ ရံ ။ ။သိ ဧ စံ အေကြေပါမေသို့ မေသတန္တာ ။ ။ ဝုတ္တံ ဟော့တို့ ဘင်္ဂ ဝ တာ ဝုတ္တိ မွ ရဟု တာ တိ မေသို့ မေ တို့ ။ စတမတ္လီဘင်္ဂ ဝါအဝေါ့ ။ တတ္တေတို့ ရှိ ဝဝုစ္ဓတ် ။ ့။ ကာယဒုစ္စရိပ သာ့ဘောဒါဒျပ ညော။ နို ရယုံသောပွပ်ရွဲ့တို့တို့။ ။ အယို ပို အ တွော် ဝုတ္တ မာနိတိက်။ကာယသုစရှိတိ။ဝစ္စိသစ်ရှိတိ့။မနော့သူစရိတ္တိ။အမာ ရရွှံရိတာနိုစ္စာမနောဒုရွှံရွိတိတ်တာ။ ယဥ္သသိဒေါသိသဉ့်တို့။ ။ ာ ဝိုတ္သောကဝတာနူတီမွေသတိန္တိ။ ။ဝိတ္ထိမွောက်ဘက်ဝတာ မနော်သော ဧစယျို့ နူမာနို ခေါ့ ဘက္ခင်ဝ တို့ ဂရိသော ဧစ ယျှသမွန္နို့ အာဟူသဗ္ဗ ပဟာယနန္တို့ ။ ။ အယွံပိုအတွော ဝူတွေ န်တို့ကို။ကာယမောင်နယ်။ ဝစ္စီမောင်နီ ယျို။မွဲဖ ကယ္အမုန္ပိုဝါစာမုန္မိုၿဖစ္မောမန္မိမ္ရန္မွာသင္တိ။ ့ ဗုန္ဓရာဇ္ဇေနယ်သမ တို့မေသတိ။ယဿကဿဓိဘိက္ကဝေ့ရာကေါအပူဟိုရွောရေါ် ကြီယောပါပိမတော။ယဿကညာစိဘိက္ကဝေရာဂေါ်ပဟိုမ ကာမကၡက်ီယောပါပိမတောတ်။ မတ္ထမ္ဆိုဘဂဝါအဝေါစ။ င ဗုဒ္ဓိ ဝေ ရဘယာတီ ဟို ။ အာယုသဗ္ဗပ္မာ့ဂါယိုနန္တ် ။ ။အယံပိ အတွောင် သို့ ဝါ ဘကျွန်ယာ ဝါ ရာ ဝေါ အပ္ပယ် နော ငေဂါ သော အပ္ပယ် နော က္ခြင်ဘက္ခုသာဝါဘိုက္ခုနိယာဝါရာဂေါပဟိုနော်ခေါ်ဝေ ရင္က တြော ထု လ်ေတီဠတို့ ဗြာတ္မီးကော တို့ မြတ္မမတ္ဆို ဘဂ္ဂ ပါအနွ ့ သို့ မိဘယ်ဒုတ္တရမစ္မွ ထာရီ။ ျသိင္ပါ တို့ ေဂါမစ္မို့ ဧတော့ နိုင္ငံ ဒီ့အတ္တော ဝုတ္တော့ ဘဂ္ဂ ဝတာ နာ့တဲ့ မေသ တန္တြန္း မုဒ္ တိုင္မေတာ့စုေ ရိတ္တိဖော်တို့ဘဂ္ဂဇ္ဇတာဝိုတ္တမရဟုတ္တာတို့မေသူတို့။ ဒီ ရွာ က်နှံ ဥပဝါဒဏ္ဏာမို့စာဒီဠိကာမို့စာဒီဠိကမ္မသမာဒါနာ။တွေင ကသာဝါသူတာဝန်၊ မို "ဒီတို့မယာ ဘိုကို ဝေသတ္တာ ကာယ 3 စုနှ ဒိဋ္ဌိကမ္ကသူမွာခါနာကေကာယညာသော ဒါပရိမရက်စာ မြို့ ဒီတို့မယာတို့ တွင္မေဝသတ္လာကာယ ဒုစ္ရ ရွိေတန္ သမန္တာဂင္ ျှန်ာ ကြောက်သည် သာတော့ နှုပ်ရိတ်ရက်က အပါယီခြံရှင် အဘာသီယံ မမိစ္ဆာကမွာနီ ကတ္တာနဲ ။ကာယေန အမပ္ခရွိ လော။ ။ ၁ တော ဝတ္တော ဘီဂဝ တာ အတိမွ်မ သတ္တန္တဲ့ ။ မပ္ခတ္တိုင္အပ်ာတီ ဘဝ နဲ သမန္တာ ဂတာမန္ဒေန သို့ စ ရတေန သိမန္တာ ဂတာ အရွိယာနဲ့ အ ဘက်ဥ ႏုပ်ပန္သာ။ တို့ ခေါ်ပနာဟိဘိက္ခ ဝန္တာ ညည္သာ သမန္တက္ ဿ ဂတ္တာမနောသီစရိတေနသမန္ဓာဂတ္ဘာအရိယာနီအန္တပ္စပါခ ကာ ာ သို့ ကုန္ ဝယ္ ဒေဝသာ မီ ဘု တို သာ မီ ဒီ ဋီ သာ မီ ဝီ ဒီ တိ တန္ ဒ ဝီ သုစ ရီေတန သမန္ လကာ စာ ရီ ယာ နီ အ နဲ့ မီ ဝါဒ ကာ သမ္မာ့ ဒီ ဋီ က သို့ သင့် ပါ အရော်စာစုရာ တိ စု တိ ဝန္ တိ ၈ ၈ ၈ ရာ မ နီ မ ဂုံဒီ မ သို့ အု ဇု ဇီ ဝီ တေ ၈ ကာ ယည် သော ဒါသ ပြန္သော ။ သင္တိ သော ၁ မ ပု န တို့ မို့ ဇီ ဇီ လာ အ မာ ဘိ က္က ဝေ နီ သာ ရွ ေဒ ယာ စာ တို့ ဟော့ ။ အ ဘို ဘူတီသင့္မွတ္ခ်မရွိစ္အသမွမ္မန္တီနီ ေရာ့ေရာက္သည္ဟာ နီသာ ရက



Myanmar assume that users have devices that use Unicode, when this is not the case.

The major challenge is that local users are generally not able to accurately view user interfaces or content that's created in Unicode. Whether content is articles, blog posts, social media posts, comments, or anything in between, the fact is that over 90% of devices in Myanmar still use Zawgyi.

The challenge also arises in cases of data validation. For example, it is difficult for users to even enter names, phone numbers, or email addresses at the point of registration where they enter Zawgyi characters but where Unicode is the norm, or vice versa. As such, international content that appears on search engines can be constantly misinterpreted and even excluded from search results on Zawgyi devices.

Possible Solutions

Navigating the complexities of Burmese fonts/Myanmar fonts doesn't come without possible solutions. Below are a few that we explore:

You can focus on detecting the encoding and converting it to Unicode, although accurate detection is not always possible. However, there are tools that can help make good estimations about encoding using algorithms that study large volumes of text. Once you have detected the encoding, convert the text to Unicode and display it in a Unicode-compliant font.

- For websites, it's recommended that companies use webfonts to ensure that each block of text is displayed accurately. This way, you circumvent the challenge of device limitations because fonts are loaded along with the text as opposed to being downloaded. However, this comes with an additional challenge when it comes to decoding user-generated text.
- · For mobile devices, it's recommended that you use bundled fonts within apps.
- Let your users switch between the different fonts themselves so that they can resolve text display issues. Your job would be to make the language selector obvious on your webpage or app.

