



# Pulse of ASI a

Localizing E-Commerce: Korean Beauty Trends

Unlocking the Power of LAM & LLM: A Journey Through Asian Perspectives

E-Sports: Translating Stories & Lore for a Global Audience

Gergana Toleva: A First-Timer's Take on the ALC Summit in Montreal





Dear Readers,

As we dive into a busy season of networking and industry events, the buzz around new trends and AI is electrifying. At 1-Stop Asia, we're excited to connect and share ideas. But let's keep one thing in mind: while it's tempting to chase every new trend, we can't forget the heart of localization.

Al is impressive, but it can't quite capture the finesse of human transcreation—the art of making content truly resonate across cultures. After all, even the best algorithms can't understand the punchline of a good joke or the nuance of a heartfelt message.

Trends come and go, but our commitment to accuracy and cultural sensitivity should stay strong. By blending the latest tech with that human touch, we ensure our work is both cutting-edge and genuine.

Here's to a season of great connections and staying true to what we do best!

Warm regards,

*Gergana Toleva* Head of Global Strategic Development



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# Localization Station

东南王

"无过来""无地看,又我心情我。""无过来的""无过来"

# **OCALIZING E-COMMERCE: KOREAN BEAUTY TRENDS**

**Daniela Delieva** Content Writer

Korean beauty, or K-beauty, has taken the global market by storm, captivating consumers with its innovative products and skincare philosophies. K-beauty offers a wide range of innovative products that have gained a cult-like following across skincare enthusiasts or people who want to take better care of their skin. Having this much popularity across the world, it's no wonder that K-beauty has attracted merchandisers and e-commerce websites who want to hop on the trend and offer their customers new and exciting products.

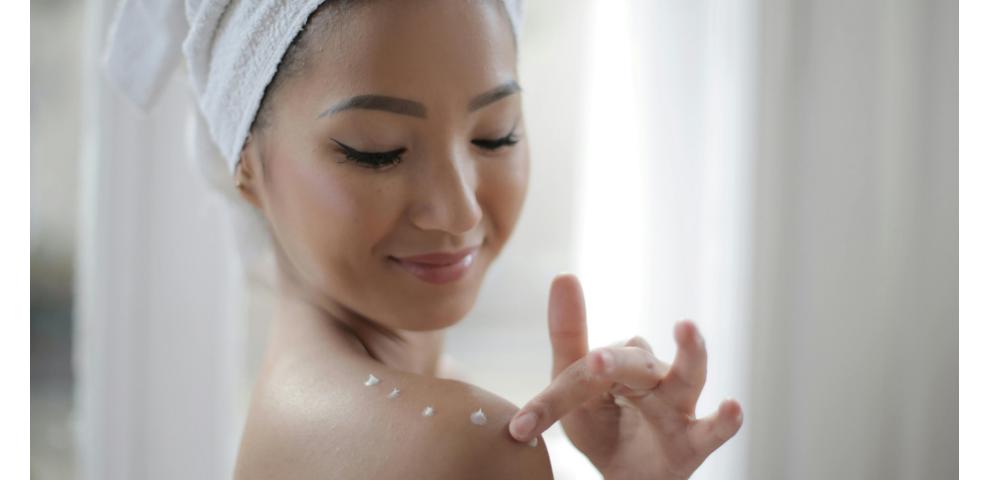
However, selling new cosmetic products required more than just the product itself. E-commerce owners use various tricks to attract customers – like digital marketing, influencer marketing and many more. One key step to successful marketing of K-beauty products, however, is localization. Localization is a crucial step that will allow K-beauty brands to tailor their marketing efforts and user experiences to meet the specific needs of different markets and gain even more popularity. This article will explore how localization can enhance the international success of K-beauty brands by adapting product formulations, crafting culturally resonant marketing campaigns, and optimizing user experiences.

#### Localization: The Key to Global Success

Every market has its own unique perks and specific beauty ideals, concerns and overall culture surrounding beauty products. That's why successful implementation of specific marketing strategies that align with each market are crucial for the success of beauty brands. In the context of e-commerce, localization refers to the process of tailoring an online shopping platform to meet the specific needs and preferences of international markets. This process involves translating the specific content but also aligning it to specific cultural norms and consumer behaviors. Effective localization will allow for a smoother market entrance, as the marketing matches the local norms and resonates with the local audience, leading to higher engagement and satisfaction.

For example, in a lot of Asian countries, including Korea, having pale skin is considered a desired feature, but in many Western countries people prefer the tanned look. Audiences in these countries may have different expectations when it comes to the end result of a foundation and will be met with disappointment if they don't receive the result they expect. That's why having a clear understanding of what the target wants and needs is a crucial step to the success of a product.

Localization also gives benefits such as increased customer loyalty, brand trust, and a stronger global brand presence. Lastly, localization ensures regulatory compliance, which is not merely an added benefit but an essential requirement. Selling beauty products globally entails adhering to diverse country-specific regulations regarding ingredient safety, labeling, and advertising standards. Therefore, localization is indispensable,



ensuring that products conform to each market's legal and safety guidelines.

#### Adapting Products for Local Market

Adapting products for local markets is a critical aspect of successful international e-commerce. Each country has a specific standard for ingredient safety and labeling, so understanding the local laws is a crucial step before expanding to new markets.

Modifying product formulations may be necessary before entering new markets. In the EU, for example, there are certain ingredients that are prohibited from use, while they are free to use in the US. Similarly, in the EU, the allergens should be labeled and easy to read on the packaging.

Furthermore, the EU mandates that all cosmetics have a Product Information File (PIF), which includes detailed product information, safety assessments, and proof of efficacy for any claims made. It also should be available in local languages. Some countries, especially in the EU, also have regulations about marketing claims in order to prevent misleading information.

#### Marketing Magic: Crafting Resonant Campaigns

Crafting resonant campaigns is essential for captivating diverse audiences. Campaigns that align with local beauty standards, customer expectations and overall culture is a crucial step in achieving success in a foreign market. Brands use various marketing strategies to achieve all of this.

Successful brands like Laneige, for example, use specific content tailored to international audiences. Their US Instagram account features a wide variety of content from tips on how to use their products to achieve the best results to videos of an artist drawing the brand's latest collection to a viral Sabrina Carpenter song. Their Korean content, on the other hand, features pictures of their new collections, and collaborations with local brands.

Another popular Korean brand in the US – Innisfree, features content such as using popular reel themes, or highlighting the ingredients used in their products. Their Korean account features mostly pictures of their latest products.

Those brands use specific content targeted at audiences that have different expectations, tastes and standards when it comes to marketing. By focusing on these localized approaches, brands can forge deeper connections with consumers, increase engagement, and ultimately drive sales.

#### **User Experience is King: Localizing E-commerce Platforms**

When it comes to e-commerce, user experience is king, and localizing e-commerce platforms is another important step to success in an overseas market.

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A well-localized website design that reflects local shopping habits can enhance user satisfaction and drive engagement. This involves understanding and incorporating elements such as preferred payment methods, browsing patterns, and culturally relevant design aesthetics. Providing product descriptions in local languages is essential, as it ensures clarity and relatability, allowing customers to make informed purchasing decisions. Furthermore, offering customer service in local languages can greatly improve trust and customer satisfaction, addressing inquiries and issues more effectively and fostering a loyal customer base.

K-beauty brands have excelled in localizing their online platforms to cater to diverse markets. For instance, brands like Innisfree have tailored their websites to align with the unique preferences of various regions. Innisfree's US website features products that are sold exclusively online and offers payment methods such as PayPal and Google Pay. Their Korean website offers kits featuring several products, which are very popular methods of buying items in Korea. The Korean website also offers payment methods such as Naver Pay, which is the preferred payment method for online purchases in Korea. In the Korean website, every product is also presented with a collage that features detailed product information, gifs of the product application and tips on how to use it. The US website has a product description and reviews on each product.

By focusing on localized design, language, and customer service, e-commerce platforms can create a more personalized and seamless shopping experience, ultimately driving higher customer satisfaction and loyalty.

### Learning from the Best: Case Study of Innisfree

Innisfree is a South Korean beauty brand that offers a wide variety of products – from skincare and make-up to beauty tools and accessories. The brand has successfully expanded its global presence to markets such as the EU and the US, and has gained significant brand recognition among K-beauty enthusiasts.

One of the factors that contribute to Innisfree's success is its strategy to adapt well to all target markets. Innisfree has recognized the unique needs of each market by conducting market research and tailoring its product offerings, marketing strategies, and store designs to resonate with local consumers. The localization approach that the brand uses allows Innisfree to connect with customers on a deeper level and establish a loyal customer base.

For example, the brand approached a complete rebrand in the US market. For the US market the Amorepacific brand introduced a new logo, new packaging and new clean and cruelty-free formulas.

#### Challenges and Rewards of Localization

Localization in K-beauty presents both significant challenges and substantial rewards. One of the primary challenges is navigating the complex landscape of regulatory compliance, as different countries have varying requirements for product ingredients, safety standards, and labeling. Additionally, logistical issues such as supply chain management and distribution can complicate efforts to efficiently deliver products to international markets. However, the rewards of successful localization are immense. By tailoring products, marketing strategies, and user experiences to meet the unique needs and preferences of each market, K-beauty brands can enhance customer engagement and foster brand loyalty. This leads to increased market penetration and a stronger global presence. Brands like Innisfree and Laneige, which have effectively localized

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their offerings, demonstrate how overcoming these challenges can result in greater consumer satisfaction and sustained growth in diverse international markets.

#### **Choose a Localization Specialist**

A localization specialist that has expertise in cultural adaptation, localization and transcription can play a huge role in a brand's success when entering new markets. Localization specialists can adapt the content of a brand not only linguistically but also culturally, thus resonating with local customers. Experts in transcreation and localization are adept at understanding the nuances of local cultures, consumer behaviors, and the balance between local and global trends. A beauty brand that aims to enter the US or China will need different marketing strategies to resonate with the local standards, and customer expectations. When looking for a localization expert consider their experience with global brands, linguistic proficiency, various translation approaches and expertise in a wide variety of content types.

#### Conclusion

The global success of K-beauty is a testament to the appeal of Korean brands and their innovative products and skin care philosophies. However, the journey to capturing international markets involves more than just delivering quality products-it requires a strategic approach to localization. By adapting product formulations, crafting culturally resonant marketing campaigns, and optimizing user experiences to meet the specific needs and preferences of each market, K-beauty brands can enhance customer engagement, foster brand loyalty, and achieve substantial market penetration. Brands like Innisfree and Laneige have set exemplary standards by effectively localizing their offerings, resulting in significant global presence and customer satisfaction. As K-beauty continues to captivate audiences worldwide, investing in localization remains a crucial step for any brand aiming to thrive in the diverse and dynamic global beauty landscape.

#### More about Korean!

# Asian Beauty Rituals -Timeless Traditions

Across Asia, beauty rituals are deeply rooted in cultural traditions, each offering unique practices that have stood the test of time and continue to inspire modern skincare trends like K-Beauty. In China, jade rolling is a centuries-old practice that involves massaging the face with a cool jade stone. Believed to improve circulation, reduce puffiness, and promote a youthful glow, jade rolling has found its way into contemporary beauty routines worldwide.

In Japan, the art of skincare layering is a meticulous process that involves applying multiple layers of products in a specific order—from cleansing oils and gentle foaming cleansers to hydrating essences, serums, and moisturizers. This method ensures that the skin receives maximum hydration and nourishment, reflecting the Japanese philosophy of "mochi-hada," or "rice cake skin," which is smooth, plump, and radiant.

Thailand, known for its vibrant beauty culture, incorporates natural ingredients like turmeric and tamarind into its beauty rituals. One popular treatment is the traditional Thai herbal compress, used to rejuvenate the skin with a blend of medicinal herbs wrapped in a cloth ball. The compress is heated and applied to the skin, offering benefits like detoxification and improved blood circulation. These ancient practices highlight Asia's holistic approach to beauty, blending nature, tradition, and wellness in a way that continues to captivate and influence the global beauty landscape.

