Translation and technology: is it a jungle?
What is the jungle

- Communication
- Standards and legal requirements
- Character, words and graphics
- Languages, Locales and Encoding
- Numbers, measurements and symbols
- Software and hardware

All these can be exotic!
How is this dealt with?

A great deal of investment!

- Revision
- Controlled language (1930)
- Machine translation (1947-54)
- Terminology systems (1960)
- TM systems (1978-80)

- CMS (1990’s*)
- Standardisation (?)
- QA tools (2003*)
- Crowd sourcing (2006*)
- Crowd sharing (2008*)

But the jungle gets thicker!

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Globalisation!
Actors involved

- International companies
- Language service providers
- Tool vendors
- Professional bodies
- Universities
- International organisations

Constants: change + limitations

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International companies

- New products, markets, laws
- Company policy: cost/time
- Company divisions
- Branding
- Scheduling

Globalisation

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Terminology

Apple pinch

- allontanando o avvicinando due dita sullo schermo
- chiudi e apri le dita sullo schermo per ingrandire

Globalisation

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Content creators

- In-house or subcontractors
- Department “silos”
- Awareness of terminology
- Awareness of cost multipliers
- Awareness of localizers

Internationalisation?

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CMS, MT and TMS highways!

100

80

50

No hazard warnings!

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Language service providers

- Communications
- Process
- Project management
- Selection of resources
- Language technology expertise
- Quality control

Localisation?

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TM, MT and TB highways!

No hazard warnings!

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Translators

- Translation on-demand
- Expertise
- Experience
- Technology-savvy
- Professional training
- Awareness market requirements

Adaptation – flexibility?

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Reviewers

- Final word / least say
- Communication skills
- Use of technology
- Awareness of change

Segregation!

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Snakes and ladders

An expensive game!

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Tool vendors

- Company structure
- Who is the customer?
- What demands are met?
- Market strategy
- Communication

Totalisation!

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Professional bodies

- Membership
- Professional standards
- Limited reach / vision
- Tools of the trade
- Response to changes

Isolation!

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Universities

- Language focus
- Research end-product transfer
- Rigid schedules
- Language technology
- Awareness market

Ivory towers!

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Communication

- Top-down / One-way
- Disjointed
- Disorganised
- Dispersed
- Obstacle to change

Dead-ends!

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Authority

- Untrammeled by *limitations*
- Promote awareness of change
- Collect data on needs
- Mine and examine what’s available
- Provide clear information on:

Solutions, processes, problems

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International organisations

- Offer wider vision
- Create occasions for debate
- Take leading role in adoption of standards
- Invest in flexibility
- Promote:

Communication, interchange

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Not just survival of the fittest!

Some of the jungle can be tamed

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