Conclusion

While the issue of understanding and accessing Burmese fonts/Myanmar fonts comes with its own set of challenges, the problem is not considered insurmountable if sufficient research into your target market is carried out. Foreign companies seeking to enter the Burmese market have a solid customer base.

But reaching them in a way that they can understand you and your message should be a top priority. Focusing only on Zawgyi or only on Unicode is not the answer. However, a midway solution is possible. With this in mind, you can now better navigate the Burmese fonts/ Myanmar fonts dilemma and ensure a better and more seamless user experience on your website or application.

Zawgyi vs. Unicode:





 26

EFLECTING ON GALA VALENCIA 2024: A Look at the Language Industry's Current Pulse



Ana Paola Lara Serrano

Marketing Assistant

The recent GALA Conference in Valencia, Spain, brought together language industry leaders and professionals for a vibrant exchange of ideas and exploring the state of the language industry. This landmark event offered valuable insights into the current state of the business, highlighting both the challenges and opportunities that lie ahead. Here's a comprehensive look at the key takeaways from the conference.

Bridging the Gap Between Hype and Reality

One of the primary discussions at the conference revolved around the role of artificial intelligence (AI) in the language industry. While there's significant excitement surrounding AI advancements, a critical gap remains between its theoretical potential and real-world implementation. Specific use cases for AI are emerging, but seamlessly integrating these technologies into existing workflows continues to be a challenge. This underscores the necessity for the industry to focus on practical applications that demonstrate tangible benefits, moving beyond the hype to deliver real value.

Structural Challenges in Technology Adoption

The fragmented structure of the language industry presents significant hurdles to the adoption of new technologies. Each company seeks solutions uniquely suited to its specific requirements, making a one-size-fits-all approach unfeasible. This diversity necessitates customized approaches to technology integration, which in turn slows down the pace of widespread adoption. Addressing these structural challenges

requires a concerted effort to develop adaptable and flexible technological solutions.

Collaboration is Key

Despite these technological and structural hurdles, a strong sense of unity and collaboration pervaded the conference. The industry's collective commitment to advancing common goals has never been stronger. This collaborative spirit is essential as we navigate the complexities of modern technology and business environments. By fostering a culture of cooperation and shared purpose, the language industry can more effectively tackle its challenges and leverage its opportunities.

Strategic Partnerships for Success

The importance of strategic partnerships and fostering strong business development talent was a recurring theme throughout the conference. Building quality relationships and strategic alliances are crucial for growth and innovation. These elements are pivotal in overcoming current challenges and achieving long-term success. Effective partnership-building strategies were highlighted as essential tools for navigating the evolving



landscape of the language industry, enabling companies to pool resources, share knowledge, and drive collective progress.

Continuous Improvement: A Commitment to Excellence

The presentations at GALA 2024 highlighted the importance of fostering internal development within our own teams to maintain high standards and drive industry progress. Developing high-quality skills within teams is essential to ensure continued excellence and to keep pace with the rapidly evolving demands of the language industry. Continuous improvement and a commitment to excellence were emphasized as key drivers of future success.

GALA: Reflecting the Industry's Direction

GALA 2024 served as a valuable gauge for the industry's current mindset and future direction. With participants representing all sectors of the industry, the conference provided a comprehensive overview of where we stand and the path ahead. The event highlighted the industry's collective vision and outlined potential directions necessary to achieve it, offering insights into emerging trends, new technologies, and innovative practices that are shaping the future of the language industry.





A Celebration of Community

From the beautiful location in Valencia to the inspiring people, GALA 2024 was not only about professional growth but also about experiencing a strong sense of community. The city's rich cultural heritage and vibrant atmosphere mirrored the conference's focus on blending traditional language industry practices with cuttingedge technology. The sense of belonging and shared purpose that characterized the event is a hallmark of the language industry, reinforcing the idea that despite the competitive nature of the industry, there is a shared commitment to collective success and mutual support. This sense of community and unity was a significant highlight, leaving attendees feeling inspired and motivated.

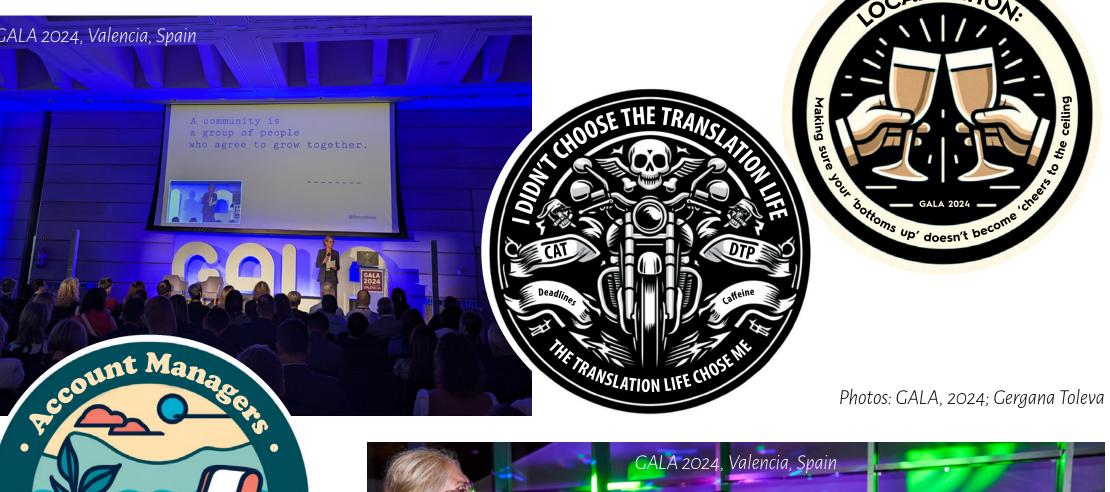
Conclusion

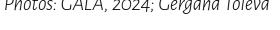
GALA 2024 showcased both the opportunities and challenges facing the language industry. Technological advancements like AI hold great promise, but their practical implementation requires careful consideration and strategic planning. Collaboration, strategic partnerships, and a commitment to continuous improvement will be essential for the industry to thrive in the years to come. The insights and connections gained at this conference will undoubtedly shape our strategies and drive future innovations, reflecting the dynamic and forward-thinking nature of the language industry. As we move forward, the lessons learned and relationships built at GALA 2024 will serve as a foundation for ongoing success and development in our field.

See where you can meet us next! (and get you next favorite pin design)











ENEWABLE ENERGY TRANSLATION: A Way to the Vietnamese Market

Over 25% of Vietnam's total power capacity is from renewable energy sources. In addition to this, over the next 25 years, the local renewable market is expected to hit a value of \$714 billion and it is expected to continue developing. With the rise in the use of renewable energy, it is imperative for accuracy in renewable energy translations. But what is renewable energy and what are some of the challenges that may be encountered when doing Vietnamese translations to English or to other languages? In this article, we attempt to answer these questions. Let's take a



Desi Tzoneva

Content Writer

What Is Renewable Energy?

closer look.

Renewable energy is any source of energy that is derived from sources that have the potential to renew themselves or which never run out or which are unlikely to run out irrespective of their levels of use. For example, with solar power, which relies on energy derived from the sun, we can safely say that the sun is not going anywhere anytime soon and that it will continue to provide light and warmth to our planet. The same applies to hydro, wind, and geothermal energy whose sources of energy are waves in the ocean, wind-driven turbines, and many others.

What Are the Challenges of the Industry When it Comes to Translation and Localization?