### **OW LANGUAGE INFLUENCES OUR PERCEPTION OF FOOD**

**Rumen Pavlov** 

Content Writer

Food is a universal necessity, yet our perception of it is shaped by factors far beyond the physical act of eating. One of the most powerful forces influencing our experience of food is language. Whether it's the words used to describe a dish, the language spoken during a meal, or the cultural connotations embedded in certain culinary terms, language plays an essential role in how we perceive and enjoy food.

#### The Power of Descriptive Language In **Food Perception**

Descriptive language has the power to influence our perception of taste, enhance our culinary experiences, and drive the success of food marketing campaigns. When these descriptions cross-cultural and linguistic boundaries, translation becomes a critical element in preserving the "glamour" and appeal of food.

The language used to describe food significantly affects how we perceive its taste and quality. Words that evoke sensory details – such as "crispy," "tender," "juicy," or "zesty"-domore than convey the physical characteristics of food. They create mental images and expectations that can enhance the overall dining experience. This is particularly evident in situations where the consumer hasn't yet tasted the food – the description itself can generate anticipatory pleasure, influencing how the food is actually experienced when consumed.

For example, consider the difference between a menu listing "Grilled Chicken" and one that offers "Herb-Marinated Grilled Chicken with a Smoky Char and Citrus Zest." The longer option paints a graphic picture in the mind, suggesting a complex and delightful flavor profile. Studies have shown that when food is described

with rich, sensory-laden language, people tend to rate it higher in taste and overall satisfaction, even if the food itself hasn't changed.

#### **Challenges In Translating Food** Descriptions

Translating food descriptions is a complex and nuanced task that goes far beyond finding the literal equivalent of words in another language. It involves capturing the essence, cultural significance, and sensory appeal of a dish while making it accessible and enticing to a different audience. The process is full of challenges, stemming from linguistic differences, cultural nuances, and the inherent subjectivity of taste and texture. Below are some of the key challenges faced in translating food descriptions.

#### **1. Linguistic Equivalence and Nuance**

One of the primary challenges in translating food descriptions is finding linguistic equivalents that convey the same meaning and emotional impact as the original language. Food terms often carry connotations that are deeply embedded in the culture of the source language, making it difficult to find direct translations.



For example, the Japanese term *umami* refers to a savory taste that is distinct from the basic tastes of sweet, salty, sour, and bitter. While "savory" might be used in English, it doesn't fully capture the complexity and specific taste sensation that umami conveys in Japanese. Similarly, words like "crisp" and "crunchy" in English might both translate to the same term in another language, but they evoke slightly different sensory experiences in the original context.

#### 2. Cultural Connotations and Expectations

Different cultures have unique ways of perceiving and valuing tastes and textures, which are reflected in their culinary vocabulary. Translators should be aware of these cultural connotations to accurately convey the intended meaning and appeal of a dish.

For instance, in Chinese cuisine, the texture described as 滑 (huá), meaning "slippery" or "smooth," is often considered a positive attribute, particularly in dishes with tofu or jellyfish (that's right, jellyfish – some

species are a source of food and ingredient in Chinese cuisine for over 1,700 years). However, in cultures where this texture is not commonly appreciated, describing a dish as "slippery" might evoke negative reactions. The challenge lies in finding a description that communicates the intended positive qualities while aligning with the cultural preferences of the target audience.

#### **3. Lost in Translation: Untranslatable** Terms

Some food-related terms are so culturally specific that they have no direct equivalent in other languages. These "untranslatable" terms present a unique challenge for translators, who must find creative ways to convey the meaning or leave the term untranslated and provide an explanation.

An example is the Italian term *al dente*, which describes the ideal texture of pasta when it is firm to the bite. While the phrase can be translated as "to the tooth," this literal translation does not fully capture the specific culinary meaning that is so well understood in Italian

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culture. In such cases, translators may choose to retain the original term and offer a brief explanation, such as "cooked al dente, with a firm texture."

#### **Case Studies From Asian Culture**

#### 1. Japanese Umami

The term *umami* was first coined by Japanese chemist Kikunae Ikeda in 1908, who identified it as a distinct taste separate from the traditional four tastes of sweet, salty, sour, and bitter. Umami is derived from the Japanese word umai (うまい), meaning "delicious" or "pleasant," combined with the suffix mi (味), meaning "taste."

Umami is often described as a deep, savory taste that is rich and mouth-filling, typically associated with foods that are high in glutamates, such as ripe tomatoes, soy sauce, Parmesan cheese, mushrooms, and cured meats. It is characterized by a certain roundness and lingering depth on the palate, which enhances the overall flavor of a dish and provides a satisfying sense of fullness.

In Western culinary traditions, the word "savory" generally refers to flavors that are not sweet, often associated with saltiness and spiciness. It is a broad term used to describe foods that are rich, hearty, and satisfying. While "savory" does overlap with umami in some respects, it lacks the precision and specificity that umami conveys in Japanese.

#### 2. Freshness And Texture In Chinese Cuisine

In Chinese cuisine, freshness is not just a desirable quality; it is often considered essential to the integrity of a dish. The concept of xian (鲜), which means "fresh," is a central tenet in Chinese food culture. It encompasses not only the literal freshness of ingredients, such as recently caught fish or just-picked vegetables, but also a broader sense of vitality and purity in food.

Texture, or kǒugǎn (口感), plays an equally important role in Chinese culinary traditions. The Chinese language has a highly developed vocabulary for describing textures, which are often considered as important as, if not more important than, flavor. For instance, terms like nèn (嫩, tender), cūn (脆, crispy), huá (滑, slippery), and jīn (筋, sinewy or chewy) are commonly used to describe the precise texture of foods.

In translation, however, the significance of these terms can be lost. English lacks the same specificity when it comes to freshness and food textures. The English translations might fail to capture the subtle differences that are crucial in Chinese food descriptions.

#### 3. Vietnamese Cuisine

In Vietnamese cuisine, certain ingredients and preparation methods hold deep cultural significance, often tied to specific regions, traditions, or historical contexts. For example, dishes like *ph*ở, *bánh m*ì, and *bún chå* are notjustfoods; they are cultural icons that embody the history and identity of Vietnam. For instance, phở is often translated simply as "noodle soup," but this translation fails to capture the complexity and cultural importance of the dish. Phở is a symbol of Vietnamese street food culture, with regional variations that reflect the diversity of the country.

#### 4. Thai Cuisine

Thai food is known for its complex flavor combinations, where multiple taste sensations are carefully balanced in a single dish. The language used to describe these flavors is often nuanced, with specific terms that do not have direct equivalents in English.

For example, the word *priao* (ເມື້ອຍຈ) means "sour" in Thai, but it can refer to a range of sourness depending on the ingredient used, such as lime juice, tamarind, or vinegar. Each source of sourness brings its own unique flavor profile to a dish. Translating priao simply as "sour" may not convey the full depth and complexity of the flavor.

Similarly, *khem* (LFAL) means "salty," but in Thai cuisine, it might also imply a certain richness or depth that comes from ingredients like fish sauce or soy sauce. These ingredients add not just saltiness but also a layer of umami that can be lost in translation.

#### Conclusion

The relationship between language and taste is a testament to the complexity of our sensory experiences. Words do more than just describe food—they shape our expectations, influence our sensory perceptions, and even connect us to cultures and traditions. As we navigate through different culinary landscapes, the language we use becomes an essential tool in translating and enhancing our experience of taste. Whether through vivid descriptions, cultural connotations, or the subtle nuances of sound, language transforms food from mere sustenance into an art form, enriching our lives one bite at a time.

#### Contact us!

# 66 Every dish tells a story—sometimes, it just needs the right words.



# **HE ROLE TRANSLATION PLAYS IN CONSTRUCTION INDUSTRY**



Daniela Delieva Content Writer

International projects are becoming increasingly common in the construction industry as the demand for international professionals on high-scale construction projects grows. Huge international construction projects bring together professionals from different cultures and languages, and the need for accurate translation is becoming a necessity for the successful completion of the projects. Accurate translation services are crucial for ensuring clear communication, and maintaining a safe and efficient working environment. In this article, we'll explore the vital role of translation in international construction projects, focusing...

#### The Role of Translation in Facilitating **Clear Communication**

Accurate and clear translation is essential for bridging communication gaps between multinational teams in the construction industry. It ensures that all team members, regardless of their native language, have a precise understanding of project plans, safety protocols, and design specifications. This uniform comprehension is crucial for coordinating efforts, minimizing errors, and maintaining a cohesive workflow. When translations are accurate and clear, misunderstandings are significantly reduced, allowing for smooth collaboration and efficient project execution. In this way, translation acts as a vital conduit for information, ensuring that all team members are aligned with the project's objectives and safety requirements, ultimately contributing to the overall success and safety of international construction projects.

Accurate translation is essential for bridging communication gaps between international teams in large construction projects. Clear translation ensures that all employees have a precise understanding of the project plans, safety protocols, and design specifications.

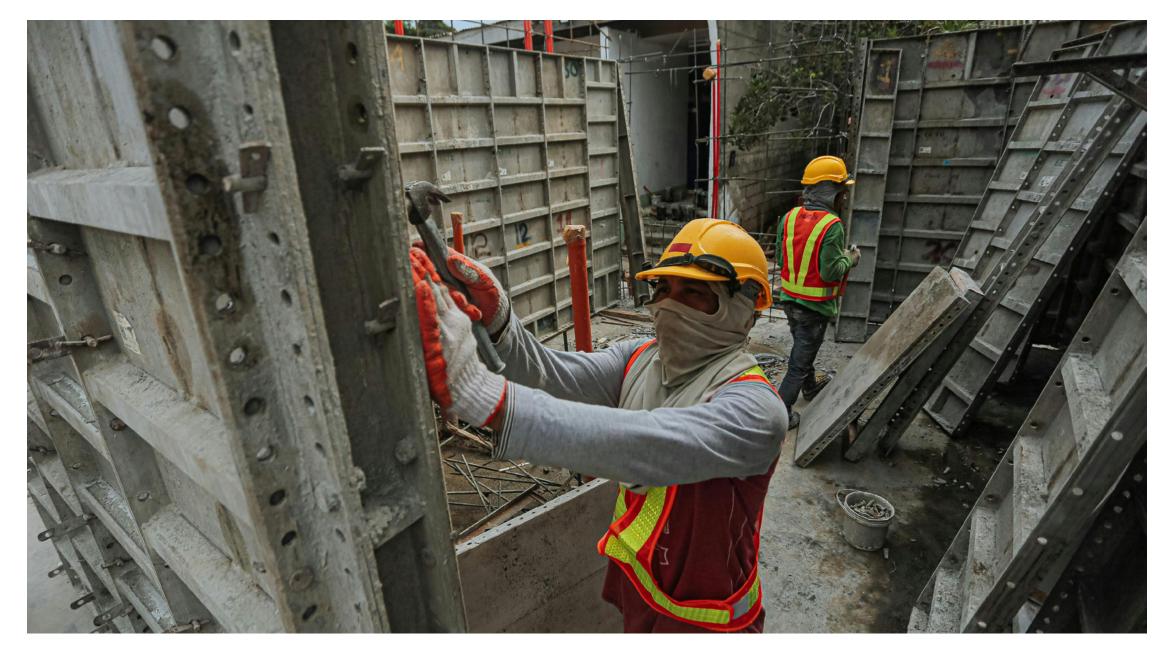
Understanding the project at hand well is crucial for coordinating efforts, minimizing potentially dangerous errors, and maintaining an overall cohesive workflow.

#### **Accurate Translation Can Ensure Project Success**

#### **Precision in Technical Documents**

Precise translation of technical documents is crucial in the construction industry. Construction projects use various types of documents with distinct technical specifications, blueprints and contracts that detail the aspects of work to be done. Most of the time these documents contain specific terms that need careful attention from an experienced translator. Accurate translation eliminates ambiguities and discrepancies that could lead to misunderstandings and errors during construction.