Vietnam is positioning itself as a country that is shifting away from coal-powered energy use to a renewable energy use country. With its multiple renewable energy projects and foreign players coming to the fore, it is essential for accurate translations from and to Vietnamese to ensure that each project is carried out error-free and without the unwanted consequences of

excessive costs, unsafe working conditions for people involved in the industry, and many others. As such, there are several challenges that arise when it comes to renewable energy translation and Vietnamese translation in particular. These challenges include:

- · Translation and localization accuracy
- · Modern terminology that must be adapted to an old language
- · The use of modern translation tools and software
- · The need for timely and efficient translations
- · Error-free translations that consider all safety aspects
- The need for secrecy and document confidentiality
- · And numerous others

Specifics of the Vietnamese Language and How This Can Be Applied to Renewable Energy

Vietnamese is a complex language with a complex structure. When it comes to Vietnamese translation, irrespective of whether this part of renewable energy



translation or another type of translation, several studies have shown that there are frequently encountered errors when doing translations into or from Vietnamese. These errors can result in unintended or incorrect meanings being assigned to the target text when using the source language. In particular, there are significant differences between English and Vietnamese and these differences can have a significant effect on renewable energy translation in the context of Vietnamese translation.

Some of the major stumbling blocks when it comes to Vietnamese translations include the following:

- There are major differences in the two languages' grammatical structures, including the symbols/ letters used in the two languages;
- It is common for inexperienced translators to translate word-for-word, using the wrong form and articles;
- Vietnamese has a topic-comment sentence relationship as opposed to the subject-predicate relationship found in English

- · Poor translations also occur when English words are strung together using Vietnamese word order;
- According to a study, "because both Vietnamese conjunctions and prepositions are employed to connect sentence parts," traditional Vietnamese grammarians tend to synchronize Vietnamese prepositions with conjunctions into conjunctions. However, conjunctions are used to connect sentence levels, whereas prepositions are used to connect words or phrases.
- Distorted meanings can often arise due to linguistic errors (e.g. morphological, syntactic, and collocation), comprehension errors (misunderstanding of lexis and syntax), and translation errors (distorted meaning, additions, omissions, inaccurate renditions of lexical items).
- Idioms in both English and Vietnamese can be difficult to translate and localize.
- Another area of distinction between the two languages is that there are three "to be" verbs in English whereas there are none in Vietnamese.



- Vietnamese does not use time particles or time adverbials to convey tense, aspect, or number. On the other hand, English uses morphological morphemes such as "-ed," "-en," and "-ing" to indicate tense and number.
- Further errors that occur in Vietnamese translation are related to articles. These can often be omitted altogether or their use and the intended meaning are often misunderstood.
- · In addition, Vietnamese vocabulary tends to consist of single-syllable language while English is a multisyllable language.
- · Vietnamese doesn't really have tense in the sense that English verbs do, which will change their form when in different tenses or with different pronouns.
- · And speaking of tenses, when implying the past, present, or future, or using various pronouns, Vietnamese verbs don't change their form.
- · In some cases, passive statements in Vietnamese should be active in English and vice versa.

Concluding Remarks

Based on just a few of the linguistic differences identified above between English and Vietnamese, renewable energy translation — whether referring to solar power generation or other types of energy — must be precise and accurate to avoid loss of competitiveness for many enterprises involved in the field. It's also crucial to ensure the safety of staff, as they often have to use and operate equipment using foreign and translated operational manuals.

With this in mind, safety and competitiveness appear to be the two primary aspects when it comes to renewable energy translation although there are many others. With this in mind, it's worth considering the frequently encountered linguistic and translation challenges and finding translation partners who can help overcome these challenges with the precision, quality, and attention to detail that the industry requires.

More About Vietnamese



HE ULTIMATE DTP GUIDE **TO KOREAN**



Content Writer

Daniela Delieva

Desktop publishing (DTP) is a process of using specialized software to create visual documents for print or digital media. DTP is an integral part of translation as it ensures that the translated texts are visually appealing and formatted to meet the target audience's typographic and cultural standards. Using DTP will help maintain the integrity and readability of the content across different languages and markets as well.

DTP involves the integration of text, images, and graphic elements to produce professional publications such as brochures, magazines, books, newsletters, or ads. DTP has revolutionized the publishing industry by making it easier for individuals or small businesses to produce high-quality printed materials.

Desktop publishing in Korean, however, does have some intricacies that need more attention. DTP in Korean involves the handling of Hangul, the Korean writing system – which requires special font handling and text flow considerations. In this text, we are going to delve more into the practical issues and solutions regarding DTP in Korean.

The Importance of DTP in Korean

Desktop publishing (DTP) is an important tool when it comes to translation to Korean as it helps meet the unique linguistic and cultural demands of the Korean audience. The Korean writing system, Hangul, can be complex, so doing desktop publishing in Korean should be tailored specifically to Korean text processing to ensure clarity and readability. Desktop publishing of Korean texts should incorporate culturally relevant designs to further enhance the visual appeal and effectiveness of the publications. This is crucial in industries such as advertising, publishing, and marketing, where aesthetically pleasing messages are one of the keys to reaching your target audience. Thus making sure to be mindful about the specifics of DTP in Korean is vital for producing content that resonates with the Korean public.

Understanding the Korean Writing System

Hangul, the Korean writing system, consists of syllabic blocks that usually require special attention in desktop publishing. Each block can contain up to three letters, which makes spacing and alignment crucial for readability and aesthetics. Hangul is composed of individual characters that form syllabic blocks, each block typically consisting of a combination of consonants and vowels. That means that the DTP software should be able to handle the complex character arrangements and ensure proper alignment and spacing within each block. Hangul's clock formation demands careful consideration of the vertical and horizontal spacing to maintain visual harmony and readability, unlike the linear arrangement of Latin scripts. Also, Hangul can be written horizontally from left to right or vertically from top to bottom, with vertical writing being particularly common in traditional



scripts. The dual orientation makes it necessary that DTP tools support both writing directions.

Effective DTP in Korean therefore, should accommodate these linguistic nuances to ensure that the final output is not only visually appealing but also functionally accurate, meeting the high standards of Korean audiences.

Choosing the Right Software

Doing DTP in Korean requires selecting the most suitable software that will support Hangul effectively. Some of the most popular options for DTP software for Korean language are Adobe InDesign or Hancom Office, offering features tailored for Korean text formatting, such as vertical writing and precise kerning.

Adobe InDesign

This is a layout and page design software for print and digital media, such as flyers, stationery, books, posters, and more. Editors can also supplement pages of text with shapes and images to add more personality to the documents. InDesign also supports advanced features such as multi-page templates, styles, and master pages, allowing for efficient and consistent design workflows. InDesign also facilitates collaboration due to its integration with other Adobe Creative Cloud applications, such as Photoshop and Illustrator.

Hancom Office

Hancom Office is a suite tailored specifically for the Korean market. It has robust support of Hangul and in-

cludes word processing, spreadsheets, and presentation software that integrates seamlessly with local linguistic needs. It offers a user-friendly interface and a wide array of features and has become a staple in South Korea as office software.

Practical Tips for DTP in Korean

In the next section, we're going to look at some specific tips that professionals can utilize when doing DTP in Korean. DTP requires advanced knowledge of the specific software as well as knowledge of graphic design and page layout. But besides that, when doing DTP in Korean, professionals should also know some of the principles and tricks to make a visually appealing, compelling document.

Choose Appropriate Fonts

Selecting the right font is essential not only for aesthetics but also for readability. Here are some of the most popular Korean fonts often used in DTP:

- Nanum Gothic (나눔고딕): A widely used sans-serif font that offers a modern look. It's ideal for digital content and contemporary designs.
- Nanum Myeongjo (나눔명조): A serif font that provides a contemporary touch, suitable for prints and newspapers.
- Batang (바탕): A classic serif font commonly used in official documents and academic publications. It is known for its readability and formal tone.



- **Dotum (**돌舍체**):** A sans-serif font preferred for its simplicity and clarity, often used in user interfaces and web design.
- **Gungsuhche** (궁서체): A brush-type script that imitates hand-written calligraphy, imitation of handwritten calligraphy, used widely in online and print media.
- **New Gulim (**새굴림): A rounded sans-serif font that is versatile and widely used across various types of publications, from print to digital.
- Malgun Gothic (맑은 고딕): A modern sans-serif font developed by Sandoll Communications, favored for its clear design, suitable for both print and screen.

Finding Korean Fonts:

Professionals can find many Korean fonts for desktop publishing online. Google Fonts offers a wide selection, offering free and commonly used options like Nanum Gothic and Nanum Myeongjo. Another popular option is Naver Fonts, which provides an extensive library of Korean fonts, both free and paid, suitable for various design needs. For professional and high-quality fonts, Adobe Fonts has a wide selection of Korean fonts integrated with Creative Cloud applications. Hancom Office also comes with a bundle of Korean fonts.

All these resources will help you find the most suitable font for your project.

Manage Syllable Block Spacing

With DTP in Korean, you need to pay careful attention to the spacing between Hangul syllable blocks. Proper kerning and leading are crucial to maintaining readability and a clean layout. You should also make sure that the syllable blocks are not split across lines. Syllables should remain intact to maintain readability and most importantly, maintain proper meaning. In Korean a single syllable can have several different meanings, so professionals need to be careful when adjusting texts.

Vertical Text Support

In some cases, especially in documents that aim to look more traditional and formal, Koreans write vertically. Utilizing a DTP tool that supports vertical text layout will make your job easier.

Line Breaking Rules:

Line-breaking rules in Korean are crucial for maintaining readability and aesthetic appeal in text layout. Following the specific line-breaking rules for Korean text will help avoid splits that disrupt the reading flow.

- · Hangul-optimized hyphenation settings need to be used in order to respect the integrity of texts.
- · For line breaks, a word should be split at the end only rather than within. This way it is possible to maintain readability and flow of text.

- · Single-syllable words should not appear at the beginning of a new line or at its end, but they must be joined with the previous or following block for clarity and unity.
- Commas, periods, or other punctuation marks should be placed on the same line as the rest of the sentence; they should never be at the start of a new line.
- · Hyphenation is rarely used in Korean so it's better if you avoid it. The best approach is breaking whole words instead of using hyphens.
- · The same rules that apply for block integrity and punctuation placement due to syllables are maintained in vertical writing.

Be Mindful of Text Length Change

Translation from English to Korean can significantly decrease text length. It's best to anticipate a decrease in text length when translating to Korean and inform your clients about the potential need for layout adjustments. The design and layouts should accommodate shorter translations. Make sure to also adjust the typography settings to match the target language's requirements to ensure readability and visual harmony. Sometimes you may also need to recreate the design from scratch if the original layout cannot accommodate the translated text.

Be Mindful When Translating:

Translation from English to Korean can significantly decrease text length.

- Korean street addresses are formatted in the reverse order compared to the UK/US style. The city along with the postal code is typed first on the upper part and finally, the recipient's name follows it up at the bottom line. Therefore, when writing an address on a document, it is important to discuss this formatting issue with your client before finalizing your work.
- Instead of using millions as a basic unit for large numbers like in English, Korean uses "ten thousand". For instance, ten million in Korea would be one thousand ten-thousand.
- Since the time of the Korean War, there have been divergences between North and South Korea. A notable example occurs in written texts where there are variations in the usage of English-style and French-style guillemets.





TAPLORING THE WORLD OF JAPANESE ARTHOUSE CINEMA



Rumen Pavlov

Content Writer

Cinema is a universal language, yet each film is deeply rooted in the culture and language of its origin. This is particularly true with Japanese arthouse cinema, which often explores themes and narratives unique to Japanese society and philosophy.

When stumbling upon the words "Japan" and "cinema" in one sentence, a person is very likely to think of anime—one of Japan's most well-known "exports", especially Studio Ghibli's masterpieces, directed by Hayao Miyazaki. However, there is another type of cinema, "competing" with anime but also somehow complementing it—and that is arthouse cinema. Being one of the best in the world, Japanese arthouse cinema deserves to be talked and written about. Let's find out why.

Japan has one of the oldest and largest film industries. The country remains the world's third-largest box office territory in 2023 behind North America and China. Of course, this is due to manga and blockbusters, but let's go back to the 50's and meet some of the great cinema masters in the times when a blockbuster had a different meaning than today.

The Golden Age of Japanese Cinema

Akira Kurosawa

Widely considered one of the most influential directors in the history of cinema, Kurosawa's oeuvre was created in the course of five decades. He is known for his innovative techniques, storytelling skills, and profound influence on both Eastern and Western cinema. Kurosawa received numerous awards, including an Academy Award for Lifetime Achievement in 1990. Some of his most famous films are *Rashomon* (1950; one of the best screenplays ever written and arguably the most influential Japanese film of all time), *Seven Samurai* (1954; a true blockbuster in scale and ideas, before blockbusters were a thing and

one of Kurosawa's films most certainly anyone has heard of), *Throne of Blood* (1957; an adaptation of Shakespeare's "Macbeth", set in feudal Japan), *Yojimbo* (1961; inspired Sergio Leone's "A Fistful Of Dollars"), *Kagemusha* (1980; won the Palme d'Or at the Cannes Film Festival), *Ran* (1985; an adaptation of Shakespeare's "King Lear", set in feudal Japan), *Yume* (1990; eight novellas based on Kurosawa's recurring dreams, with **Martin Scorsese** starring in one of them).

Yasujiro Ozu

One of the greatest filmmakers worldwide, best known for his minimalistic style and the classics *Tokyo Story, Early Spring, Late Autumn, Tokyo Twilight*, and many more. Ozu influenced many arthouse directors — in the first place **Wim Wenders** (who even has a documentary about him), **Abbas Kiarostami, Jim Jarmusch,** and many other film giants. Ozu's films often focus on family life and family relationships, have a very distinctive visual style, often achieved by specific movements of the actors, combined with static shots, and avoid melodrama in



order to focus on quiet everyday interactions between characters.

Ozu's minimalistic style and focus on quiet, everyday interactions demand a nuanced approach to translation and localization. His film titles like Late Spring (晩春, Banshun), Early Summer (麦秋, Bakushu), Early Spring (早春, Sōshun), Late Autumn (秋日和, Akibiyori), and The End of Summer (小早川家の秋, Kohayagawa-ke no aki) reflect a deep cultural association between the stages of human life and the changing seasons. This theme has long been a cornerstone of Japanese poetry, painting, and other forms of art, symbolizing the natural flow of time and human experiences.

Tokyo Story is a perfect example of the importance of translation in cinema. The film's nuanced depiction of generational conflict and social change in post-war Japan is deeply rooted in the Japanese cultural context.

The precise translation and localization of films are essential in conveying their cultural significance and emotional resonance to global audiences. This approach ensures that the cultural depth and poetic symbolism

Example:

A very interesting topic is the translation and localization of movie titles within Kurosawa's filmography. Some titles, like High and Low (天国と地獄, Tengoku to Jigoku; literally Heaven and Hell), are translated to convey their thematic essence directly. Others, such as Ran (乱, Chaos) and Yojimbo (用心棒; Bodyguard), retain their original Japanese names, preserving cultural context and intrigue.

An intriguing case is *The Idiot* (白痴, Hakuchi), where the title translation supports the film's marketing by highlighting its connectionto Dostoevsky's famous novel. This balance between retaining original titles and translating them demonstrates the nuanced decisions involved in the localization process, ensuring the film's appeal while respecting its cultural roots.

in Ozu's work are preserved. Effective translation and localization help international viewers to fully appreciate the intricate connections between life's stages and the seasons as envisioned by Ozu, making the film not just a piece of entertainment, but a window into Japanese society and culture.