Translation errors can have a negative effect on project timelines and costs. They can lead to the use of incorrect materials or construction methods, leading to delays and rework, thus increasing the overall costs. Errors in contract translation can lead to legal disputes, and even halting the progress of the construction project. Mistakes



in blueprints can lead to structural errors, endangering the safety of the project and necessitating expensive and time-consuming corrections. Therefore investing in a professional translation service can maintain the project integrity and save costs.

#### **Effective Stakeholder Communication**

Communication with stakeholders is another critical aspect of ensuring project success, and professional translation plays a key role in this process. Stakeholders, such as investors, regulatory bodies, and community representatives, require regular updates to stay informed about the project's progress and any ongoing issues. Translating these reports accurately ensures that the stakeholders will receive clear and comprehensive information. This will boost the trust and confidence among stakeholders as they will feel fully informed and that their interests are being considered.

Professional translation can help with smooth stakeholder relations by ensuring that all communications are accessible and understandable. Accurately translated project progress reports can help investors monitor their investments and make informed decisions.

Furthermore translation of regulatory documents ensures that compliance requirements are met, preventing legal issues and project delays. Professional translation can help maintain positive relationships with the stakeholders by preventing misunderstandings and helping with the smooth execution of construction projects.

#### **Software Localization: The Role** of Translation and Localization in **Construction Software**

Software localization is another critical part of construction industry translation for ensuring that digital tools and platforms are usable and accessible by international workers. Translation and localization of construction software involve adapting the interfaces, commands, and user manuals to accommodate the different languages used on the project. The process goes beyond simply converting the text from one language to another, it requires a nuanced approach that considers local measurements units, date formats, technical terminology and even local idioms. Software localization can make it easier for team members to





navigate the software, understand instructions, and perform their tasks efficiently.

Localized construction software helps bridge communication gaps and enhances collaboration among multinational teams. Accurately translated software allows all team members to operate the software with confidence, reducing the likelihood of errors and misunderstandings. For example, a project management tool with a localized interface allows all team members to input and retrieve information in their native language, ensuring that everyone is on the same page. Similarly, design applications with translated technical terms and commands help engineers and architects avoid misinterpretations that could compromise the integrity of their work.

#### Beyond Contracts: The Broad Scope of Translation in Construction

Translation in the construction industry extends beyond contracts and software. Translating contracts are crucial in the industry, however the scope of translation in construction also encompasses a wide array of technical documents essential for the proper project execution. Such documents include technical manuals, architectural drawings, construction plans and other.

Technical manuals are resources that provide detailed instructions on operating machinery, understanding technical specifications, and adhering to safety protocols. Accurate translation of the manuals is vital for ensuring that everyone working on the project can understand and follow the procedures correctly. This not only enhances operational efficiency but also reduces the risk of accidents and equipment malfunctions, thereby assisting with a safer work environment.

Architectural drawings and construction plans outline the project details—from structural elements to electrical layouts. Translating these documents ensures that all team members, including architects, engineers and construction workers, have a consistent understanding of the project's design and specifications. Clear and accurate translations prevent misinterpretation that could lead to serious construction errors, costly rework and delays. Moreover, they facilitate better coordination among international teams, as everyone can refer to the same accurately translated documents, fostering a unified approach to project execution.

Translation also plays a critical role in training and development materials. Construction projects often involve training sessions for workers to familiarize them with the project, new techniques, technologies and safety practices. Translating these training materials ensures that all team members understand their content fully, leading to more effective outcomes and better implementation of the practices on the construction site.

# The foundation of any great project? Clear communication across languages.

#### Safety First: The Crucial Role of Translation in Ensuring Worker Safety

Worker safety is paramount in any industry and construction is no exception. Translation plays a critical role in ensuring that safety protocols and signage are understood by all workers regardless of their native language. On an international construction site, accurately translated safety information is essential to minimize the risk of accidents.

Accurately translated safety protocols provide clear instructions on how to perform tasks safely, handle equipment properly, and respond to emergencies. When these protocols are available in several languages, all workers can understand the specific steps they need to take to protect themselves and their colleagues. This is especially true for procedures that involve hazardous materials or heavy machinery, where a small misinterpretation can lead to severe injuries and even fatalities. Ensuring that all safety guidelines are comprehensible to every team member, translation helps create a safer work environment where everyone is aware of the risks.

Another critical component of a safe construction site is the safety signage. Signs indicating hazardous areas, mandatory protective gear and emergency exits must be instantly recognizable and easily understood by all workers. Multilingual signs ensure that the messages are communicated effectively. For example, a sign warning about electrical hazards needs to be immediately clear to avoid accidental contact, which could result in electrocution. By providing translated safety signs, construction companies can significantly reduce the likelihood of accidents and ensure that all workers can navigate the site safely.

#### Conclusion

As international projects become more common in the construction industry, accurate translation is essential for success. Successful translation ensures that all team members understand the project plans, safety protocols, and design specifications. Translation of technical manuals, architectural drawings, and construction plans prevents costly errors and delays. Software localization makes digital tools accessible and user-friendly for international teams, enhancing their collaboration and efficiency. Furthermore, translated safety protocols and signage protect workers by minimizing risks and preventing accidents. In conclusion, investing in professional translation services is crucial for project success and a safe work environment in the global construction industry.

#### Request a quote!



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# RANSLATING TASTE: NAVIGATING BUSINESS ETIQUETTE



In the global business environment, food often plays a central role when you try to build relationships, facilitate discussions, and master different (and why not difficult) situations. The perception of food, including taste preferences and dining etiquette, varies widely across cultures, and understanding these nuances is essential for successful cross-cultural interactions. Food is more than just sustenance; it is a reflection of cultural identity and values. In business settings, meals are often used to make a good start, celebrate deals, or develop mutual trust. The more knowledgeable you are about local food customs and preferences, the more enhanced your credibility and respect for your hosts could be.

#### Cultural Significance of Food in Asia

Food in Asia is much more than just livelihood; Asian food culture is a profound expression of identity, social structure, and spiritual beliefs. Each region in Asia has developed its own unique culinary traditions, often rooted in historical, geographical, and religious influences. The cultural significance of food in Asia can be seen in various aspects, such as communal eating, religious rituals, festivals, and daily practices.

Dining etiquette in Asian countries and cultural differences in food perception vary significantly across countries and cultures, each with their own set of rules and customs that reflect deep-rooted values and traditions. Whether using chopsticks correctly, understanding the importance of communal dishes, or recognizing the symbolism of certain practices, observing these etiquettes and food rituals is very important in a business setting. On the other hand, not only translating the taste, but also the literal translation – of language, and the inclusion of a professional translation service in your business strategy could easily lead to successful business relationships in Asia. What's discussed in this article may be of help.

# Etiquette for Dining With Clients in Asia – Examples

In Japan, you should avoid pointing chopsticks at others and should not stick them upright in a bowl of rice, as it resembles a funeral ritual. As far as drinking is concerned, it is polite to wait for everyone to be served before drinking. Also, when pouring drinks for others, you'd better hold the bottle with both hands. It is polite to refill others' drinks before your own.

In China, when toasting, it is polite to ensure your glass is lower than the person you are toasting with, as a sign of respect. Also, the seating arrangement is often based on hierarchy. The guest of honor typically sits facing the entrance.

In South Korea, it is common to wait for the oldest person to start eating before you begin. And when drinking, it is polite to turn your head away from elders and cover your mouth.

Content Writer



#### Understanding Taste Preferences and Cultural Sensitivity in Business Dining

Asia is the home of a myriad of culinary traditions, each with its own distinct taste preferences and flavor profiles. The continent's diverse geography, climates, and cultural histories contribute to the variety of tastes found across different regions.

In China, three of the basic eight cuisines are **Sichuan**, **Cantonese, and Shandong**. Known for its bold, spicy flavors, Sichuan cuisine features generous use of chili peppers, garlic, and the unique numbing sensation of **Sichuan** peppercorns. Dishes like *mapo tofu* (tofu in a spicy sauce, along with minced meat) and *kung pao chicken* (spicy, stir-fried cubes of chicken plus peanuts, vegetables, chili peppers and Sichuan peppercorns) exemplify this fiery style. **Cantonese** cuisine favors lighter, fresher flavors, and often involves steaming, stir-frying, and braising, in order to preserve the natural taste of ingredients. *Dim sum* (small dishes for brunch), roasted meats, and delicate soups are staples. **Shandong** cuisine emphasizes savory and rich flavors, and includes dishes such as braised meats and seafood stews, often seasoned with vinegar and garlic.

Japanese cuisine is renowned for its *umami*, a savory taste found in ingredients like soy sauce, miso, seaweed, and mushrooms. *Dashi*, a broth made from kelp and bonito flakes, is a cornerstone of many dishes. *Sushi, sashimi, and tempura* are classic examples where the umami taste is highlighted. The flavors are subtle and the seasoning is minimal.

In **South Korea**, fermented foods are fundamental. *Kimchi*, a fermented vegetable dish, is served at almost every meal. Fermented soybean products like *doenjang* (soybean paste) and *gochujang* (chili paste) are used to add *umami* and depth to dishes.

In **India**, you should be aware of dietary restrictions based on religious beliefs, such as vegetarianism or avoidance of beef and pork. The right hand is used for eating, as the left hand is considered unclean. It's very common to invite others to take more food or drink, by saying "please", "thank you", and other magic words.







#### Navigating Alcohol and Beverages

In Japan, sake (rice wine) and beer are commonly served during business meals. It is respectful to match the drinking pace of your senior or host, as refusing a drink may be seen as impolite. Also, what's known as *nomikai* culture – which literally means "meeting to drink" – is prevalent in business. The objective is to build up serious social capital with the boss and bond with the rest of the crew. Another point of etiquette which differs from Western business culture is that it is considered acceptable to become drunk at *nomikai*. In the same fashion, things said and done under such circumstances are not taken seriously, and are forgiven or ignored upon return to the workplace.

In **China**, *baijiu*, a strong distilled spirit, is often served at business dinners. Toasts are an integral part of Chinese business dining culture. The host typically offers the first toast, often to health, success, or prosperity. After the initial toast, guests may propose their own toasts, often individually to each person at the table. It is acceptable to decline further drinking by placing your hand over your glass or leaving it full.

In **South Korea**, *soju*, a clear distilled spirit, is the most popular drink for business meetings. *Makgeolli*, a milky rice wine, is also commonly enjoyed. Drinking sessions, After dinner, Chinese people usually have another known as *hoesik*, are a key part of South Korean business culture, often extending into late-night socializing. Similar to Japan, it is customary to pour drinks for others.

You should ensure that everyone's glass is refilled before your own, and use both hands when pouring.

#### **Case Studies and Practical Examples**

A business dinner in South Korea may start in a restaurant, then relocate to an ice cream store or café, then a bar and then karaoke (noraebang), which is extremely popular there.

Fruits are very expensive in Japan and South Korea, and big fruit baskets are an old tradition, especially in business contexts.