Kenji Mizoguchi

Another master of arthouse cinema. Mizoguchi's work is celebrated for its emotional depth, visual beauty, and social commentary. He is often mentioned alongside Kurosawa and Ozu as one of Japan's greatest directors. His classics include *The Life Of Oharu*, *The Story of the Last Chrysanthemums*, *Ugetsu*, *Street Of Shame*. The stories he tells are often about women in Japan — about their struggles and sacrifices, social and personal hardships. This focus was influenced by his sister's experiences as a geisha and his own empathy towards women's struggles. Mizoguchi is also known for his elegant visual style and his mastery of long takes and complex mise-en-scène.

Masaki Kobayashi

A legendary Japanese filmmaker, best known for his nine-hour epic *The Human Condition* (1959-1961), deals with the human capacity for war and compassion in the times before, during, and after World War II.

Translation and localization come with their challenges. Language is deeply tied to culture, and some concepts may not have direct equivalents in other languages. In these cases, translators and localizers (and subtitlers!) must find creative ways to convey the original meaning without losing its essence.

Japanese New Wave: Breaking the Mold With Social Commentary and Experimentation

Similar to the French New Wave and American independent cinema, *Japanese New Wave* (*Nuberu bagu*) is somewhat a cousin of the other independent cinema movements around the world. It took place between the late 1950s and the 1970s, and the most prominent representatives include directors **Nagisa Oshima**, **Yoshishige Yoshida**, **Masahiro Shinoda**, and **Shohei Imamura**. Another important figure was **Kaneto Shindo** (*Children of Hiroshima*, *The Naked Island*, *Onibaba*), who co-founded his own independent company as early as the 50s.

Japanese New Wave was characterized (as expected) by its rejection of traditional filmmaking conventions and its embrace of experimental techniques (handheld cameras, unconventional angles, rapid editing) and a focus on contemporary social issues (radical politics, juvenile delinquency, uninhibited sexuality, changing roles of women in society, racism, and the position of ethnic minorities in Japan).

The themes and techniques pioneered by the Japanese New Wave continue to resonate in contemporary Japanese cinema, as seen in the works of directors like Takeshi Kitano, Kiyoshi Kurosawa, and Hirokazu Kore-eda.

Example:

In its original Japanese, the title is 幻の光 (Maboroshi no Hikari), which translates to "Illusory Light" or "Phantasmic Light." The localized choice to shorten it to Maborosi in the Western market is noteworthy. This abbreviated version retains a sense of the original while making it more accessible to international audiences.

Translating this title poses a unique challenge due to its multiple interpretations. The term 幻 (Maboroshi) can mean a trick of the light, an illusion, or something phantasmic, while 光 (Hikari) means light. The title carries significant thematic weight, as the concept of light is woven throughout the film's narrative and visual composition, symbolizing death in a way that contrasts with the typical association of death with darkness rather than light.

Effective localization often requires more than a literal translation, it demands an understanding of the cultural and emotional connotations behind the title. The choice of Maborosi successfully preserves the poetic and enigmatic nature of the original, allowing audiences to engage with the film's deeper themes while respecting its cultural roots. Nuanced translation and localization can enhance the viewer's connection to a film's core message and aesthetic.

A Haunting Genre: Exploring Japanese Horror Cinema

But before discussing modern Japanese arthouse, let's scratch the surface of Japanese horror cinema. Well deserving a separate article, this genre has been largely embraced due to Japan's tradition of horror stories, whose origins can be traced back to the XVII century. Post-WWII-era is when the horror genre rose to prominence in Japan and the first movies, that were inspired by the bombings of Hiroshima and Nagasaki, were often about *kaiju* (giant irradiated monsters). The first movie on this topic is the cult classic *Godzilla* (1954).

While films about *kaiju* don't really belong to the arthouse genre, one of the first major Japanese horror films was *Onibaba* (1964), directed by the aforementioned Kaneto Shindo. Like many early Japanese horror films, elements are drawn largely from traditional Kabuki and Noh theater. Masaki Kobayashi also directed a cult horror film – *Kwaidan* (1965), an anthology film comprising four stories, each based upon traditional ghost stories. Another controversial figure in Japanese horror cinema is **Takashi Miike** (*Audition, Ichi the Killer, 13 Assassins, Visitor Q, Gozu*) whose work contains elements that overlap with arthouse cinema, though he directed several mainstream and commercial titles too.

The Quiet Power of Observation: The Films of Hirokazu Kore-eda

If we're to pick one modern Japanese arthouse director, Hirokazu Kore-eda definitely deserves the mention. His work often explores the complexities of human relationships in a quiet, observational style, reminiscent of Ozu. He began his career in the early 1990s as a director of television documentaries and then made a transition to feature films. Kore-eda's films frequently revolve around family dynamics and explore the bonds between parents and children. He often directs in a naturalistic style, characterized by long takes and minimal camera movement (hence the Ozu comparisons, though Kore-eda himself states Ozu isn't his biggest influence).

His debut film *Maborosi* (1995) was chosen by the famous film critic **Robert Ebert** as one of the best movies of the year. After Life is Kore-eda's second feature and it's the film that brought international recognition to his work. Other notable parts of his oeuvre are *Nobody Knows*



(2004), Still Walking (2008), Like Father, Like Son (2013), and his most acclaimed film to date, Shoplifters (2018), which won the Palme d'Or at the Cannes Film Festival. Koreeda's last feature is Monster (2023), based on an amazing intricate screenplay by **Yuji Sakamoto**, scored by the late great **Ryuichi Sakamoto** and including masterfully directed performances by two little boys.

Akira Kurosawa on the Essence of Cinema

Instead of a conclusion, I'll finish my brief overview of Japanese arthouse cinema with an excerpt from Akira Kurosawa's autobiography ("Something Like an Autobiography", 1981, translated into English by Audie Bock):

"What is cinema? The answer to this question is no easy matter. Long ago the Japanese novelist **Shiga Naoya** presented an essay written by his grandchild as one of the most remarkable prose pieces of his time. He had it published in a literary magazine. It was entitled "My Dog", and ran as follows: "My dog resembles a bear; he also resembles a badger; he also resembles a fox..." It proceeded to enumerate the dog's special characteristics, comparing each one to yet another animal, developing into a full list of the animal kingdom. However, the essay closed with, "But since he's a dog, he most resembles a dog." I remember bursting out laughing when I read this essay, but it makes a serious point. Cinema resembles so many other arts. If cinema has very literary characteristics, it also has theatrical qualities, a philosophical side, attributes of painting and sculpture and musical elements. But cinema is, in the final analysis, cinema."

Stay tuned for 1-StopAsia's upcoming blog series on the importance of translation for the creative industry!

ROM TEXT TO SCREEN AND BEYOND: Transforming Asian Media Across Formats for Global Audiences



Desi Tzoneva

Content Writer

Asian media globalization is a fact. There are countless examples of Asian films, series, books, music, and more that are taking the world by storm. But it's not always easy to achieve this feat.

One of the biggest reasons behind this is the translation and localization that needs to go into it. Transforming Asian media across formats for global audiences is a tough job. However, it's not insurmountable. And Asian media continues to prove this every day.

In this article, we explore numerous examples of the ways in which Asian media globalization has succeeded and surpassed expectations, not without its challenges. From manga and video games to dramas, literature, and music—get ready to discover the world where Asian media globalization is taking center stage.

Different Format Transformations of Asian Media for Global Audiences

Asian media is as broad and diverse as the languages and cultures of the continent. Below, we explore five key media formats that are gaining global popularity and are leading to Asian media globalization as well as some of the challenges involved.

1. Localization of Manga to Animated Series (Anime)

The golden age of manga's popularity was in the 1980s and 1990s. *One Piece* is one such example of a successful manga that has been running since 1997. For manga to spread in influence, it started becoming translated into anime, which was then localized for various markets. Two quick examples of this were the localization of *Naruto* and *Attack on Titan*. The original language was Japanese, then translated into various languages, and the format was changed from manga to anime. This

did not come without challenges, though. Among these included:

- Translating into languages with different script systems
- Cultural references
- · Humor
- · Onomatopoeia

2. Localization of Asian Video Games

Another hit with global audiences has been Asian video games. This has required extensive localization in terms of:

- Narratives
- Character names
- · Cultural jokes
- · Game mechanics

The ultimate purpose is to ensure that the game's essence is not lost. Examples include the localization of the *Final Fantasy* series and *Genshin Impact* both from Japanese/Chinese into multiple languages. The linguistic and cultural adaptations made were astounding.

3. Localizing K-Dramas for Global Audiences

There are many nuances and subtleties involved in subtitling and dubbing Korean dramas for international viewers. Not only are international audiences not highly familiar with honorifics but other challenges that need to be surmounted include the translation of:

- · Idioms
- · Korean cultural elements
- Korean society

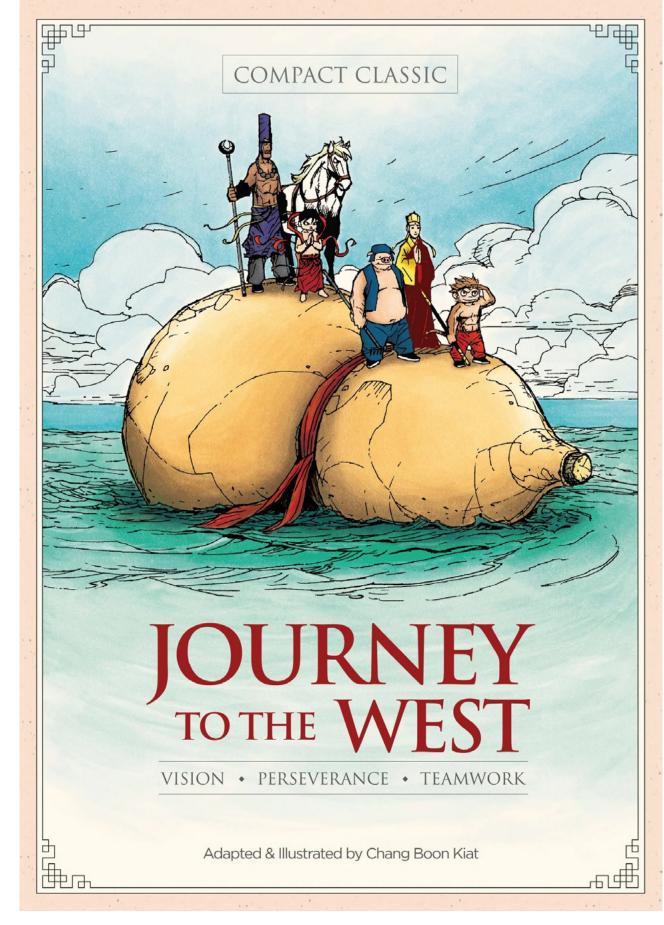
Crash Landing on You and Squid Game were two global hits. However, cultural nuances and societal norms are conveyed differently across different languages and as such, localization needs precision and attention to detail.

4. Localizing Asian Literature to Graphic Novels

Another major transformation has been that of classic and modern Asian literature into graphic novels or comic book formats. This can include the adaptation process, visual storytelling challenges, and the translation of prose into dialogue and visual cues.

A big challenge, as expressed by certain translators and localization experts, has been to ensure that the limited space for text is filled optimally. Often, these experts have very little physical space to operate within and sometimes it is possible that meanings could be lost upon the reader.

A great example is the adaptation of *Journey to the West* or Haruki Murakami's short stories into graphic novels, focusing on the interplay between text and visuals in storytelling across cultures.



5. Traditional Asian Music and Instruments to Modern Soundtracks

The last example of Asian media globalization is well portrayed in the translation and localization of music and musical instruments. Let's take the soundtrack of *Ghost of Tsushima* as an example. This is where traditional Japanese instruments were used. And what about the integration of Chinese musical elements in the *Mulan* live-action movie soundtrack?



Traditional Asian music and instruments have been incorporated into the soundtracks of films, video games, and other media for global audiences. However, the challenges of translating the traditional sounds and their cultural significance into contexts that resonate with international audiences have been significant, too.

Each of these examples not only showcases the complex process of media transformation but also highlights the critical role of cultural sensitivity and creativity in translation and localization. However, despite the challenges, there are and continue to be many triumphs in bringing Asian languages and cultures to a global stage through various media formats.

Conclusion

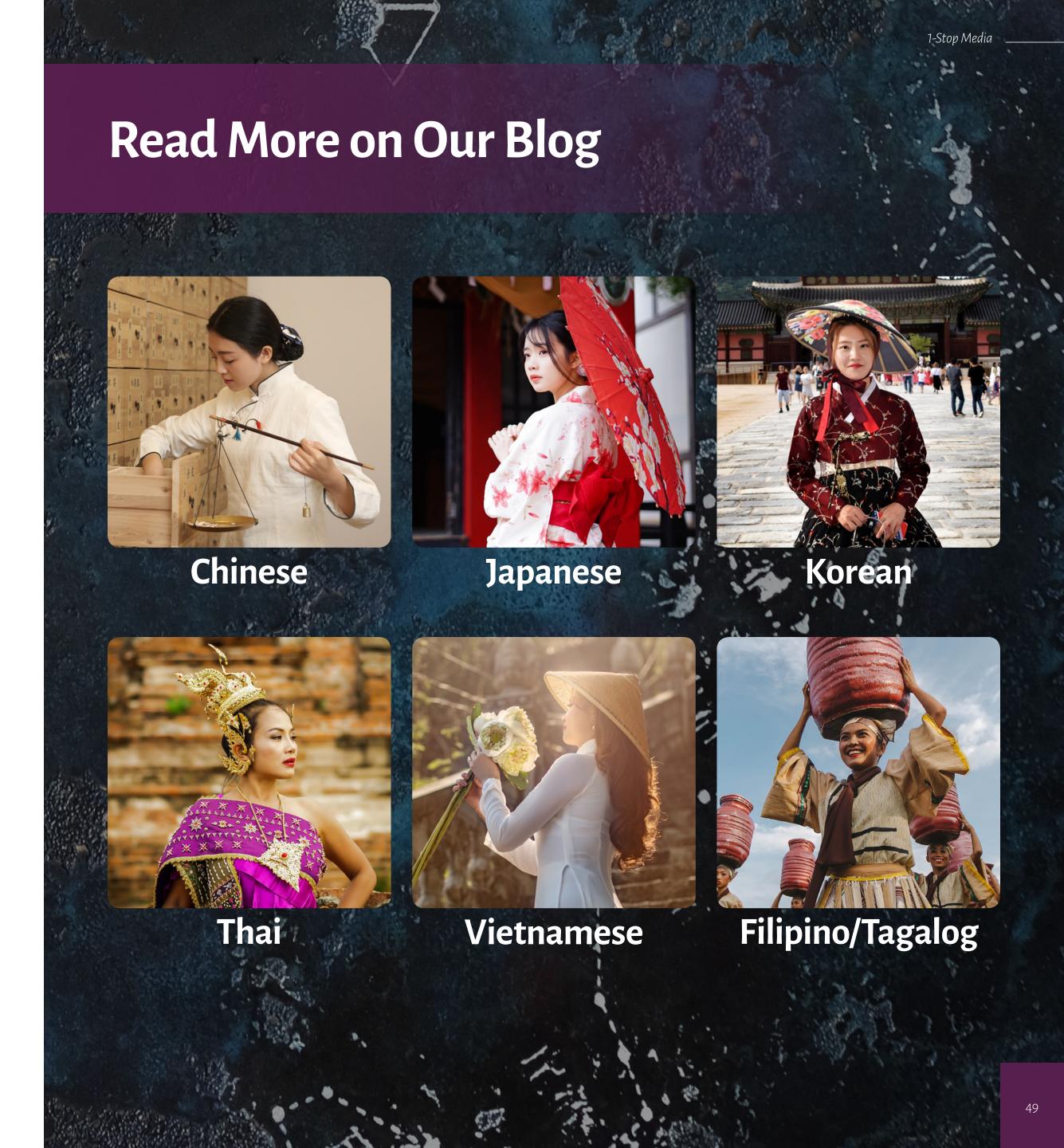
Overall, Asian media globalization is gaining momentum and is nowhere near slowing down.