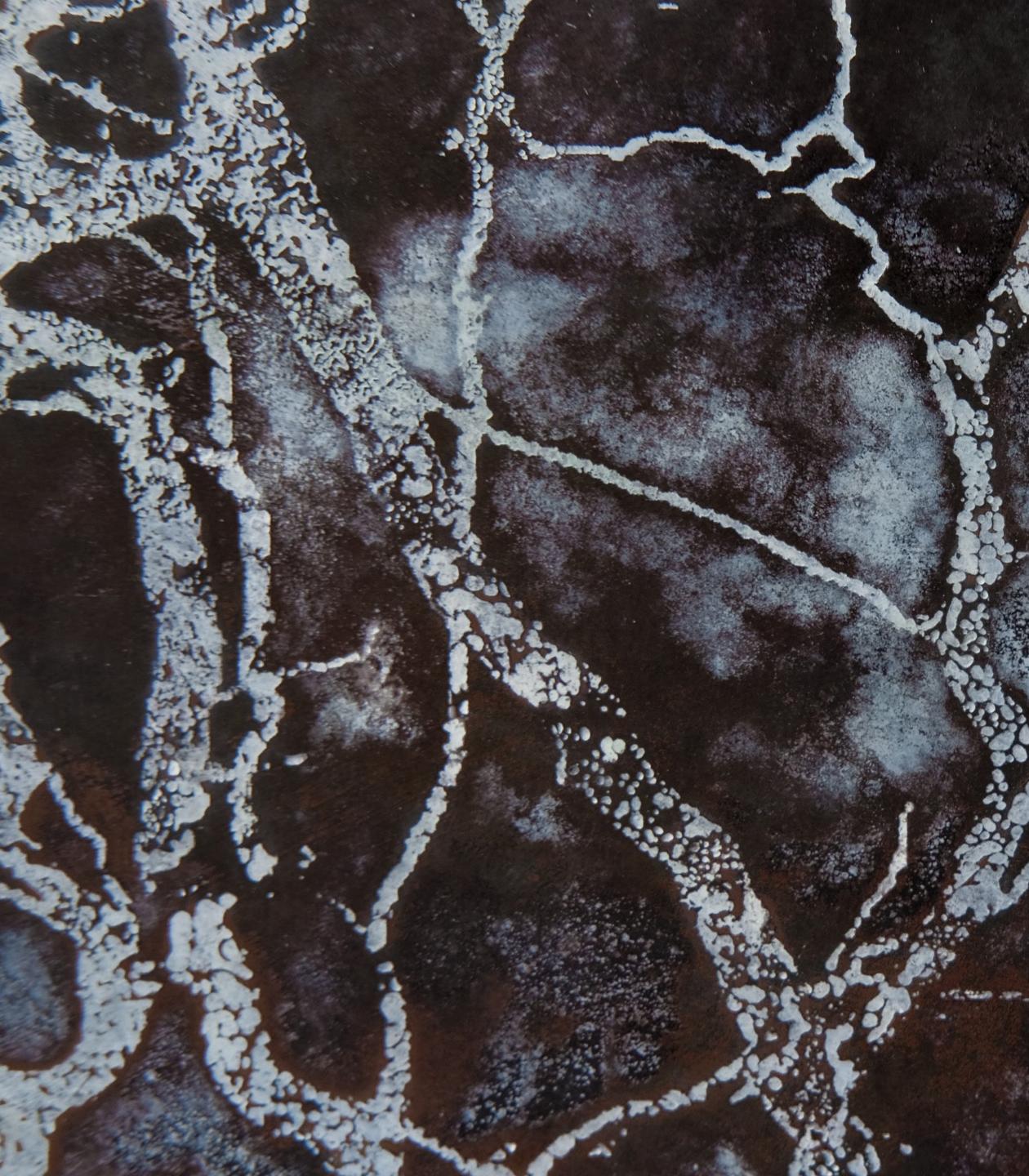
Food is so important in Asia, that the casual form of asking of "How are you?" in Korean, bap meogeosseoyo, means "Have you eaten?" or "Have you eaten rice?", when literally translated.

The taste and taboos of the guests should be considered, when ordering dishes in China. Buddhists eat vegetarian food, and Taoists do not eat beef. It is necessary to pay attention to the combination of meat and vegetables, hot and cold, and balanced nutrition. Business banquets usually choose Cantonese cuisine instead of the spicy Sichuan cuisine, which is more popular among young people.

round, and compared to karaoke, which has become a little unpopular in China in recent years, more people will go for a bath or massage afterwards.

# **Respect is served** with every meal.





# Focus on



# HE TRANSLATOR'S ROLE IN FOOD SAFETY AND COMPLIANCE



In today's global market, the role of the translator is more critical than ever, especially when it comes to food safety and compliance. Accurate translations are indispensable for businesses engaged in international trade. The translations ensure that products meet the regulatory standards of different countries, protect consumer safety, and facilitate lawful and efficient product exchanges across borders. Translators are also responsible for preventing costly errors, such as misinterpreted allergen labels, and avoiding severe consequences such as health risks or legal penalties. Skilled translators play a crucial role in maintaining the integrity and safety of the global food supply chain, fostering consumer trust, and enabling businesses to thrive in the international marketplace.

Daniela Delieva Content Writer

### Why Is Translation in the Food Industry Necessary?

Translation is essential for food safety compliance because it addresses the demands of consumers and the necessities of global trade. Many food products are traded internationally, which means that businesses must meet the regulatory standards of multiple countries. Professional translations ensure that food labels are clearly understood, allowing products to meet the diverse regulatory requirements to protect consumer safety. Inaccurate translations can lead to misunderstandings and errors, which can lead to health risks, legal penalties, and potential product recalls. Precise translations can also help businesses meet consumer demands for safe, compliant products, fostering trust and confidence in the market. By ensuring that all safety standards are accurately communicated and adhered to, businesses can facilitate smooth and lawful international trade while safeguarding public health.

#### The Role of Translation Services

Professional translation services in the food industry require a profound understanding of both the source and target languages, as well as their cultural contexts. A literal translation may fail to convey the true essence of the dish, potentially causing confusion or misrepresentation. After all, different regions require careful localization as even similar dishes and ingredients may need different terminology. Another challenge is the dynamic nature of food trends. New trends, ingredients, cooking techniques, and even culinary concepts emerge continuously, and professional translators stay informed of the latest developments to ensure their translations are accurate and relevant.

#### **Global Trade Necessity**

Accurate translations of food safety documents and compliance reports are indispensable for international trade. They ensure that businesses comply with various regulatory standards across different countries. Translations guarantee that products meet the



regulatory requirements of each market, protecting consumersafety and enabling lawful product exchanges.

#### **Economic Benefits**

Accurate translations are essential in preventing costly product recalls, market access denials, and in some cases even legal disputes. Inaccurate or misleading information on product labels, ingredient lists, and safety warnings can have severe legal consequences, costly fees, lawsuits, and damage to a company's reputation. Proper translations can definitely save money in the long run. Accurate translations not only ensure compliance with local regulations but they also foster consumer trust by providing clear and reliable information. This transparency is crucial for streamlining import-export processes and reducing delays, ultimately offering significant economic benefits to businesses. By investing in professional translations, companies can safeguard their operations, enhance their market presence, and maintain positive relationships with consumers and regulatory authorities.

#### **Regulatory Compliance**

Food safety regulations differ from one country to another, making it essential for translators to understand the specific regulatory frameworks of each region. The knowledge is crucial because even minor discrepancies in translation can lead to non-compliance, resulting in delays and rejections of products at international borders. Professional translations ensure that all information meets the precise requirements of each country, facilitating smooth and lawful trade. Businesses can maintain efficient operations, avoid financial losses, and ensure that their products reach consumers safely and promptly by preventing such delays and rejections. Translators play a pivotal role in this process, bridging the gap between diverse regulatory landscapes and enabling seamless international commerce.

#### **Consumer Safety**

Professional translations ensure that critical information such as ingredients, allergen warnings, and preparation instructions are clearly and correctly communicated to consumers across different regions. This prevents





potential dangerous misunderstandings that could lead to health risks like allergic reactions or food intolerances. By providing precise and accurate translations, businesses comply with regulatory standards but also protect their customers from harm. Effective translation is, therefore, a vital component in maintaining consumer trust and safety, ensuring that consumers are wellinformed and can make safe, healthy choices regardless of language barriers.

#### The Impact of Errors in Food Translation

Speaking of consumer safety, translation errors in food labels can have serious negative consequences such as health risks to legal penalties. Mistranslated allergen labels, for instance, can actually endanger consumers' lives by failing to warn consumers about potential allergens, which can lead to severe allergic reactions and even fatalities. Inaccurate translations of cooking instructions or ingredient lists can result in improper food preparation, posing further health hazards. Additionally, these errors can lead to non-compliance with regulatory standards, resulting in substantial fines, product recalls, and damage to a brand's reputation. Therefore, ensuring precise and culturally appropriate translations is essential to safeguard consumer health and maintain regulatory compliance.

#### **Cultural Sensitivity and Localization**

When introducing food to a new market, it's crucial to translate the specific terminology accurately to uphold cultural sensitivity. Recognizing and honoring diverse cultures is essential in the food industry, as different regions have unique culinary practices and preferences. A mistranslation or misinterpretation can inadvertently offend or misrepresent a dish. Consequently, translation services are vital in ensuring that menus and promotional materials resonate culturally, promoting an inclusive and respectful atmosphere.

For instance, a popular Japanese dish sashimi, is similar to the Korean 'hwe'. Both dishes are made from raw fish, so an inexperienced translator may confuse the two and use the terms interchangeably. Some regional variations of foods also extend to recipe terminology, affecting terms for cooking methods, measurements, and ingredients. This highlights the necessity for precise translations to ensure authenticity and cultural respect.

In the global food industry, translators do more than translate—they ensure safety, compliance, and cultural respect. Their accurate work prevents legal issues, recalls, and market hurdles, making global trade smooth and reliable. Skilled translators are essential for businesses to thrive and ensure food safety worldwide. Pulse of As

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stay engaged, informed, and be a part of something bigger in the industry.

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# LTIMATE DESKTOP PUBLISHING GUIDE FOR VIETNAMESE

Desktop publishing in Vietnamese can present a unique set of challenges and opportunities, stemming from its Latin-based alphabet, tonal nature, and complex honorific system. This text can serve as a guide for DTP specialists working with Vietnamese texts, featuring essential topics such as fonts, diacritics, punctuation, line breaking, and more. This guide will help professionals who aim to create marketing materials, books, or digital content, in navigating the challenges of Vietnamese typesetting with confidence.

#### 1. Overview of the Vietnamese Alphabet and Phonetics

The Vietnamese alphabet consists of 29 letters, derived from the Latin script but adapted with additional diacritical marks for tones and phonetic distinctions. The Latin letters may make Vietnamese relative easy to format in comparison to Asian languages in comparison to other Asian languages, but the diacritics play a huge role in the meaning and pronunciation.

#### 1.1 Vowels and Consonants

- Vowels: There are 12 simple vowels and various diphthongs and triphthongs (e.g., ai, au, iêu, oai, ươi).
- Consonants: Vietnamese features 17 simple consonants, with 9 consonants formed by two letters (e.g., "ch," "nh") and one consonant made of three letters: "ngh."

The Vietnamese language is also marked by three phonetic pairs that are written differently:  $ia - y\hat{e} - i\hat{e}$ ,  $ua - u\hat{o}$ ,  $ua - u\hat{o}$ .

#### 1.2 Tonal System and Diacritics

Vietnamese is a tonal language with six tones, each altering the meaning of a syllable. These tones are

indicated by specific diacritical marks, or "dấu." A vowel can have up to two diacritics, one for tone and one for phonetic marking. There are 134 distinct letter forms (both uppercase and lowercase) when all combinations of diacritics are considered.

Common tones include:

- Sắc (´): High rising tone
- Huyền (`): Low falling tone
- Ngã (~): Creaky rising tone
- Nặng (.): Glottal tone

#### Example of Diacritic Importance:

"ma" (ghost) vs. "má" (mother) vs. "mã" (code) vs. "mạ" (rice seedling)

#### 2. Fonts and Diacritic Compatibility

The extensive use of diacritics makes selecting the right font crucial when it comes to DTP in Vietnamese. Some fonts may lead to diacritic collisions, which can affect readability.



Fonts suitable for Vietnamese: Times New Roman Arial Roboto

**Open Sans** 

#### Noto Sans Vietnamese

**Montserrat:** Montserrat is a modern sans-serif font inspired by urban typography, offering excellent support for Vietnamese characters and widely used for web design, branding, and editorial layouts.

**Roboto Mono:** Roboto Mono is a clean and functional monospaced font ideal for coding and technical documents, with full support for Vietnamese characters.

**Oswald:** Oswald is a bold, condensed sans-serif font with strong support for Vietnamese, perfect for impactful headlines and space-efficient designs.

**Nunito:** Nunito is a friendly, rounded sans-serif font supporting Vietnamese, ideal for body text and headings in websites, blogs, and educational materials.

**Playfair Display:** Playfair Display is an elegant serif font with high contrast, supporting Vietnamese characters, perfect for editorial design, titles, and luxury branding.

**Manrope:** Manrope is a geometric sans-serif font with simplicity and clarity, supporting Vietnamese and ideal for corporate branding and minimalistic user interfaces.

**Quicksand:** Quicksand is a rounded, playful sans-serif font with Vietnamese support, great for children's books, creative websites, and product packaging.

**Dosis:** Dosis is a minimalist sans-serif font with rounded edges, supporting Vietnamese and commonly used in tech startups, infographics, and digital design.

**Ballet:** Ballet is a sophisticated and stylish typeface supporting Vietnamese, ideal for fashion branding, invitations, and artistic projects.

**L'Hanoienne Free Typeface:** L'Hanoienne Free Typeface, designed by Manh Nguyen, blends traditional Vietnamese aesthetics with modern typography, perfect for cultural and heritage branding.



When working with uppercase letters, diacritics may need to be adjusted for size and balance to ensure they don't overwhelm the letters.

#### 3. Line Breaking and Word Wrapping

Words are typically monosyllabic in Vietnamese, making proper line breaking essential. Incorrect breaks car change the meaning of a sentence or create nonsensical words.

#### **Bad Line Breaking Example:**

Original: "Chúng tôi đi học." Meaning: "We go to school." Incorrect break: "Chúng tôi đi h-ọc." Meaningless and awkward.

#### Correct Line Breaking:

Keep syllables and words intact to preserve meaning. Disable hyphenation when using DTP software to prevent awkward splits.

#### 4. Punctuation and Spacing

Vietnamese punctuation is quite similar to English punctuation, however there are a few rules to keep in mind:

- No space before commas, periods, colons, or semicolons, but always a space after.
- · Use single or double quotation marks for speech, depending on the style guide or client request.

#### Correct Example:

"Anh ấy nói: 'Tôi sẽ đi.'"

#### 5. Formatting Addresses and Phone Numbers

#### 5.1 Addresses

Vietnamese addresses are written in a specific order, from smaller to larger units. In Vietnamese, addresses are usually written in this format: house number (space) streed, ward, district, city. For DTP, ensure each level of the address is clear and consistent.

**Example:** No. 1, Nguyen Tat Thanh Street, Ward 12, District 4, Ho Chi Minh City

#### 5.2 Phone Numbers

Vietnamese phone numbers are grouped for readability:

- **Domestic format:** 0903 123 456
- International format: +84 903 123 456

Ensure that phone numbers and addresses remain intact across line breaks.

#### 6. Date and Number Formatting

#### 6.1 Dates

Vietnamese uses the DD/MM/YYYY date format.

#### Example:

22/09/2024 (22nd September 2024)

#### 6.2 Numbers

The Vietnamese format for numbers differs from the English system. Natural numbers larger than 999 might have a thousand marker. For numbers larger than 999.999 the marker is mandatory, unless the number has only zeros after the initial number:

- Thousand separator: A period (.) is used.
- **Decimal point:** A comma (,) is used.

#### Example:

1.000.000 (one million) 3,14 (three point fourteen)

#### 7. Honorifics in Vietnamese

Honorifics are a very important part of Vietnamese communication, and translators and DTP specialists should be extra careful when it comes to honorifics. The honorific system is built on age, gender, social status, and familial relationships.

#### **Example of Honorifics:**

- Ông (Mr.) for elderly men
- Bà (Mrs.) for elderly women
- Chi (older sister) or Em (younger sibling) used to address peers.

#### 8. Dialects in Vietnamese

There are three main dialects in Vietnamese: Northern (Hanoi), Central, and Southern (Saigon). DTP specialists and translators should be aware of which dialect to use based on the target audience. The Northern dialect is



the official standard in Vietnam, while the **Southern dialect** is often preferred for Vietnamese communities abroad.

#### 9. Translation Challenges and Considerations

#### 9.1 Honorifics System

When translating for Vietnamese audiences, it's essential to clarify the target audience to ensure that the appropriate level of formality is used. This includes understanding the client's expectations about whether the document should use formal or casual tones.

#### 9.2 Target Market

- For translations aimed at Vietnamese communities in the USA, use the Southern dialect.
- For translations aimed at people living in Vietnam, use the Northern dialect.

#### 9.3 Localization

Localizing involves a unique form of transliteration, where foreign names written in the Latin alphabet are converted into Vietnameses pelling to reflect Vietnamese pronunciation. This traditional method follows the rules of Vietnamese spelling and pronunciation, though some variations in localized names may occur.

#### 10. Proofreading and Quality Assurance

Proofreading is an essential part of the DTP process. Even small errors in diacritics can result in a completely different meaning. The text should be reviewed properly to ensure everything is correct.

#### Conclusion

Desktop publishing for Vietnamese requires an understanding of both technical and cultural aspects. From selecting diacritic-friendly fonts to ensuring proper line breaks and addressing the honorifics system, attention to detail is paramount. By following these guidelines, DTP specialists can create visually appealing, accurate, and respectful materials tailored to the Vietnamese language.

Focus on Experts



ChatGPT was released to the world in November 2022. In a time frame of just over one year, we have seen incredible advances in artificial intelligence (AI), with multiple AI tools based on large language models emerging like mushrooms after rain.

While the Western world is getting used to these tools and seeing how they can simplify business processes, the East is not lagging far behind. These developments are certainly worth watching closely because of their immense business potential.

That's why this article takes a deep dive into what large language models and large action models are with examples, discusses the differences between the two are, and provides a few uses and applications for businesses in Asia. Let's take a closer look.

## What Are Large Language Models (LLMs)?

Large language models or LLMs, as they're frequently called, are machines that are capable of understanding and reproducing human language. These Als are trained on vast datasets of linguistic inputs, across various languages, and can produce text based on written prompts or tokens.

As large language models continue to improve, this is going to have a significant impact on how we use and interpret different languages, especially across the Asian region.

One major example of a large language model was developed in Singapore and is called SEA-LION. This stands for Southeast Asian Languages In One Network. It's an open-source large language model that has been trained on 11 Asian languages, which include: Indonesian, Thai, Vietnamese, Filipino, Burmese, Khmer, English, Chinese, Malay, Tamil, and Lao.

The implications of this LLM are huge. That's because large language models such as SEA-LION can help users visiting different Asian countries better navigate their surroundings.

From recommendations about historical or cultural attractions to determining the best route to get from A to B, SEA-LION is dramatically changing the landscape.

However, it's not just well-suited for tourists. It's an excellent helper for businesses in Asia, too. We cover this in more detail below, so keep reading to find out more.

#### What Are Large Action Models (LAMs)?

Next, we turn our attention to large action models or LAMs. These are AI tools that take large language models



a leap further. That's because they can not only produce text and information. They can also "act" in a way that mirrors human interactions.

It essentially learns and continuously improves by observing human interactions and replicating them. Just two simple examples of how it can be used include giving it verbal instructions to call a taxi in a Southeast Asian country or book accommodation.

Rabbit R1 is the AI tool developed in Asia that makes this possible. But what is Rabbit? Considering the fact that most online users utilize their smartphones for obtaining information, Rabbit was developed with this in mind. It is a small, handheld device that runs on the Rabbit operating system and it can respond to spoken or written commands that take action.

What normally happens with smartphone usage is that users have to navigate to an app first before being able to take an action. However, with Rabbit in the palm of your hand, the AI tool navigates apps like a hot knife through butter, enabling much faster responses and actions that help users achieve their aims — whether individuals or businesses.

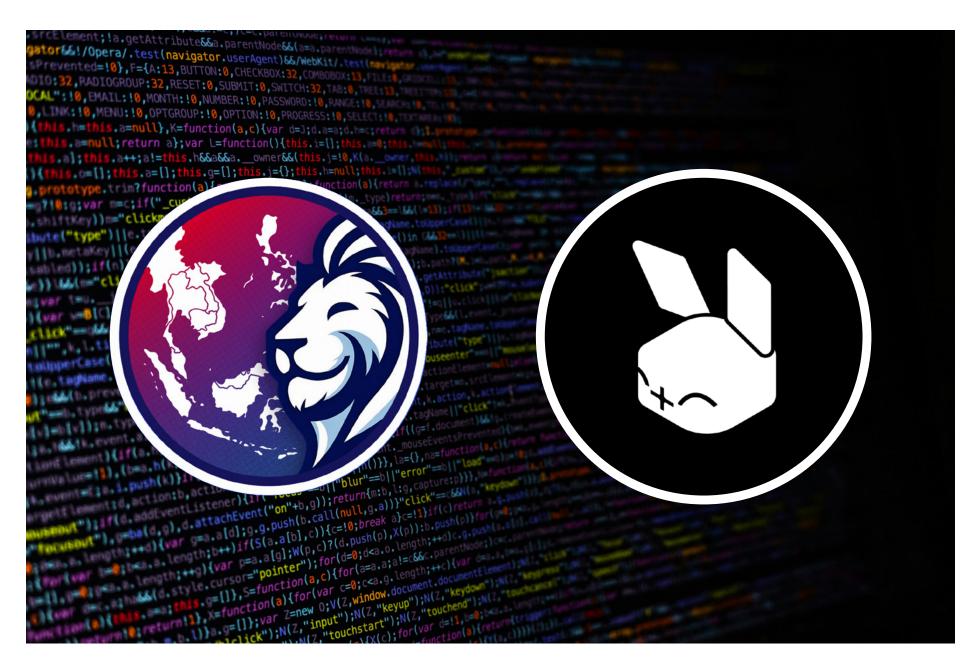
#### **Differences Between LLMs and LAMs**

Despite frequent confusion, large language models and LAMs are quite different from each other. Here are a few criteria worth exploring as we set out the key differences:

- **Core function:** While an LLM understands and generates language, LAMs take this a step further and integrate complex reasoning and actions.
- **Primary strength:** LLMs possess formal linguistic capabilities and generate coherent and relevant text. However, LAMs expand on this functionality and generate actionable outputs.
- **Reasoning ability:** LLMs use single-step reasoning that is based on language patterns. Meanwhile, LAMs use multi-step reasoning that can handle complex and interconnected tasks.
- **Contextual understanding:** Large language models may be good at understanding context in text but they are limited in applying external knowledge. LAMs, on the other hand, are highly capable of understanding and applying both textual and external content.
- **Problem-solving:** LLMs are able to offer information and answer questions, based on existing data. LAMs, meanwhile, can offer solutions, engage in strategic planning, make reasoned decisions, and act autonomously.
- Learning approach: LLMs are primarily trained through pattern recognition based on large datasets. LAMs do all this and more. For instance, they engage in self-assessment and learning through advanced algorithms.
- **Application scope:** LLMs can create content, do simple Q&A translations, and offer chatbots. LAMs go much further and can build autonomous applications that



#### 33



require strategic planning, advanced research, and specialized task execution.

#### Application and Uses for Businesses in Asia

Both large language models, such as SEA-LION, and large action models, like Rabbit R1, have multiple applications and uses that can be implemented by businesses in Asia. Here are a few use cases where this technology has the potential to shine:

- Healthcare: In healthcare, AI tools can help with diagnostics and patient treatment.
- Finance: In the financial sector, LAMs can help in risk measurement, fraud discovery, and algorithmic transactions.
- Automotive: Examples of aspects LLMs and LAMs can help with include self-governing vehicles and entry success. improving vehicle safety systems.
- Other business applications: Other business applications include using LLMs and LAMs as chatbots, coding assistants, meeting summarizers, translators,

generating product description, translating content for legal compliance processes, etc.

#### Conclusion

The world we live in may seem surreal at this point with so many large language models and LAMs emerging. However, adoption of AI tools and tech is the future. Businesses already established in Asia and those seeking entry into the Asian market can make use of these tools to help them streamline their operations.

And tech such as SEA-LION not only produces text, but it also takes into account cultural nuances, which is critical for business success in Asia. Any business that is looking for market entry in Asia will be well positioned to take advantage of the right tools and tech for their needs to ensure smooth market entry processes and post-marketFocus on Experts

# **Best Use Cases** for AI Translation

**Real-Time** Communication

 $\underline{\bigcirc}$ 

**Non-Critical** Content

Artificial Intelligence (AI) is revolutionizing the translation industry by offering fast, cost-effective solutions for large volumes of text through tools like neural machine translation (NMT) and large language models (LLMs). These AI tools excel at translating straightforward, repetitive content such as user manuals, providing quick and consistent results.

However, AI still struggles with nuanced language and cultural context, areas where human translators remain crucial. The optimal approach combines AI's efficiency with human expertise for refining and localizing content.

For expert translation services that blend Al speed with human accuracy, contact 1-StopAsia today. Visit us to learn more!

#### **Real-Time Communication:**

Al is useful for customer support and real-time translation of chats or emails. It helps businesses maintain immediate engagement with global customers

#### **Non-Critical Content:**

• For internal documents or content where 100% accuracy is not essential, AI can provide fast, cost-effective translations.

# refinemen

High-volume, lowcomplexity texts

#### High-volume, low-complexity texts:

- Manuals: AI is highly effective in translating technical manuals, user guides, and instructions where the language is consistent and repetitive. It can quickly handle the volume and ensure a base level of accuracy.
- Bulk Documentation: AI translation works well for large-scale documents, like blog posts, reports, or product descriptions, where minor errors are acceptable, and speed is a priority.
- Ideal Projects: Large projects with tight deadlines benefit from Al translation because it provides a significant time advantage compared to human translation alone

#### -translation drafts for human refinements

- s: Al-generated translations provide a fast first draft for complex or creative texts, which can then be fine-tuned by human translators. This can include marketing content, legal documents, or cultural texts that require a human touch for nuance and contextual accuracy.
- Human-AI Collaboration: AI assists by speeding up the translation process, while human translators step in for quality control, ensuring the text fits the cultural and linguistic context of the target audience.



# **OST-EDITING MACHINE** TRANSLATION FOR THE **ADVERTISING INDUSTRY**



Machine translation (MT) has made significant strides in recent years, transforming the way we communicate across languages. However, when it comes to the nuanced and creative world of advertising, machines still struggle to capture the subtleties and cultural nuances that resonate with human audiences. This article delves into the emerging potential of Post-Editing Machine Translation (PEMT) as a powerful tool for advertising campaigns. By blending the speed and efficiency of machine translation with the expertise and creativity of human editors, PEMT offers a promising solution for crafting compelling, culturally relevant advertisements that can connect with diverse global markets.

Daniela Delieva Content Writer

#### What Is Machine Translation Post-**Editing**?

Machine Translation Post-Editing (MTPE) is a process in which human translators refine and enhance the output produced by machine translation systems. The purpose of MTPE is to improve the quality of the translated content, ensuring it achieves the required level of accuracy.

MTPE works in several steps: first, a machine translation system will automatically convert the source text into the target language using algorithms that analyze the input and produce a translation based on patterns and models. After that a human translator, or a posteditor, will review and edit the output generated by the machine. The translator will correct any errors, improve coherence, and ensure the overall quality of the translation. The post-editor will make any necessary adjustments to ensure the translation is accurate, fluent, and aligned with any specific requirements.

#### Why Use MTPE?

Machine Translation post-editing is a great way to enhance the translation speed and cost-effectiveness, especially for advertising materials aimed at geographically specific or niche audiences. Here's how:

- 1. Increased Translation Speed: Automated translation allows for very quick translation process. The machine translation quickly converts large volumes of content into the target language. This automated process can significantly reduce the time required to manually translate from scratch.
- 2. It's Cost-effective: Machine translation is less expensive than hiring a professional translator. By initially using automated translation, businesses can save on translation costs.
- It's convenient: For businesses targeting multiple niche markets, PEMT offers the ability to scale translation efforts efficiently. With machine translation handling the bulk of the workload and human post-editors providing the necessary polish, businesses can produce high-quality, localized content

for several different markets without the time and cost barriers of traditional translation methods.

#### Why Use It in Advertising?

Machine translation may be very convenient but it's not the best at producing creative or persuasive writing. Therefore, advertisers and marketers may benefit from post-editors to make sure their texts reach the target audience in the way they were intended. There are some other things to consider as well:

- **1. Cultural nuance:** Cultural nuance plays a huge role in the effectiveness of advertising, where the success of a message often relies on how much it resonates with a specific audience. While machine translation can handle some texts well, it often lacks the sensitivity to cultural subtleties that make or break an advertisement. Post-editors can adapt puns, humor or idiomatic expressions, as well as local references that a machine might mistranslate or overlook. Posteditors can ensure that the translation captures the intended tone, emotional and cultural resonance of the original message.
- 2. Consistency in Brand Voice: Advertisers need to maintain a consistent brand voice across all languages and markets. While machine translation might handle basic text, post-editors ensure that the brand's unique tone, style, and message remain consistent, tailored to each target audience without losing its core identity.
- 3. Mitigating Risk of Miscommunication: Machine translation errors can lead to misunderstandings or even offensive content. Post-editors help mitigate this risk by reviewing and correcting potential miscommunications, ensuring that the message is clear, appropriate, and free from unintended mistakes that could harm the brand's reputation.
- 4. Legal and Regulatory Compliance: Certain industries and markets have specific legal and regulatory language requirements. Post-editors can ensure that the translated advertising complies with local laws and standards, which a machine translation might miss. This is crucial for avoiding legal issues and ensuring adherence to local advertising regulations.



#### How MTPE Empowers Translators to **Elevate Advertising Campaigns**

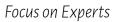
MTPE (MTPE) offers a significant advantage by freeing up translators to concentrate on the creative elements of advertising copy, allowing them to bring out the full potential of a campaign. Here's how MTPE achieves this:

#### **1. Streamlining the Basics:**

- Automated First Draft: MTPE begins with machine translation handling the bulk of the basic text conversion. This automated step efficiently produces a rough draft, covering the straightforward, literal aspects of the translation.
- **Focus on Refinement:** With the groundwork laid by the machine, translators can then shift their focus from routine tasks to higher-level creative work, instead of working long hours on mechanical aspects of translation.

#### 2. Enhanced Creativity:

• Wordplay and Slogan Development: Advertising often relies on clever wordplay, catchy slogans and









persuasive language that can evoke emotions, make a memorable impact, or convey a brand's identity. With machine-translation, post-editors can focus on crafting these elements to ensure they are resonating well with the target audience.

#### 3. Innovative Solutions:

• Creative Problem-Solving: Translators can now dedicate more time to finding innovative solutions to complex translation challenges, such as how to convey the same tone, impact, or message in a completely different cultural context. This could mean inventing new metaphors, finding equivalent cultural references, or crafting entirely new content that better suits the target market.

#### Focus on Quality: The Crucial Role of **Human Post-Editors**

The role of post-editors in MTPE is critical to ensure that the final advertising copy is not only accurate but also retains the original creative intent and cultural impact. While machine translation can handle straightforward text well, it often lacks the ability to grasp humor, wordplay, or cultural nuances that are vital in advertising.

Human post-editors can ensure that the translated copy conveys the same emotional tone, persuasive power and cultural relevance as the original text. This involves adjusting language to suit the local audience, fine-tuning slogans and taglines, and ensuring that the overall message aligns with the brand's voice and objectives.

In essence, MTPE empowers translators to produce high-quality, culturally resonant advertising content more efficiently, while preserving the creativity and insight that only human expertise can provide. It's a tool that enhances their role, enabling them to deliver translations that are not only accurate but also impactful, ensuring that every advertising campaign resonates with its intended audience.



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# 1-Stop Media







Rumen Pavlov

#### Introduction to Manga

Manga is a style of comic books and graphic novels, originating from Japan. The term "manga" refers to both the medium and the artistic form, encompassing everything from single-panel cartoons to extensive series that span multiple volumes.

Most manga conform to a style developed in Japan in the late 19th century and the form has a long history in earlier Japanese art. The roots of manga can be traced back to ancient Japanese art forms such as *emakimono* (illustrated horizontal narration system of painted handscrolls dating back to the 12th century) and *ukiyo-e* (woodblock prints and paintings). However, modern manga as we know it began to take shape in the early 20th century. Influences from Western comics and the rise of serialized storytelling in newspapers and magazines helped shape the medium. Post-World War II, manga experienced a significant boom, with artists like **Osamu Tezuka** (often referred to as the "God of Manga" and the Japanese equivalent to Walt Disney) revolutionizing the art form and laying the groundwork for its contemporary style and narrative structure.

#### Sound Effects (SFX) in Manga

In manga, sound effects serve multiple purposes beyond the literal representation of sounds. They convey the atmosphere, emphasize actions, express emotions, and even sometimes reflect the internal states of characters. Japanese *onomatopoei*a (words or the process of creating words that phonetically imitate, resemble, or suggest the sound that they describe) is highly descriptive and often includes sounds that might not be conventionally considered "noises" in English, such as feelings (e.g., *"doki-doki"* for a heartbeat) or textures (e.g., *"zara-zara"* for something rough), and one of the hardest for translation – the sound of silence or *shiiin* – described as very loud silence, or dead silence. Manga translators are definitely one of the most skillful ones out there, for having to deal with many unusual issues. The two main groups in the classification of Japanese sound-mimicking words are *sounds* and *ideophones* (existing mostly in African, Australian, and Amerindian languages; they may include sounds that deviate from the language's phonological system, imitating—often in a repetitive manner—sounds of movement, animal noises, bodily sounds, noises made by tools or machines, etc; dictionaries of languages like Japanese, Korean, Xhosa, Yoruba, and Zulu have thousands of ideophones).

**The sounds** may consist of **mouth sounds** (e.g., *"hakushon"* – the sound of a sneeze; *"haa"* – sighs, panting, and other exhalation of breath; *"uuu"* – the sound of quiet crying; *"kyaa"* – a high-pitched scream, etc.) and **metaphorical sounds** (e.g., *"bobobo"* – sound of fire but not real one – rather a visual representations of someone getting "fired up").

**The ideophones** may consist of **verb-like Ideophones** (e.g., *"kurukuru"* – spinning around, *"yurayura"* – swaying, *"jii"* – stare, etc.) and **adjective-like ideophones** (e.g., *"wakuwaku"* – excited, *"iraira"* – angry, *"shiin"* – silent, etc.)

The challenges in manga translation are quite big. The common practices in SFX translation are direct translation or substitution, adding an overlaying text or replacing the original SFX, and even adding glossaries and footnotes, if needed, in order to explain everything clearly and to help the cultural adaptation in translation to be more comprehensive.

#### Visual Identity of Manga

Manga employs a rich array of visual symbols to convey emotions, actions, and abstract concepts concisely and effectively. These symbols, often rooted in different cultural nuances, enhance storytelling by providing readers with quick and intuitive insights into characters' states of mind and the narrative's tone. Manga character design is often very expressive – especially the eyes, hair, facial expressions, etc. The narrative techniques may include inner monologues and the already discussed sound effects. Some examples of visual symbols are: sweat drops, blush lines, nosebleed, dark lines on face, crossed plasters, dizzy eyes, lightning bolts, speed lines, and many, many more.

SUCCESSFUL TRANSLATIONS in manga are those that manage to preserve the original tone, humor, cultural context, and emotional impact of the work while making it accessible to a new audience. Here are a few examples of manga series that have been widely recognized for incorporating good translation practices, and for their effectiveness and success in localization:

#### 1. Naruto

English Translator: Mari Morimoto

#### Original Author: Masashi Kishimoto

Naruto is one of the best-selling manga series of all time, having 250 million copies in circulation worldwide in 47 countries and regions, with 153 million copies in Japan alone and the remaining 97 million copies elsewhere. It tells the story of Naruto Uzumaki, a young ninja who seeks recognition from his peers and dreams of becoming the Hokage, the leader of his village.



For example, many of the jutsu (ninja techniques) names are left in Japanese but are often accompanied by translations or explanations in footnotes. Also, Japanese honorifics like "-san," "-kun," "-sensei," and "-sama" are frequently retained to preserve the nuances of social relationships and respect levels between characters. Whenever it's possible, sound effects are directly translated into English to convey the same auditory experience. Naruto's signature phrase "dattebayo" is adapted as "Believe it!" to make it a unique and memorable catchphrase in English, though it has no direct English translation.

#### 2. One Piece

English Translator: Stephen Paul

Original Author: Eiichiro Oda

One Piece has received many awards and is ranked by critics, reviewers, and readers as one of the best manga of all time. The story follows the adventures of Monkey D. Luffy, who explores the Grand Line in search of the mythical treasure known as the "One Piece" in order to become the next King of the Pirates.

Many character and place names are retained in their original form to preserve the series' exotic and fantastical feel. However, some names have been adapted to make them more comprehensible to English readers. The original Japanese sound effects are often kept, with the English translation placed nearby or in small text.

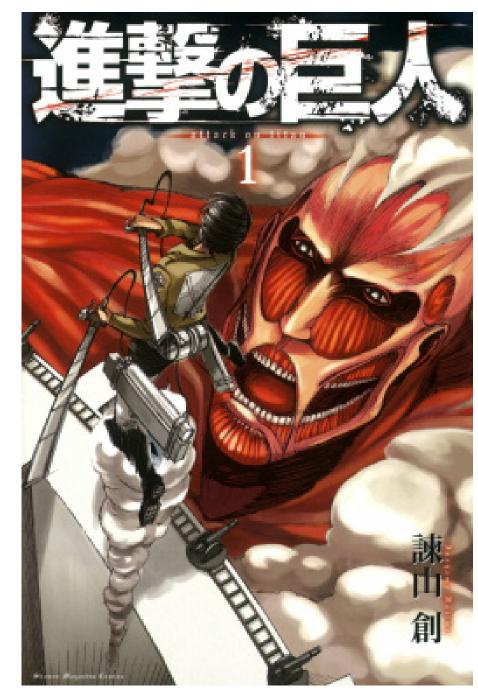
#### 3. Attack on Titan (Shingeki no Kyojin)

English Translator: Ko Ransom

Original Author: Hajime Isayama

By November 2023 Attack on Titan had over 140 million copies in circulation, making it one of the best-selling manga series of all time. The story follows Eren Yeager, who vows to exterminate the Titans after they bring about the destruction of his hometown and the death of his mother.

Because of the rich use of military terminology, the translator pays careful attention to the military jargon and terminology used in the series, ensuring that it is accurate and making sense to the English-speaking



readers. Also, some cultural references are explained in footnotes, helping readers understand the context without disrupting the flow of the story.

#### Conclusion

Localization in manga is, so to speak, a combination of art and science, requiring a deep understanding of both the source and target cultures, as well as the ability to adapt creatively while preserving authenticity. Effective localization bridges cultural gaps, making manga accessible and enjoyable to a global audience without compromising its original essence. As manga continues to captivate readers worldwide, the role of skilled translators becomes ever more crucial, ensuring that these beloved stories can be appreciated across cultures and languages in the future.





# OLLOWING THE TREND OF COFFEE TABLE BOOKS WORLDWIDE



#### **Introduction and History**

Coffee table books, characterized by their large format, lush illustrations, and heavy emphasis on visual content, have a rich and fascinating history. These books have evolved over time, reflecting changes in technology, culture, and society.

Generally, a coffee table book is an oversized, usually hard-covered book, put on display on a small table, with the purpose of entertaining guests or inspiring conversations. The subject matter is most often non-fiction or photography (photo books).

The origins of the coffee table book can be traced back to the early 19th century. During this time, beautifully illustrated books on art, nature, and travel became popular among the upper classes in Europe. These books were often large and elaborately bound, designed to be displayed in the drawing rooms of the wealthy families. They served both as decorative objects and as symbols of sophistication and intellectualism.

One of the earliest examples of such a book is *Picturesque America* (1872-1874), edited by **William Cullen Bryant**. This two-volume set featured engravings of American landscapes and was designed to showcase the natural beauty of the country.

The term "coffee table book" itself was popularized in the mid-20th century. In 1947, the British-born American publisher **Alfred A. Knopf** released *A Christmas Gift for Lovers of Books* – a catalogue of books suitable for giving as gifts, which included the phrase "coffee table book" in its description. However, it was not until the 1960s that the concept truly took off.

**David Brower** is sometimes credited with inventing the modern coffee table book. While serving as executive director of the *Sierra Club* (an American environmental organization, founded in 1982), he had the idea for a series of books that combined nature photography and writings on nature, with, as he put it, "a page size big enough to carry a given image's dynamic. The eye must be required to move about within the boundaries of the image, not encompass it all in one glance." The first such book, *This is the American Earth*, with photographs by **Ansel Adams** and others and text by **Nancy Newhall**, was published in 1960.

The 1970s and 1980s saw a boom in the popularity of coffee table books. Advances in printing technology made it possible to produce high-quality books more affordably, and publishers began to explore a wide range of subjects. Coffee table books on topics such as art, photography, architecture, fashion, and travel became a part of home decor.

Rumen Pavlov

#### **Breaking Down Barriers**

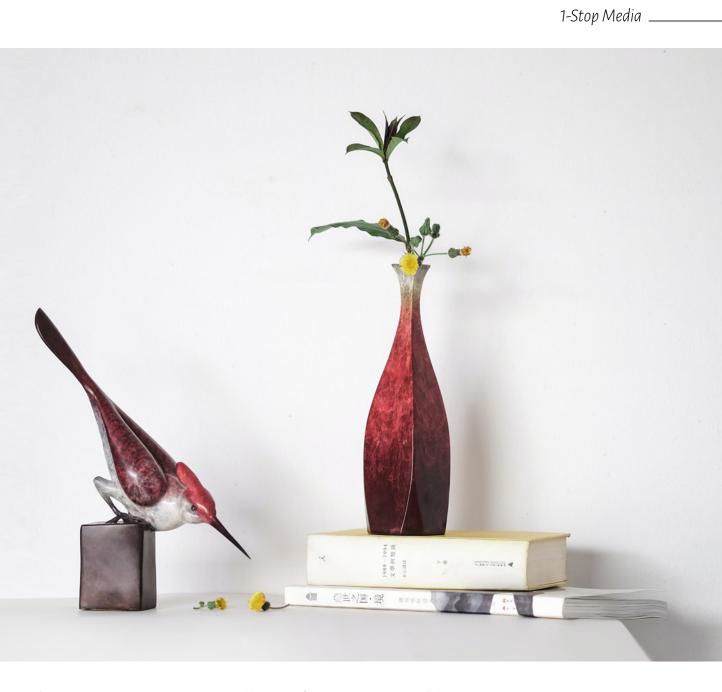
Coffee table books are renowned for their visually stunning content and aesthetic appeal, but their full impact often lies in the accompanying text that provides context, insights, and narratives. For non-native speakers, the language barrier can prevent them from fully appreciating these works. Translation plays a crucial role in making coffee table books accessible and engaging for a global audience, allowing the rich content to reach and resonate with readers from all around the world. Publishers are increasingly recognizing the value of translation in reaching international markets and are investing in high-quality translations to meet this demand. This trend not only enhances the commercial success of coffee table books but also enriches the cultural exchange and mutual understanding among readers worldwide.

In order to truly resonate with a global audience, the coffee table books must effectively convey cultural nuances – the subtle distinctions and variations in behavior, values, traditions, and expressions unique to particular cultures. These nuances lend authenticity to coffee table books. When a book accurately reflects the intricacies of a culture, it is perceived as genuine and respectful. Working closely with the authors, editors, and cultural consultants can help translators understand the intent and context behind certain cultural elements. This collaboration ensures that the translation is faithful to the original while being culturally appropriate for the target audience.

#### The Power of Visuals

Coffee table books are synonymous with striking visual content. Very often they are actually cultural art books. Their power lies in their ability to captivate, communicate, and convey complex ideas and emotions through imagery. This focus on visuals makes them not just books to be read but also experiences to be savored.

The first encounter with a coffee table book is often through its cover and design. A visually compelling cover can instantly attract attention and invite curiosity. Highquality images and aesthetically pleasing layouts set the stage for the reader's journey – because images have the unique ability to evoke emotions. They also transcend language barriers. While text needs translation, images



can be appreciated universally, making coffee table books accessible to a global audience. This universality enhances their appeal and reach. Very important point is that visuals in coffee table books can showcase the diversity of human experiences. Books that highlight different cultures, lifestyles, and communities contribute to a broader understanding and appreciation of global diversity.

#### **Reaching a Wider Audience**

Offering coffee table books in multiple languages is a straightforward way to reach non-native speakers. Collaborating with native speakers, who are also familiar with the subject matter, can ensure that the translation is accurate and has cultural relevance. Beyond translation, localization adapts the content to fit the cultural context of different regions. This might involve changing certain images, modifying examples to be more relatable to local readers, or adjusting the design elements to match cultural preferences.

Investing in high-quality printing, binding, and materials makes coffee table books more appealing. Books that

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are visually and tactilely pleasing are more likely to be purchased and displayed. Also, offering limited edition prints or collectible versions can attract enthusiasts and collectors. Special features such as signed copies, unique covers, or additional content can add value as well.

Another option of widening the audience is through digital editions. These can include interactive features such as clickable images, videos, and hyperlinks to additional resources. Digital editions can incorporate features like adjustable text sizes, text-to-speech options, and high-contrast modes to make the content accessible to readers with visual impairments or other disabilities. E-books can be distributed globally through online platforms, reaching readers who may not have access to physical bookstores. This expands the potential audience significantly.

#### Examples

According to different estimations, the 1992 book *Sex* by **Madonna** is both the fastest-selling and best-selling coffee table book in publishing history. In a matter of days, the book went on to sell more than 1.5 million

copies worldwide. It also remains as one of the most in-demand out-of-print publications of all time. The book features erotic photographs shot in early 1992 in New York City and Miami, in locations including hotels, burlesque theaters, and city streets.

*The Family of Man* by **Edward Steichen** was originally an exhibition at the *Museum of Modern Art*. The book based on it was a collection of 503 photographs from 68 countries. The physical installation and layout of the exhibition were designed to enable the visitor to view it as if it were a photo-essay about human development and cycles of life, that affirmed a common human identity and destiny against the Cold War threats of nuclear war. One example of cultural sensitivity is the omission from the book of the image of a hydrogen bomb test explosion because audiences at the time were highly sensitive to this kind of imagery.

Humans of New York by **Brandon Stanton** is based on the popular blog and features portraits and stories of people from New York City, capturing the diversity and unique experiences of its residents. The book sold 30,000 copies only in preorders in 2013.

Annie Leibovitz: A Photographer's Life 1990-2005 by Annie Leibovitz presents a blend of Leibovitz's professional work and personal photographs. It includes many of Leibovitz's best-known portraits of public figures. The personal side of the book documents scenes from Leibovitz's life, including the birth and childhood of her three daughters.

*Tom Ford* by **Tom Ford** and **Bridget Foley** represents a detailed look at Tom Ford's career in fashion, featuring his work at Gucci and Yves Saint Laurent, along with his own label. Known for its luxurious design and in-depth look at Ford's influence on fashion, it is a must-have for fashion enthusiasts.

Mario Testino: In Your Face by **Mario Testino isa** retrospective of Testino's bold and glamorous fashion photography, featuring celebrities and models in striking compositions. Known for its provocative style, it highlights Testino's impact on modern fashion photography.

#### Conclusion

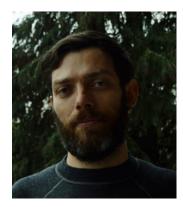
The trend of coffee table books shows no signs of waning. Their unique blend of visual appeal, cultural reflection, and educational value ensures their continued popularity worldwide. As long as people appreciate beautiful design, tangible media, and the joy of discovering new subjects, coffee table books will remain cherished items in homes and collections across the globe.

The importance of translation and localization in preserving cultural art through coffee table books cannot be overstated. As the trend of these books continues to grow, embracing these practices will ensure that the diverse stories, traditions, and artistic expressions they contain are accurately and respectfully shared with the world. This not only enriches the reader's experience but also contributes to the preservation and promotion of cultural heritage for future generations.





# -SPORTS: TRANSLATING STORIES & LORE FOR A GLOBAL AUDIENCE



The world of competitive gaming, commonly known as e-sports, has emerged as a cultural and economic phenomenon, with millions of fans globally. From packed stadiums to online platforms that stream intense matchups to millions, e-sports has gone beyond the traditional boundaries, blending the excitement of sports with the strategic depth of gaming. At its core, e-sports is not just about the competition: it's more about the stories that unfold both within and outside of the game. These narratives are integral to the e-sports experience. As this phenomenon continues to grow, understanding how to craft and convey these stories to a diverse, global e-sports audience becomes more challenging and even demanding.

Rumen Pavlov

#### Development

E-sports are organized, multiplayer video game competitions, particularly between professional players, played individually or as teams. For a long time, these competitions were a part of video game culture but were largely between amateurs until the late 2000s, when the introduction of online streaming media platforms, particularly YouTube and Twitch, enabled a surge in participation by professional gamers and spectators. By the 2010s, e-sports was a major part of the video game industry, with many game developers designing for tournaments and other events.

Historically, e-sports became popular in East Asia at first, particularly in China and

#### South Korea

South Korea's involvement in e-sports is nothing short of revolutionary. The country is widely recognized as the epicenter of the e-sports world, having played a pivotal role in the development and popularization of competitive gaming. South Korea's impact on e-sports is multilayered, encompassing the rise of professional gaming, the establishment of training regimes, the creation of a thriving spectator culture, and significant contributions to the global e-sports infrastructure.

E-sports in South Korea enjoy a level of popularity akin to traditional sports and the fan engagement is tremendous. Major tournaments and league matches are broadcast on dedicated e-sports television channels, such as OGN and SPOTV Games, as well as online streaming platforms like Twitch and AfreecaTV. These broadcasts feature professional commentators, analysts, and high production values, making them highly engaging for viewers. There are several reasons for the rise of e-sports, namely in South Korea: the early adoption of technology and Internet infrastructure, the PC bang (internet cafe or LAN gaming center in South Korea) culture, the government support and institutionalization, the corporate investments and sponsorship, etc. South Korea is undeniably at the forefront of the global e-sports industry, being a leader in the fields of player performance, infrastructure, cultural integration, and innovation.

And now let's discuss the importance and meaning of

#### Lore – The Backbone of Video Games

Lore in video games refers to the backstory, setting, and world-building elements that form the narrative foundation of the game. It encompasses the history, culture, characters, and mythology of the game world, providing context and depth to the gameplay. Lore is crucial for creating immersive and engaging experiences, as it gives players a sense of the game's universe and the motivations behind its characters and events. In this respect, the successful translation of the story plays a crucial role for the understanding and subsequent appreciation of the invented worlds. Creating lore for a global audience in e-sports involves crafting a narrative that is both universally appealing and sensitive to diverse cultural contexts.

There is a great number of pitfalls if a video game falls into the trap of literal translation. It can strip away the deeper meanings and subtleties that are often crucial to understanding a game's narrative and characters. Cultural references, idioms, and humor do not always have direct equivalents in other languages, and attempting a word-for-word translation can result in awkward or nonsensical text. The original intent of the dialogue or narrative can be lost, leading to confusion or misrepresentation of the characters and storyline especially when wordplay is involved. Game localization should involve a comprehensive understanding of both the source and target cultures and should include cultural adaptation, contextual understanding, close collaboration with developers, player feedback, and experienced localization teams.

Effective translation in video games involves more than just converting text from one language to another. It requires a deep understanding of both the source and target languages, as well as cultural nuances, gameplay mechanics, and player expectations. Maintaining close communication with the game's developers and writers helps translators understand the intent behind dialogues and story elements. It's great if the translators are also gamers and understand the gaming culture and terminology. On the other hand, there is also the concept of transcreation, or creative translation, in e-sports – that is the process of adapting content not just for linguistic accuracy but also for cultural resonance and emotional impact. This involves rewriting and reshaping



the original content to fit the cultural norms, preferences, and expectations of the target audience.

Also, translation is extremely important for e-sports broadcasting which has become a global phenomenon, with millions of fans tuning in to watch their favorite teams and players compete in real-time. As the industry grows, the need for effective translation and in-game text localization of e-sports broadcasts has become increasingly important. This ensures that content is accessible and engaging for a diverse, international audience.

Let's see some examples of super popular e-sports video games, offering diverse perspectives for future development and having built strong international brand identities:

#### League of Legends

League of Legends was developed and published by Riot Games in 2009. Inspired by Defense of the Ancients, a custom map for Warcraft III, Riot's founders sought to develop a stand-alone game in the same genre that



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subsequently turned into one of the world's largest e-sports. For the 2019 and 2020 League of Legends World Championship finals, Riot Games reported 44 and 45 peak million concurrent viewers respectively - outperforming the NBA, the World Series, and the Stanley Cup in 2016.

#### **Counter-Strike**

Counter-Strike (CS) is a series of multiplayer tactical first-person shooter video games. The original Counter-Strike was followed by Counter-Strike: Condition Zero, developed by Turtle Rock Studios and released in March 2004. The fourth game in the main series, Counter-Strike: Global Offensive, was released by Valve in 2012 for Windows, OS X, Xbox 360, and PlayStation 3. Namely Global Offensive is an e-sports hit. The advent of video game streaming services such as UStream, Justin.tv, and Twitch increased its popularity. In October 2015, a number of professional e-sports organizations with Counter-Strike teams even announced the formation of a trade union that set several demands for future tournament attendance.

#### Valorant

Valorant is a free-to-play first-person tactical hero shooter, developed and published by Riot Games, for Windows. In November 2020, Riot Games announced the first Valorant Champions Tour. However, while the upcoming (in a few days) e-sports World Cup in Riyadh, Saudi Arabia, is set to feature over 20 of the biggest

games across the globe, Valorant won't be one of them, because The World Cup, which will run for eight weeks, currently clashes with the schedule of the VALORANT Champions Tour (VCT) 2024 schedule.

#### StarCraft

StarCraft has been a cornerstone of the e-sports scene since its inception, renowned for its complexity, strategic depth, and competitive balance. Released in 1998 by Blizzard Entertainment, "StarCraft: Brood War" quickly became a sensation, especially in South Korea, where it laid the foundation for modern e-sports. "StarCraft II" in 2010 continued to solidify the franchise's position in e-sports, introducing new audiences and maintaining a balance that kept the game exciting.

And in the end, let's check one good example of localization in e-sports. CROSSFIRE, a tactical firstperson shooter and one of the most popular games in China and South Korea, is also attempting to grow in other countries, such as Brazil. And while the game viewership outside of China is still a work in progress, the focus on creating greater ecosystems has led to Brazilian player Goken signing for a Chinese team at the beginning of 2024. Unfortunately, many games can't localize successfully for a number of reasons, but the good examples in recent years are more and more.

#### Conclusion

Effective storytelling in e-sports involves more than simply translating words: it requires cultural adaptation, sensitivity to local norms, and building emotional connections across different audiences. Games like League of Legends, Overwatch, Counter-Strike, Fortnite, and Crossfire are setting a good example by mixing global diversity with real, authentic stories and characters.

E-sports create a sense of community among fans. As e-sports keeps blowing up, focusing on nailing the IPs stories will turn it into a global cultural phenomenon where every player can dive into epic tales that cross all borders and languages.

More about media & gaming

# **Moonlit Traditions: Family and Reflection** in Mid-Autumn and Chuseok Celebrations

Two festivals fall on the 15th day of the 8th lunar month - the Mid-Autumn Festival in China, Vietnam, and Taiwan, and Chuseok in South Korea. Both festivals are rooted in family and the moon, yet while the Mid-Autumn Festival emphasizes reflection and celestial beauty, Chuseok highlights ancestral respect and the joy of a successful harvest.

In the Mid-Autumn Festival, the moon is seen as Chuseok, often referred to as Korea's Thanksa symbol of completeness and reunion. Families giving, also honors family and the harvest, but its gather under its glow, sharing **mooncakes**, whose connection to the moon is more about tradition round shape reflects the full moon and the idea and ritual. While the moon shines overhead, of togetherness. Lanterns light up the night sky, Koreans perform **Charye**, an ancestral memorial embodying hope for a bright future, while the service, preparing special foods like **songpyeon** legendary story of **Chang'e**, the moon goddess, crescent-shaped rice cakes that symbolize hopes adds a mystical layer to the celebration. It's a night for the future. Instead of gazing at the moon, of reflection, gratitude, and connection, where families express gratitude for their ancestors the moon's beauty reminds people of their shared and partake in games like **Ssireum** and the lively bonds.

ganggangsullae circle dance under the night sky.

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# FIRST-TIMER'S TAKE ON THE ALC SUMMIT IN MONTREAL



As we wrap up this *Pulse of Asia* issue, I'd like to share a personal reflection on my experience at this year's ALC Summit in Montreal—my first ever. While 1-StopAsia has long been part of the Association of Language Companies (ALC), this was my debut at an event like this, and it did not disappoint. Based in Europe, I seldom get the opportunity to engage with our partners in the Americas, so this summit was a real highlight, offering invaluable insights and connections within the localization industry.

Amidst the backdrop of global economic shifts and technological leaps, having the chance to meet industry professionals face-to-face felt especially timely. As autumn begins, the conversations I had with fellow industry professionals provided a deeper understanding of where the industry is headed. Here's what stood out.

Head of Global Strategic Development

**Gergana Toleva** 

#### A Unique Space for Open Collaboration

One of the most refreshing aspects of the ALC Summit is its informality. The atmosphere fosters genuine connections, allowing for open dialogue and idea exchange. From the moment I arrived, I was struck by the friendliness of everyone present. The sense of community within ALC is palpable—people aren't just attending; they're engaging in meaningful discussions, sharing expertise, and even brainstorming about future opportunities.

#### A Balanced Discussion on Al

It's impossible to ignore AI, and yes, it was a hot topic. What impressed me, though, was the mature, pragmatic approach to the discussion. There's no panic—just a clear-eyed acceptance that AI is here to stay. From content creation to leveraging large language models, companies are already integrating AI at various levels of their operations, or they're actively exploring how to do so.

#### Deep Dive Into the Canadian Market

One of the summit's key strengths was its localised focus. We explored the unique dynamics of the Canadian translation and localization market, gaining invaluable insights from local experts. The takeaway? Canada's market is a "beast" of its own, with specific regulations, needs, and opportunities that require careful navigation.

#### A Growing Trend on Mergers & Acquisitions

M&A was another significant theme, with attendees sharing case studies and real-world examples of companies that have gone through acquisitions. As the market continues to evolve, these insights are critical for understanding the future landscape of the localization industry, particularly in North America.



#### The American Market's Resilience

Interestingly, while the U.S. market is experiencing many of the same trends as Europe, it's showing a strong degree of stability—thanks in large part to the growth of interpretation services and American Sign Language (ASL) translation. This dual focus is keeping the industry robust despite other challenges.

#### LATAM: A Region on the Rise

Though fewer Latin American companies were present, the region's localization industry is clearly on the rise. There's growing interest in how the region will shape the global market moving forward, and I look forward to seeing how this develops in future events.

# Final Thoughts: It's All About the People

The biggest takeaway? The people. The warmth, openness, and willingness to engage from everyone I met was truly the event's greatest asset. Being able to talk shop, share insights, and discuss the future of our industry is priceless. At the end of the day, that's what makes the ALC Summit so special—the genuine human connections that leave you feeling inspired and ready for what's next.

As we look ahead to the coming months, these conversations and connections will undoubtedly shape our path forward. Until the next event, here's to a season of growth, innovation, and collaboration.







Такеаваъ



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