With important lessons learned from the past about how to translate and localize for global audiences, specialists in the field are becoming increasingly adept

at conveying the right message to the right audience in the correct way.

Despite the challenges faced, translators and localization specialists today are capable of conveying emotion, imagery, audio, text, and video content ever more effectively, meaning that Asian media globalization is here to stay.

More Media-Related Content



RANSLATING ANIME THEME SONGS:

Maintaining Rhyme and Rhythm



Daniela Delieva

Content Writer

from people's favorite series. Those catchy melodies and powerful lyrics, however, can be quite the challenge to translate. Translating any song is a difficult task for anyone, but Japanese songs can be even more challenging due to the complexities of localizing Japanese. Translating anime songs can be a difficult task due to preserving the rhyme, rhythm, and emotional impact. This text will delve into the challenges and complexities of anime theme song translations, exploring the necessities when translating songs that should resonate with an international audience while staying true to the essence of the original.

Anime theme songs hold a special place in the hearts of fans across the world, evoking emotions and even memories

Some History of Anime Song Localization

English translations of Anime songs have been a staple in international anime releases since their inception, with the debut of *Astro Boy* in 1964. Astro Boy's success in America marked a significant milestone, paving the way for more anime releases across the world, which featured original English opening songs.

Localizing anime songs was an important step in releasing anime internationally because it maximized accessibility for the audience. Translating Japanese songs was also due to negative sentiments towards Japan after World War II. All of that led to the practice of creating English versions of anime songs to ensure acceptance across audiences.

The Process of Anime Song Localization

Anime song localization is a complex process that encompasses translation, dubbing, voice casting, rewriting the music, and rhythm adaptation. Translating the song goes beyond the literal translation of the text, it involves

capturing the essence of the original lyrics while ensuring they resonate with the target audience emotionally and thematically.

Localization Instead of Literal Translation

A literal translation will have difficulty conveying the original meaning of a song or even a poem. That is why when it comes to translating such art forms, localization can hold a paramount importance. Localization is necessary when conveying the emotions and rhythm of a song. Anime songs, for example, have a deep cultural context such as containing **references**, **wordplay**, **and cultural nuances** that often cannot be translated into other languages.

With localization, translators can adapt the lyrics and preserve the original meaning while tailoring idioms, cultural references, and idioms to resonate more authentically with the target audience. This way international viewers can immerse themselves and appreciate the series' characters and themes.

Dubbing and Music Localization

Dubbing and voice casting play a very important role in the localization of anime songs as they shape the first and overall experience of the audience. Voiced actors can deliver not only the dialogue but also convey the emotions, nuances, and personalities of the original characters. Voice casting is especially crucial in anime songs too, as studios will strive to match the overall tone and timbre of the original singers. Moreover, dubbing offers the opportunity to reinterpret lyrics to better fit the lip-syncing requirements and cultural nuances of the target language, ensuring that the vocal performances align seamlessly with the on-screen action. Voice casting and dubbing in anime song localization can enhance the viewer experience and also contribute to the authenticity and immersion of the target audience.

Rewriting the Music

Rewriting the music and adaptation is pivotal when it comes to translating anime songs, allowing for a seamless integration of the original composition into a different language and cultural context. That task can be very challenging as composers must preserve the melody and rhythm as well as emotion while ensuring it resonates with the audience. This often involves rewriting the lyrics to maintain the rhyme in the target language, as well as adapting the melody to fit the new text and original emotion.





Problems When Localizing

Linguistic Challenges:

Localizing Japanese anime songs into another language is a complex task that demands a lot of attention to detail while maintaining the original meaning, emotion, and nuance of the lyrics. Achieving all of that requires a lot of skill and effort to adapt the text to flow naturally in the target language while preserving essential elements of the lyrics such as rhyme and rhythm. This can also be further complicated by the fact that Japanese may possess some idioms or expressions that are not present in the target language, necessitating creative solutions to convey the intended meaning accurately. All of that requires that translators not only have a linguistic understanding but also a cultural one to find innovative ways to bridge the gap between languages while staying true to the essence of the original text.

Cultural Knowledge:

Effectively localizing lyrics from Japanese anime songs requires a profound grasp of cultural knowledge to ensure resonance with the target audience. This requires deep knowledge of Japanese cultural references,

idioms, and social norms, which will allow accurate conveyance of the nuances embedded in the original lyrics. Cultural sensitivity is also important to avoid any misinterpretations of the text which can further deter from the song's emotional resonance.

Conclusion

The localization of Japanese anime songs plays a crucial role in making the music accessible to local audiences. Careful translation, cultural adaptation, and maintaining the essence of the original composition allow translators to connect the audience with the emotion of the music and text. Successful lyric localization preserves the artistic integrity of the song and also enhances the viewing experience for international audiences. As anime continues to gain popularity on a global scale, the importance of effective lyric localization in conveying the essence of these beloved songs cannot be overstated.

More About Anime



Marine Day, also known as "Ocean Day" or "Sea Day," is a cherished public holiday in Asia, observed on the **third Monday of July in Japan** (海の日) and on **July 11 in China** (中国航海日).

This special day resonates deeply with coastal communities, where life is intertwined with the ebb and flow of the sea. It's a time when people pause to celebrate the vast blue expanse that has shaped their cultural identities and livelihoods for generations. Imagine bustling seaside towns adorned with vibrant banners, where families gather on sandy shores to enjoy festivities that blend ancient traditions with modern excitement.

Since Marine Day is a relatively new holiday, there are no established traditions for celebrating it. In Japan, people enjoy the day by attending events at aquariums, participating in water sports

competitions, and taking trips to the beach. In China, the holiday is celebrated with a focus on education and technology, featuring school trips and conferences.

Beyond its festive spirit, Marine Day encourages reflection on the ocean's profound significance. It highlights sustainable practices and marine conservation efforts, ensuring that the ocean's bounty continues to enrich lives for years to come.





INDERSTANDING ISOLATION IN REMOTE WORK



Maria Grudeva

Key Account Solutions Provider

Introduction

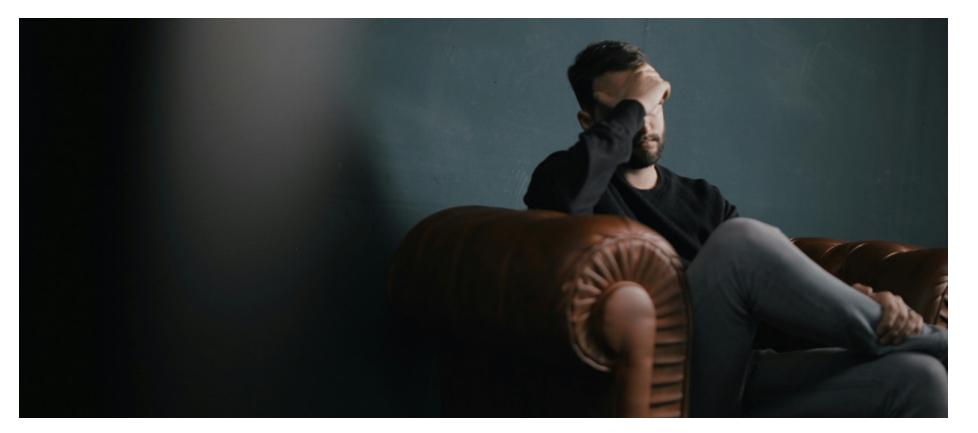
Hello everyone! My name is Maria and I am part of the Business Development Team at 1-StopAsia. Aside from this, though, I have another passion — Psychology. For my luck with Psychology, we have been together now for 5 years, and this love for sure will last forever. In the upcoming series of articles, we will dive deeper into how Psychology is related to our fascinating Translation Industry and to the mental health effects of remote work. We will touch on some topics that no one talks about and we will open those corners to the light, and all of that with our look into maintaining work-life balance for remote workers.

Today we will point our attention to the strategies for combating isolation while working remotely. Remote work has brought tremendous flexibility and opportunities for us in the translation industry. However, it also presents a significant challenge: isolation. As a member of the Business Development team at 1-StopAsia with a background in Psychology, I've observed how the psychological effects of social isolation affect not just translators but all employees in the translation sector. Let's explore the implications and strategies for maintaining social connections and mental health, no matter your role.

The Psychological Effects of Social Isolation in the Translation Industry

Remote work often means working alone, without the daily social interactions typical in a traditional office setting. This could mean working from your bed, your kitchen table, the couch, or if you are lucky — in your home office. This isolation can lead to:

- Increased Loneliness: Without regular interaction with colleagues, translators, project managers, and other team members often feel disconnected and lonely. Even if you are not alone at home, it is still impossible to explain your frustration over a CAT tool setting to your doctor's spouse, right? It's simply not the same as talking to a colleague from the industry.
- Declining Mental Health: Have you had any of those days when you just feel so tired without any reason? Or those days you are so tired but still unable to stop thinking about work and fall asleep for hours? Don't worry, we all have those days! Maybe it is time to spend some time outside! Prolonged isolation can worsen the mental health effects of remote work and lead to conditions like depression and anxiety.
- Reduced Productivity: As social beings, our motivation and productivity thrive in an environment of support and fellowship. Working in isolation can significantly diminish enthusiasm and negatively affect work quality.



Work-Life Imbalance: And now your dining table is also a working desk. Your bedroom can also be your office. You work while you have lunch... at the same table. Working from home can make maintaining a work-life balance harder for remote workers, leading to burnout and disconnection.

Strategies for Maintaining Social Connections and Mental Health

Okay, we mentioned all the disadvantages. Now let's talk about strategies for combating isolation while working remotely:

1. Virtual Communities and Peer Support:

Join online communities or professional groups specific to your role for support and fellowship. Participation in forums, webinars, or social media groups allows for shared experiences and professional growth. Our industry is inclusive, with numerous opportunities for networking both online and offline. Consider engaging with initiatives from **ELIA**, **Women in Localization**, **Translators Without Borders**, **LocInPink**, and **LocLunch**.

- GALA is the other organization that helps and works towards a global and larger professional community, where people from the industry from all around the world can meet and network.
- **ELIA** aims to accelerate the business success of its members through networking, education, and the

- exchange of best practices. ELIA organizes various events, including networking days and conferences, which provide platforms for professionals to connect, share knowledge, and explore new business opportunities.
- Women in Localization supports women in the localization industry through networking events, mentorship, and professional development opportunities.
- **Translators Without Borders** is a nonprofit that provides translation services for humanitarian purposes, offering volunteers the chance to connect and collaborate.
- **LocInPink** and **LocLunch** are informal networking groups where professionals meet to discuss industry trends and share experiences.
- LocWorld is another prominent event that offers a series of conferences focused on the language industry, attracting professionals from all over the world. These events provide valuable opportunities to network, attend workshops, and stay updated with industry trends.
- Pro Tip: Visit a LocLunch Event. There are such events organized all over the world and in different cities almost every week! They are free to attend by every volunteer and are an excellent way to connect with other industry colleagues and share a tasty meal! Actively engage by sharing insights, asking questions, and offering help to build relationships that provide



valuable emotional and professional support. You can also do that within your company!

2. Regular Check-Ins With Colleagues:

Schedule regular virtual meetings with colleagues to discuss projects, challenges, and successes. Informal conversations help simulate a traditional office's "water cooler" talks. Some companies have Water Cooler channels in their internal communication platforms.

• Pro Tip: If you are part of a company, sign up on communication platforms like the one we have called $1\hbox{-} Stop Community or seek advice from HR for meetups$ and team-building activities that can bring you closer to your peers. If you are a freelancer, create or join networking groups online or locally. Freelancers can also benefit from platforms like ProZ.com, which offers forums and events for translators to connect and share knowledge.

3. Establish a Routine and Boundaries:

Structure your daily routine with clear work hours to maintain a work-life balance as a remote worker. Taking regular breaks for stretching, a walk, a quick game with your little one, or meditation can rejuvenate the mind and body.

Pro Tip: Use productivity apps or time-blocking techniques to schedule focused work periods and breaks. Establish a set endpoint for your workday to maintain balance (if you work on flexible hours).

4. Coworking Spaces or Remote **Working Hubs:**

If possible, work from a coworking space or a local café for a change of scenery and opportunities to socialize with others. It still makes a huge difference even if it is for an hour. However, if additional expenses are a concern, consider gathering with fellow translators in a local park.

• **Pro Tip:** Seek spaces that host networking events or opportunities for casual connections with other professionals. The LocLunches are a perfect opportunity for that! Alternatively, you can organize informal meetups in public spaces like parks or libraries to avoid additional costs.



5. Mental Health Resources and Therapy:

It is the 21st century and now seeing a therapist is even trendy! Even if you do not experience symptoms or feel emotionally stable, regularly checking in with mental health resources or therapy can provide invaluable support not only for managing anxiety and depression but also for happiness and balance in your life.

• Pro Tip: Teletherapy offers confidential, cost-effective support if in-person therapy isn't available or practical. You can use a suitable platform to find experienced therapists. Additionally, organizations like the International Association of Professional Translators and Interpreters (IAPTI) offer the industry's resources and support for mental health.

6. Skill Development and Hobbies:

Pursue hobbies and skills outside work to keep your mind engaged and foster connections with like-minded individuals. Anything from painting and crafts to fishing and sports is a great idea! Look for industry-specific groups like LocRides to connect with peers over shared interests.

- **LocRides** is a community of localization professionals who organize bike rides and other outdoor activities to network and stay active.
- Pro Tip: Join virtual clubs, courses, or groups related to art, language, fitness, or anything that sparks your passion.



Conclusion

Isolation is a challenge across all roles in the remote translation industry, but proactive strategies can help maintain social connections and mental health. By fostering a support network, prioritizing self-care, and normalizing open conversations about challenges, we can create a supportive environment where all employees thrive. The translation industry is highly inclusive, offering ample networking opportunities both online and offline. Platforms like LinkedIn are also excellent for connecting with peers, and there are many local and national groups available for translators on a budget. Let's take this opportunity to reshape the industry to include better connections and a stronger support network that prioritizes the well-being of everyone involved.

Above: Happy faces at ELIA Together 2024 in Riga, Latvia

Follow us:







