

Newsletter of the Translation Company
Division of the American Translators
Association

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Letter from Marina Ilari, Administrator of the ATA TCD



As many of you, I'm looking forward to our next ATA conference in Minneapolis this year. The TCD has invited Anna Schlegel as its distinguished speaker. Ms. Schlegel will be presenting two 60-minute presentations titled "From Translator to Top

Innovator" and "An Evolving Globalization Industry: A Conversation about Challenges and Solutions." In this issue of our newsletter, we have interviewed Ms. Schlegel so that you can learn more about her and her anticipated presentations.

I hope to see you at our TCD annual meeting via Zoom on October 8 at 12:30 EDT. We look forward to sharing what the division has been working on and providing a space for members to network and get to know one another.

I would like to thank our newly appointed assistant administrator, Charo Welle, and the dedicated leadership council for all their work with TCD. It's important to make mention that the division is made possible with the work of volunteers who believe in our mission to provide opportunities for division members to network, as well as to promote collaboration between translation companies and independent translators.

I'm excited for this new issue of TCD's newsletter! We have some great articles and interviews in this issue. If you are interested in collaborating with our newsletter writing articles that are of interest to the translation industry and project managers, please contact us at divisionTCD@atanet.org.

Thank you again to our kind volunteers.

A handwritten signature in cursive script that reads "Marina Ilari".

Marina Ilari

Administrator of the Translation Company Division (TCD) of the American Translators Association (ATA)

7 Ways that LSPs Can Use Industry Standards

By Alaina Brandt

Standards of best practice are great resources that language service providers (LSPs) can use to decrease their learning curve when designing business practices and making recommendations to clients on the resources necessary to produce quality service products. Still, international and national standards of best practice sometimes seem like well-kept secrets of the language, translation, and localization industries despite how widely embedded they are in the everyday aspects of how we do business. For instance, the *International Organization for Standardization (ISO) 639 Codes for the Representation of Names of languages* standard outlines the 2- and 3-letter language codes upon which the entire internet runs, and the *ISO 21720 XML Localisation Interchange File Format* standard, better known as XLIFF, is the file format in which most translation work is done.

The standards bodies to pay attention to within a U.S. context are *Technical Committee 37 on Language and Terminology of the International Organization for Standardization* for international standards and *ASTM Technical Committee F43 on Language Services and Products* for American National Standards (ANS). When getting started reading industry standards, pay attention to the should's and the may's and the shall's and the must's. The use of shall or must indicates a requirement of the standard. The use of should or may indicates an optional recommendation of the standard. Also, keep in mind the scope of standards, as outlined in *ASTM F2575-14 Standard Guide for Quality Assurance in Translation*: "This guide cannot replace education or experience and should be used in conjunction with professional judgment" (1.6). That is, the true potential of standards lies in the application of them by experts within LSPs. Continue reading to learn about 7 ways that LSPs can use industry standards.

ISO 17100 – Translation Services – Requirements for translation services

1. Write the commercial terms and conditions that govern the subcontracting of work based upon Annex B - Agreements and project specifications of ISO 17100.

You'll of course recognize ISO 17100 as fundamental to the translation and localization industry. The *3.1.3 Professional Competences of Translators* and *3.1.4 Translator Qualifications* sections provide important frameworks for understanding how to identify quality translation providers. Look for folks who demonstrate the following competences through post-secondary studies in translation and/or up to five years of full-time professional experience per ISO 17100: translation competence, language competence in the source and target languages, research skills, and cultural, technical, and domain competences.[1]

Beyond applying these two sections, ISO 17100 auditor [David Huebel](#) of Orion Assessment Services recommends that LSCs pay particular attention to *Annex B - Agreements and project specifications*. While Annex B is marked as “informative,” and therefore, is part of the optional recommendations the standard gives, the commercial terms this section outlines

for definition in the terms and conditions that govern the subcontracting of work are crucial to protecting the rights and interests of language service companies (LSCs).[2] These commercial terms include confidentiality, copyright, payment terms, warranties, liability, and the methodology for resolving disputes.

Startups that need to draft the Independent Contractor Agreements that will govern the terms of contracted work can utilize the ISO 17100 standard, along with materials like [ATA's Guide to Service Agreements](#), to ensure that their terms are as complete as possible. Other resources that LSPs can consult include the Axial publication “[9 Clauses to Include in Every NDA](#)” and two articles by Paula Arturo: “[Unraveling Translation Service Contracts](#)” and “[Terms and Conditions of Service: The Key to Future-Proofing and Protecting Your Translation Business](#).”[3][4][5][6] Note that these resources are not meant to replace but to complement professional legal advice. Any contracts should really be reviewed by actual lawyers, and LSPs can use resources like the ISO 17100 standard to teach lawyers about the specifics of language services and localization.

ISO 11669 – Translation projects – General Guidelines & ASTM F2575 - 14 Standard Guide for Quality Assurance in Translation

2. Design project planning processes and project specifications based upon ASTM F2575-14 and sections 6 and 7 of ISO 11669.

According to the “[Code of Ethics and Professional Conduct for Localization Management](#),” translation and localization quality is defined as follows:

Per international standards of best practice for localization, “quality” is defined as the degree to which a language service product meets client’s expectations. Since localization managers’ clients include all project stakeholders, quality is defined as the ability to meet all stakeholders’ objectives when producing a product. The existence of quality can only be verified by measuring end products from input-process-output chains against the expectations set for a project at the start. Whether or not a quality product has

been produced cannot be determined without documented pre-project expectations in the form of specifications.[7]

When documenting project plans in specifications, base your work on sections *6 Developing structured specifications for translation projects* and *7 Description of translation parameters of ISO 11669 Translation projects - General guidance*. These sections outline the work parameters that should be defined prior to project kickoff to ensure that quality expectations can be met.[8] These work parameters are listed and defined in “[Structured Specifications and Translation Parameters \(version 6.0\)](#)” and include crucial information for translation work, like the text type, audience, purpose, and degree of content correspondence.[9]

The *ASTM F2575-14 Standard Guide for Quality Assurance in Translation* is a concise document

that outlines proper planning and documentation for translation and localization projects too. The document gives guidelines for selecting TSPs, defining work parameters in specifications, and passing work through production phases.

The standard addresses the use of technology in translation too.[10] See an application of ISO 11669 and ASTM F2575-14 in the creation of localization-specific specifications via <https://www.l10nresearch.com/loc-specs>.[11]

ASTM F3130 - 18 - Standard Practice for Language Service Companies

3. When contracting with LSCs, require ASTM F3130-18 compliance if not certification.

International standards, such as ISO 17100 must be broad to account for the wide variety of international practices that the document describes. Dr. Sue Ellen Wright notes that when first drafting the ISO 17100 standard, some wanted the standard to require formal translation studies for translators. However, since translation programs are rare if not nonexistent in many countries, the standard needed to be broadened to count experience as a qualification that points to the professionalism of translators.[12] Because the ASTM F3130-18 standard is an American National Standard, it can be more specific than the ISO 17100 standard. The ANS (American National Standard), therefore, adds detailed requirements to the broad ISO 17100 standard.

The F3130-18 standard is essentially a seven-page blueprint outlining the minimal characteristics of language service companies (LSCs). The distinction between LSCs and LSPs is important in an industry that per Dr. Bill Rivers consists of 6000-8000 LSPs.[13] The term “LSP” encompasses so many types of providers: individuals, translation cooperatives, single-language vendors, multi-language vendors, and localization departments, along with full-fledged LSCs. Per F3130-18, the characteristics of an LSC include continuous operation for three

years at \$100,000 USD/year (5.1.1 - 5.1.3), the ability to recruit and manage both employees and independent contractors (5.2.1-5.2.3), IT capabilities (5.3.3), up-to-date financial records (5.4), liability insurance (5.5.2-5.5.3), the ability to comply with laws (5.6), customer service (5.7.2), quality management systems (QMS) (5.8.1-5.8.4), and resource acquisition abilities (5.9.2).[14]

The Association of Language Companies recently announced F3130-18 certification in their April 8, 2021 webinar titled “Certification to ASTM F3130-18, Standard Practice for LSCs.” This certification would allow those who contract with LSCs to more easily identify suitable partners to participate in long RFP (Request for Proposals) processes.[15] Dr. Bill Rivers is also currently lobbying the U.S. government to begin prioritizing those with F3130-18 certification when awarding U.S. contracts. Per Rivers, the US government is the largest purchaser of language services and the prices at which the government purchases these services essentially set the prices for localization services across the entire market. A US market shift to increased rates for services should, therefore, coincide with the US government’s adoption of the requirement of F3130-18 certification in the long term since companies that cut corners to offer lower rates would not be eligible to participate in RFPs for US government contracts.[16]

ISO 2700 - Information technology - Security Techniques-Information security management systems - Requirements

4. Follow the roadmap in Annex A of ISO 27001 to identify and mitigate the data security risks associated with operating any organization.

According to David Heubel of Orion Assessment Services (ISO auditor), ISO 27001 is an increasingly sought-after certification as organizations outside of domains governed by HIPAA-compliance rules face greater restrictions in how they are required to manage users’ personal

data.[17] Even if an organization does not have ISO 27001 certification, being ISO 27001 compliant is an important characteristic of sound data practices for international business conducted in the digital age. Annex A of ISO 27001 contains a checklist of required information security features of compliant organizations, including information security policies, management of onsite and remote devices, human resources management,

asset control, use and disposal of assets, control over access and deregistering processes, security procedures like encryption and secure log-on, and securing equipment, operations, and the work environment, among many other items.[18] When running an LSP, an important component of business management is keeping an organization's privacy policy up to date, to prevent adverse impacts of being found to be in breach of regulations like the California Consumer Privacy Act of 2018 and Europe's General Data Protection Regulation. The ISO 27001 standard can be used in conjunction with many other resources to systematically map the data transfers taking place in business processes, to identify and mitigate

risks in business structures, and to appropriately report on data being collected and how that data is protected in an organization's privacy policy. For LSPs that work with Europe, the "[Data protection](#)" page of the European Commission website is a great source for learning about the rules surrounding data protection in Europe, and the "[Controllers checklist](#)" of the UK's Information Commissioner's Office can be used to determine the work structures that need to be put into place for LSPs to be GDPR compliant.[19][20] Corresponding institutional resources should be consulted when drafting privacy policies that cover work within other geographical regions.

Quality Management Standards like ISO 9001 and Forthcoming ASTM F43 MQM and H-Quest Standards

5. Develop contractors' understanding of your LSP's quality expectations following methodologies outlined in quality standards.

ISO 9001 is a well-recognized certification within the localization industry, even if it is not specific to localization. The *ISO 9001:2015 Quality Management Systems* standard gives broad leadership guidelines for achieving continuous improvement in organizations through ongoing cycles of Plan-Do-Check-Act (PDCA).[21] When contracting with organizations that are ISO 9001 certified, it is important to understand the scope of the certification. Those electing to get certified can choose to certify their entire business or only a specific line of business. When advertising ISO 9001 certification, disclosures on the scope of the certification should be made.[22]

ASTM F43 on Language Services and Products is developing two American National Standards on the evaluation of translation quality too. The first—*WK46396 New Practice for Analytic Evaluation of Translation Quality, aka MQM*—focuses on the identification and weighting of individual errors within translations. The second—*WK54884 New Practice for Holistic Quality Evaluation System for Translation, aka H-Quest*—focuses on the evaluation of the quality of the translated text as a whole, cohesive unit. Consider first the forthcoming H-Quest standard. H-Quest outlines a methodology for analyzing the level of quality of a translation in terms of correspondence and readability on a holistic level. The holistic

evaluation can be designed to complement or entirely replace an analytic (individual error) evaluation, in cases in which a translation is deemed through a holistic review to be of such high quality or such low quality that an analytic review would be inefficient.[23]

The MQM standard outlines a methodology for acclimating translators to the quality expectations of LSCs and gives LSCs a framework for identifying patterns and root causes for quality issues that can then be flagged for quality improvement. According to the MQM standard, the Multidimensional Quality Metrics (MQM) is an error typology that defines a "hierarchical catalog of error types, from which implementers can select a subset relevant to the evaluation of translations of various types of content as defined by stakeholders" in implicit and explicit specifications.[24] The [full MQM typology](#) contains over 125 error types categorized under seven dimensions.[25] Quality managers select a subset of errors from the full MQM typology for evaluators to review translations against. See the [October 2020 subset](#) recommended by MQM.[26]

To set new translators up for success, define quality expectations in explicit specifications, and reinforce expectations by providing feedback from holistic and analytic quality evaluations of their work. For any first projects, including the translation test, be aware that the conceptualization of a translation error is

subjective and specific to each organization. Translators need to be taught what translation errors mean in your environment using a system like MQM. Throughout each new translator's probationary period, provide consistent and comprehensive feedback on their work so they become aware of and learn to avoid recurring errors. Eventually translators will not need to be provided with feedback from the editing that takes

place over their work. Indeed, providing feedback in this comprehensive way for every translator on every job is impractical. It is much too expensive. By communicating about quality expectations in a standardized way based upon quality standards early on, you can acclimate third-party partners to your definition of translation quality. Once fully acclimated, translators can be marked in talent databases as trusted providers.

Quality Language Access Advocacy in the United States

6. Use standards when advocating for quality language access in the United States.

Misconceptions about language services abound in the U.S. market and globally, and standards are authoritative documents that aid in translation and localization advocacy. The documents produced by standards organizations resonate particularly with U.S. government officials. When advocating with government officials on the necessary characteristics of professional interpreting, translation, and localization work, it can be helpful to reference Circular No. A-119 Revised by President Barack Obama's White House, which encourages heads of executive departments and agencies to adopt the best practices set forth in consensus-based standards, like the standards under the domains of ASTM

F43 and ISO TC37, rather than write regulations from scratch.[27]

Interpreters within ASTM F43 anecdotally have recounted instances in which their advocacy for the necessary work conditions for providing sound interpreting services for limited-English-proficient (LEP) people were more successful when federal and state judges were respectfully informed of how best practices are outlined in F2089-15 Standard Practice for Language Interpreting, for example. When advocacy efforts are based upon consensus-based standards, you can back your recommendations as a professional with the expertise that goes into drafting and maintaining American national and international standards of best practice.

ASTM F43 on Language Services and Products

7. Join ASTM F43 to have your say about translation and localization standards.

As discussed in a MIMUG talk by Dr. Bill Rivers, the localization industry is a \$56.2 billion USD/year industry comprised of 250,000 specialists who are highly educated and qualified.[28] While the work of ASTM F43 is not widely known, the technical committee consists of only 100 members who write, comment on, and vote upon the American National Standards that guide practice in the \$56.2 billion/year industry both in America, and internationally, since the American market is so dominant internationally. ASTM F43 is made up of diverse interest groups, including TSPs and LSCs, educational institutions spanning from primary to university education, local and national governmental organizations, and technology and research firms.[29] This characteristic is important in allowing ASTM F43 to achieve its aims of balance, lack of dominance, and consensus.[30] Membership within ASTM F43 gives many

benefits beyond the responsibility for voting upon American National Standards to ensure that they accurately reflect the realities of the language industry. Members of ASTM F43 benefit the industry by working alongside other experts dedicated to taming the wild, wild west of the language, translation, and localization industries. Working alongside the many other dedicated experts in the group also allows members to stay current on the state of the art of our fields.

After reading about 7 ways that your LSP can use industry standards, are you interested in joining in on the work of ASTM F43 and ISO TC37? If so, you are most welcome. See the flyer "[Joining ASTM F43 v.3](#)" for more information about membership, and contact Alaina Brandt-Membership Secretary (abrandt@middlebury.edu), Ashley Wiand-ASTM Technical Committee Operations Manager (awiaand@astm.org), or any other member of ASTM F43 for more information about joining.[31]

About the author:



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Interview with Anna Schlegel, TCD's 2021 Distinguished Speaker



Anna N. Schlegel is Vice-President of Product, International Markets, and Globalization at ProCore Technologies. Over the past 30 years, Anna has led globalization teams at many of the top technology companies in the Silicon Valley, including Cisco, VeriSign, VMware, Xerox, and NetApp. Her work has been published on Forbes, Fortune, Gala-Global, Multilingual, and many more industry forums. Schlegel was awarded as Most Impactful Woman in Technology by Analytics Insight 2020, Schlegel was awarded as Top Business Woman to admire in 2021, by CIO LOOK. Additional awards, and publications can be found at www.trulyglobalbusiness.com where she exposes her award winning book Truly Global. You can follow Schlegel on Twitter or Instagram @annapapallona.

We are very excited about your presentations at the ATA conference. Will you tell us more about your experience in the translation and localization industry?

30 years in it! I co-founded Women in Localization, and have been both as a General Manager on the vendor side as well as the Corporate side in the Silicon Valley in California. In my presentation, I will talk about the changes, risks, wins, and learnings about my experience for the past 3 decades.

Will you give us a summary of your sessions “From Translator to Top Innovator” and “An Evolving Globalization Industry: A Conversation about Challenges and Solutions”?

In the session from “Translator to Top Innovator,” I will explore my career trajectory and the role of language in the success of a global product. By taking a look at the different language-related roles inside an enterprise, I will outline what groups a linguist can manage inside a corporation and the many jobs a linguist can lead--from all forms of translation to training deep artificial intelligence. This session will aim to inspire translators to become leaders in the translation and localization space.

For my presentation “An Evolving Globalization Industry: A Conversation about Challenges and solutions,” I will discuss which methodologies and content strategies are necessary to launch hundreds of products, campaigns, and programs to reach over 140 countries. As the current head of

globalization strategy at NetApp with over 10 years of experience in globalization, Edith Bendermacher has contemplated and successfully devised solutions to this very question. As vice president of Global Portfolio at NetApp, I interviewed Ms. Bendermacher about her team, the challenges facing the industry, and how they achieved best team recognition by Think Global Forum in 2019.

You currently work on localization and content strategy. What do you like most about the type of work that you do?

Seeing it all come together, from authoring to how products and technology move around the globe. If you can end up managing all teams, you have a winning combination that will propel the companies at the global stage, and be able to increase the international revenue in spades.

What inspired you to present at the ATA conference, and what is the most important takeaway from your presentations that you will want for attendees?

I was invited and it is a dream come true! The most important takeaway is that if I did it, starting as the owner of a translation company, so can you. You can offer a lot to major corporations wishing to go global. It is often not well understood, especially when they are at their beginning stages. You can help them organize it all, and make the company very successful.



IMAGE SOURCE: freepik.com

Industry Standards Demystified – Part 6

By Monika Popiolek

ISO 20771:2020 Legal translation—Requirements

ISO 20771:2020 defines best practice for the delivery of professional legal translation services by individual translators and sets minimum requirements that have to be met in order to demonstrate a legal translator’s conformity to the standard. In particular, the standard specifies requirements for the competences and qualifications of legal translators, revisers and reviewers, and other factors directly affecting the quality and delivery of legal translation services. It also sets requirements and provides recommendations on core processes, resources, confidentiality, insurance, professional development, as well as training and other key aspects of the legal translation service individual translators provide.

From the practical and certification point of view, fulfilment of all the requirements set out in ISO 20771 allows the individual legal translator to demonstrate conformity of their legal translation services to this document and their capability to maintain a level of quality in legal translation services that will meet the client’s and other applicable specifications.

Restrictions in the application of this standard are as follows:

1. use of output from machine translation, even with post-editing, is outside the scope of this standard (but consulting of a machine translation resource by a legal translator, does not constitute use of raw machine translation plus post-editing);
2. the standard does not apply to interpreting services;
3. the standard clearly states that it is intended for individuals, so translation companies or departments cannot claim conformance (aka self-declaration) or certify against this standard.

While ISO 17100:2015 is a generalist translation requirements product standard, ISO 20771:2020 was developed as a specialist standard and it is complementary to ISO 17100. Apart from specialization, the main difference is that ISO 20771 is intended for individual translators, while ISO 17100 obviously cannot be implemented by individuals; the process set therein requires input from at least three different functions: translator, reviser and project manager.

As stated in the introduction to ISO 20771, the reasoning behind the document is that legal

translation is a specialization which covers law-related or legal specialist field translation in terms of content as well as context (e.g. legal settings). Given the highly specialized field, potential legal consequences, and formal and liability issues, this specialization requires specific competences and a very professional approach from the specialist translators involved. Due to the formalized, official or sensitive nature of the subject matter in some countries, settings, and under certain circumstances, legal translators may be subject to certain professional, confidentiality and ethical requirements, authorization, certification, and security clearance procedures. Furthermore, in some countries, certain types of legal translation are performed by authorized legal translators who have to comply with specific official requirements.

Therefore, serious legal issues and other consequences can be avoided if the legal translation service is provided by competent legal translators who have professional understanding of the relevant legal systems, knowledge of legal terminology and target language genre conventions, and can produce authentic texts. Legal documents constitute the basis for many personal and business undertakings and it needs to be stressed that legal translation is a highly specialized type of translation service which is frequently used in official and legal settings and this requires meeting the highest professional quality benchmarks. Taking the above into account, as well as the fact that there were previously no specialist international standards in this area, ISO 20771 was developed in response to an evident market need.

ISO 20771 defines some key translation terms, such as 'legal translation', 'specialized translation', 'specialist translator', 'revision', 'domain' vs. 'specialization', 'legal translator' vs. 'authorized legal translator', 'lawyer linguist', 'translation

certification', 'non-disclosure agreement (NDA)', 'service level agreement (SLA)', 'continuing professional development (CPD)', 'continuing education point (CEP)' etc. Altogether, there are 51 terms defined in ISO 20771, and this information is an important industry resource in itself.

ISO 20771 comprehensively explains the concept and practice of translation certification and the distinction between legal translation in general and authorized legal translation in particular, where:

a) legal translation refers to any law-related or legal specialist field translation and typically covers translation of agreements, contracts, acts of law, powers of attorney, notarial deeds, court decisions, financial statements, registration documents or any other legal documents which do not require translation certification by an authorised legal translator but should be translated by a legal translator who specialises in translating this type of content and translation within this specialist field;

b) authorized legal translation refers to specialized translation performed by officially authorized legal translators (who in some countries or regions are also referred to as court-appointed translators, sworn translators, court-authorized legal translators or certified legal translators) and the certified translation they provide has the status of officially recognized documents. This typically covers translation of personal documents, certificates, documents used in court and administrative proceedings, and any other personal or corporate documents that require certification and signing off by an officially authorised legal translator using personal signature, electronic signature, official seal, or other officially recognized methods.

Read the full article [here](#).

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Monika Popiolek has an MA in English, an Executive MBA and is a graduate of a PhD Management Programme. She has been a specialist translator and interpreter for over thirty years and is also an authorised certified legal translator, CEO of MAart Agency Ltd. since 1991, President of the Polish Association of Translation

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IMAGE SOURCE: freepik.com

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Résumé/CV Survey for TCD Members

In response to inquiries from ATA members, the ATA Business Practices Education Committee (BPEC) is seeking input from translation companies, including members of the ATA Translation Company Division (TCD), on formats and contents of résumés/CVs submitted by freelance translators and interpreters to translation/interpreting companies in North America.

The project aims to identify best practices applicable to résumés/CVs. The BPEC will publish the results and update ATA's educational material on this subject, as well as potentially offer a webinar following the publication of the results.

You can participate via [this link](#).

Basic Insights into E-learning Localization

By Mariana Horrisberger

E-learning localization is a more collaborative endeavor than localization for most other industries. Because of the plethora of tools, options, formats, and topics involved, your e-learning localization team must have unique qualities to thrive in this dynamic field. This article shares some general considerations for those aiming to successfully navigate this exciting industry.

E-learning refers to any learning experience that happens digitally. From a “Who We Are” video for new hires to academic programs on how to code, the medium encompasses a wide range of possibilities across multiple industries. E-learning reduces time and space constraints for employees and students, reduces costs, and allows material to engage with a globalized audience.

E-learning content tends to be highly specialized, with a focus on retention and understanding. Because of these criteria, companies and educational institutions recognize the need for professional services in localization and translation, and are eager to work with specialists who understand the regional and cultural nuance within their target audiences.

Platforms and Formats

Most companies and institutions use Learning Management Systems (LMS) to provide content in an accessible way to their participants. They track progress, facilitate instructor-participant interaction, and organize content into modules. Pre-pandemic, there were already dozens of LMS platforms being utilized around the world. With the rise of online learning in 2020, many more have been developed, tested, and adopted. Since LMS platforms focus on the end user experience and user engagement, there is often minimal attention paid to localization support. That creates significant variability in the ease of use for localizers. For example, some LMS platforms allow for the easy export and reimport of the e-learning content in a clean and CAT-friendly way, while others have not been created with internationalization in mind. Therefore, it is important to analyze the platform in question before committing to localization project deadlines.

Whether you are working with an online course on Moodle or a VR corporate training program, have a conversation with your client regarding the scope of the project and the extent of your

collaboration. Depending on their capacity, for example, they might require implementation on their Learning Management System. They may request that you add functionality, or upload, reformat and classify files. Setting expectations early on will ensure both parties know exactly what they are responsible for, and hopefully prevent rushing to get things done hours before the program is launched.

There are lots of different formats you can encounter when jumping into the world of e-learning. From PowerPoints and PDFs to Articulate Storyline, Adobe Captivate, Rise 360, Camtasia, and more. There can also be videos that require subtitling, voice overs, and video editing. The good news is that most of these tools have a CAT-tool friendly extension you can convert them to as long as you get a hold of the source files.

Getting the Voice Right

Depending on the localization maturity of the company, there may be no style guides or glossaries, so it can be up to the localization team to identify and recreate the voice of the company or institution. You should have a conversation with your client about the desired tone and style for the project, but when no information is available, checking the institution or company's online presence is a good way to start. For corporate training, for example, you can learn a lot about a company's employer brand from their posts on social media.

What a Successful E-learning Localization Team Looks Like

To take on the wonderful challenge of e-learning localization, you need as versatile and adaptive a team as possible. As mentioned before, there will always be new platforms and software. Your team needs to be tech-savvy and flexible to take on these challenges, develop new workflows, and find creative solutions. And of course, given the high-quality standard for e-learning content and the required level of specialization, it is critical that your translators are subject-matter experts.

E-learning provides exciting challenges, numerous and growing opportunities, and rewarding projects to those that adapt to its unique needs. I'm excited to see how the industry grows and evolves, and to discover new technologies, applications, and ideas being created around the world. After reading this article, I hope you are too.



Mariana Horrisberger is an English, Spanish and Portuguese Translator. She graduated from her hometown university, UNLP, in 2014, and has since worked in the e-learning localization space. Recently, she co-hosted and co-organized a Learning and Development online event called "Welcome into the Awesome," along with industry legends. She is an e-learning Business Development Manager at Terra Translations.



Women in Translation: A Conversation with Jamie Hartz on Key Strategies for Managing Your Small Translation Business

Jamie Hartz is an ATA-certified Spanish>English freelance translator and transcriber, specializing in legal and commercial translations. She holds a B.A. in Spanish and Sociology from Grove City College and an M.A. in Translation from Kent State University. Jamie joined ATA in 2012 and has volunteered in the Association in various capacities through The Savvy Newcomer team, Membership Committee, Public Relations Committee, and Board of Directors (2019-2022).

Introduction

According to data from the United States Small Business Administration (SBA), there were 31.7 million small businesses in 2020 (SBA Office of Advocacy 2020). In 2019, the number of small businesses owned by women was 42% of this figure (13.3 million) (Elliot 2021). Of this 42%, the women-owned small business in the category of Professional, scientific, and technical services, where women-owned translation & interpreting (T&I) businesses would be included, represent 13% or 1.7 million (Elliot 2021) (See figure 1). Mindful that the digital era has brought many changes to the T&I world, in this interview with Jamie Hartz, an ATA-certified translator and owner of a small language services business based in Lancaster, Pennsylvania, we ask her about key strategies for managing a small T&I business effectively. Jamie also shares some best practices for terminology localization.

From the advent of e-resources causing the dwindling of printed dictionaries and traditional language resources, the strengthening of global collaboration in

a digital world that is seemingly without boundaries, to a vertiginous increase of new terminology, cultural-loaded or cultural-specific expressions, and usage contexts, T&I professionals have had to learn to adapt to the new era. Thanks to smart technologies and streaming access, the world is either in our living rooms, on our desktops, or in our hands. Technology and people in a digital and pandemic world are driving culture, neologisms and jargons more than ever before.

Project Management for Small Translation Businesses

Deciding to become a small business owner can be challenging, but also rewarding. Being an owner of a translation business can also mean becoming a project manager (PM). PMs play a critical role throughout the translation process to ensure the quality of all deliverables and the satisfaction of each client. A PM can make the difference between the success or failure of a project.

In the T&I industry, not all business owners and/or PMs are professional linguists. Yet they are tasked to assemble teams (e.g., translators and reviewers), establish project deadlines, coordinate terminology, develop solutions, track projects, and sign off on deliverables, among other responsibilities. When choosing team members for specific projects, occasionally PMs face availability and resource issues that must be solved for the project success. Do you think project managers must be translators by profession? If not, what are the ideal skills, competence, and knowledge that a small business owner and/or project manager should have?

While being a translator myself has certainly helped in many cases with project management, I don't believe language project managers need to be translators by profession. One key skill PMs should have is attention to detail; they need to be able to review files quickly and carefully to catch errors, missing text, unresolved issues, and quality problems in the files they work with. They are often the last line of review before a translation goes to the client and then perhaps an end user, so it's critical to be able to catch errors before they become a real problem. Other skills like thorough and concise communication, timeliness, and ability to keep a level head in urgent situations can be helpful, but I feel the other most significant asset an LPM needs is a very thorough knowledge of the T&I industry and best practices. Without this, they may lack the background to understand the significance of their work and that of their vendors, or may not take seriously the QA process that a successful translation project will involve.

A PM usually receives different types of projects with various deadlines and specifications. For instance, a project can vary from a couple of pages to hundreds of them. Customers may request rush

deadlines, demanding delivery within short hours from the request, or the project content may have inaccuracies and errors if the source text was the product of a deficient translation. Terminology can be too technical, and customers may want to provide their own translation memories and termbases. Considering these scenarios, what are two main steps you follow to quote a project? In managing projects under tight deadlines, what two top productivity strategies do you implement?

This question reminds me of an infographic I saw recently that depicted a Venn diagram where three circles represented translation cost, quality, and efficiency. The intersection of "cost" and "quality" resulted in being "Just in time to be late"; the shared space between "fast" and "great" said "You get what you pay for"; and so on. It was witty and sarcastic, but it conveyed a key point: when it comes to translation, you typically can't have all three. This is something to be aware of when quoting a project, since it's at this early stage that the client will express their key priorities regarding cost, quality, and efficiency. To draw out how I can provide the best real-world solution for the client's needs, two key steps I try to follow are: a) Gather as much information from the client as possible; this may be through email, so I can refer back to it in the future, or by phone so I can discuss the project in more detail and gain insight from a personal conversation; and b) Review the scope of the project as much as possible before quoting. The first step ensures that I've gotten all the information I need to be able to prepare an accurate quote for what the client is looking for, and the second step ensures that I won't run into any surprises down the road. Talking with the client will draw out any key details they are able to provide, but there may be hidden challenges or nuances that only a thorough review in advance by the LPM can identify.

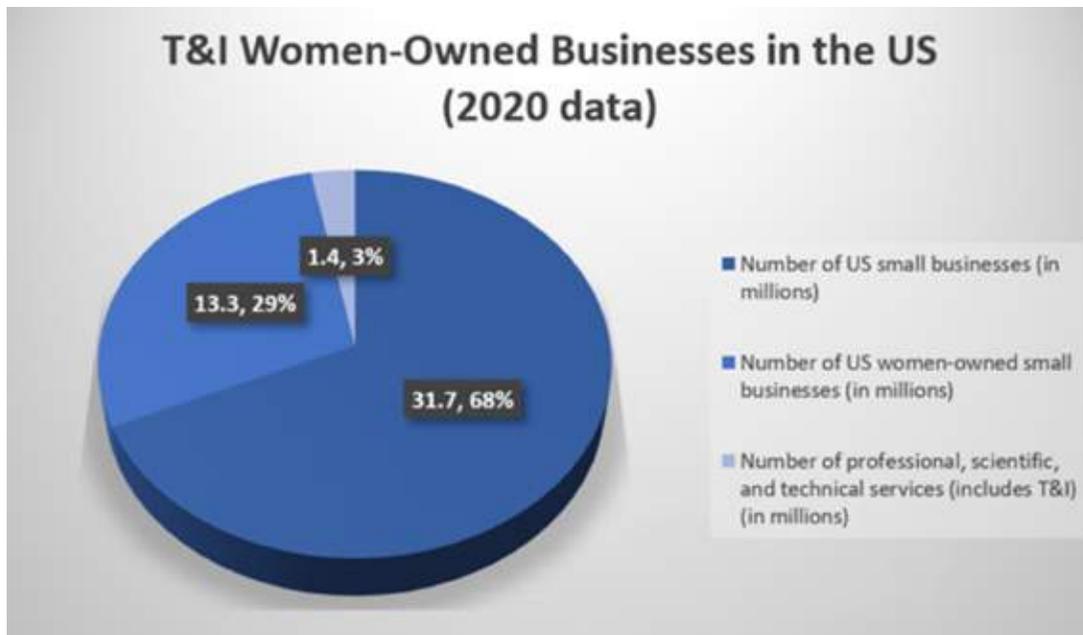


Figure 1. T&I Women-Owned Business in the US (2020 data).

The value and quality of the product the customer receives are essential for business success and customer loyalty. With the advent of machine translation (MT) neural machine translation (NMT), post-editing, and CAT tools—for many a necessary evil and a new industry standard to keep abreast and cutting edge—T&I professionals utilize them to enhance productivity and improve accuracy in spelling and mechanics. However, in many cases, MTs and NMTs can render ambiguous content that require extensive post-editing. What two best-practice strategies do you utilize to ensure quality control if you received automated output? How do you leverage these new technologies as a part of your main strategies to ensure accurate translation and terminology localization of content? Will MT continue to become better and smarter?

As a business owner, I have not explored the use of MT since my clients typically require either confidentiality or creativity, both of which tend to render MT fairly unusable. However, as a freelance translator, I have had the opportunity to use MT on various projects and have developed some safeguards against the common pitfalls of this technology. One is that I review MT output very differently than I would edit a translation prepared by a human translator. Humans don't translate "Juan Delgado" as "John Skinny"; machines just might. This is an extreme example, but working with MT involves a level of skepticism that not all reviewers are accustomed to.

Another strategy is to use MT as a reference but not a foundation. By this, I mean that when working with many CAT tools, there will be the

option to either populate the target segments with MT output or to show the MT output as a suggestion in the TM window. Using it simply as a suggestion allows the translator to reference potentially helpful MT options or glance at the MT translation of tricky terms without relying fully on an output that may not be as nuanced or natural as a human translation would be.

When it comes to the future of machine translation, I feel that the more humans and machines can learn to work together, the better. It would be naïve to think that MT will not continue to impact our industry, and it would be detrimental to the needs of our clients to give in to its sway entirely. Where translators can learn and grow and adapt to MT, they should, and where they need to protect client confidentiality, creativity, and nuance, they should as well.

Effective Terminology Localization Strategies

The United States is a melting pot of cultures where 43 million people are Spanish-native speakers (13% of the US population) and 12 million more are bilingual, making it the second largest country in the world after Mexico where Spanish is spoken (Lyons 2020). As a result, Hispanics and Latin Americans in the United States speak a myriad of Spanish variants, and translators and interpreters have seen the emergence of what many linguists recognize as United States Spanish—not to be confused with Spanglish.

With this notion, what strategies do you use to ensure that Spanish translations intended for US Spanish-speaking and bilingual audiences are free of communication interference (i.e., incoherencies, misinterpretations, omissions, or additions)? What key productivity steps do you take to tackle localization issues (a client unaware of the US Spanish variant that may insist on a specific Spanish locale, such as Mexican Spanish, for a nationwide project that targets Spanish-speaking

audiences) that may prevent an accurate and natural rendition of the intended source message?

One of the key benefits of discussing a project in detail with the client in advance of the project is that it allows the PM to learn more about the target audience for their translation. Based on this information, I often try to choose vendors who are well versed in the general region of the target audience. It can be challenging to match translators with the right variants, specialization, rates, and availability, but since we have an extensive network of translators within ATA, I've been fortunate to be able to work with a variety of very skilled translators who meet the requirements of our clients. I keep a database of vendors with their countries of origin and other key information, as well as a database for each client, containing their language preferences, target audience information, and key terms.

As the T&I industry continues to evolve along with technology, freelancers and small businesses also face the ever-growing modality of monthly, semiannual, or annual subscriptions for gaining access to online language resources such as dictionaries, language integration platforms, including machine translation (MT), computer assisted technology (CAT), and productivity and finance tools. In the past, most translators and interpreters acquired print sources. Nowadays, many professionals have transitioned from print to digital formats for several reasons such as the benefit of having the latest application versions and software updates, often at a discount or for free, and online access from anywhere. How do you keep your costs on digital resources from impacting your small business earnings while trying to increase your return of investment (ROI) on them?



Image Source: Freepik.com

Once a year, I do an informal audit of my business expenses; oftentimes the largest outlays are for big purchases like a new computer, continuing education, or travel, but the small charges for subscription services or other office needs can add up as well. My audit is intended to scrutinize whether I'm using all the resources I'm paying for and consider whether there may be lower-cost or free options to any of the ones I'm currently using. For example, I balk at how quickly the \$30 monthly charge for my accounting software Xero adds up, but I think of how much time and stress it saves me when invoicing and quickly dismiss any idea of cancelling the service. On the other hand, a recent audit of my software subscriptions showed that paying a monthly fee for Adobe was not ideal since I could make a one-time payment for ABBYY FineReader and still get the same

features I was using from Acrobat. I track ROI the best I can, but many of these expenses tend to result in intangible benefits to my time or work-life balance, so they can be valuable but difficult to measure.

Closing

Thank you so much for granting this interview to the ATA Translation Company Division (TCD). Your insights and strategies on project management and terminology localization will enhance best practices, not only to women translators and interpreters who own small businesses, but also to every T&I professional in the United States and in the world.

Contributors' bios:



Rosario Charo Welle is an accredited Latin American & US Spanish translator and editor, specializing in public media and communication, marketing, education, healthcare, and religion, serving US-based and global clients since 1999. She holds an English into Spanish Professional Certificate in Translation Studies from New York University, a B.A. in Communications from the University of Denver, graduating *magna cum laude*, and is currently pursuing a M.A. in Communication Management Marketing Communication at the University of Denver. An ATA member since 2001, Charo is recognized for her leadership and contributions to the translation and interpreting profession, serving in various leadership roles in the Spanish Language Division (SPD), including past SPD administrator (2016-2020) and co-founder of the ATA SPD podcast. She is the Deputy Chair of the

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IMAGE SOURCE: freepik.com

Audio-Visual Translation and Translation Technology

By Angela Starkmann - Opinions expressed in this article are solely those of the author.

This discussion about using technology for audio-visual translation (AVT) is old, and new at the same time. At present, the effective use of translation memory (TM) technology is really an issue in the exploding and technology-savvy audiovisual market where the time and price pressure is huge, and there is an evident lack of linguistic talent for some languages. The question is: Should (and could) translation technology (and TM memory technology in particular) be used for translating audio-visual content and “creative” content in general? Can we benefit from such technology to optimize our processes, improve performance, increase volumes and achieve faster turnarounds? If the answer is yes, then how do we go about it? And should we, as linguists, worry that such technology might make us obsolete even before

our professional career comes to its natural end? This might still be treated as a controversial topic, so I’d like to make a few points before I discuss TM technology. This article is about audiovisual translation and the use of TM technology. Amazingly, the AVT segment of the translation market is still treated as very much separate from other translation segments in the market. When talking about audio-visual translation, the focus is on three areas: entertainment, training and marketing. This is usually not part of the regular workload for most translators. It is assumed that most translators typically work on technical, legal documentation, life-sciences and marketing materials, software, games and website localization etc. The general assumption is also that audio-visual translation is mostly handled by a different

community of translators (and translation companies) and it is subject to different rules and the process is different. These assumptions are not necessarily true, and many translators and translation companies have already crossed over to this segment to supplement their current offering. Many others are contemplating this move. In most other translation and localization segments the use of translation memory (TM) technology (and I am referring to professional CAT tools in particular) is a given, but in entertainment we are still working hard to convince both clients and the translation community that technology (beyond machine translation) is also beneficial to everybody and should be used by all professional translation service providers.

In order to make the case for TM technology and its adoption, translation service providers need to understand the concept of 'TM leveraging' in order to understand how a CAT tool (e.g. like memoQ) can be used to support the audiovisual translation process. Leverage is how previously translated segments can be saved and reused for any number of reasons: think re-use of previously translated text (words, phrases or sentences), quick lookup for terms in a termbase or within the translation memory itself through concordance, standardized translation of units of measurement (as in distances, times, currencies), and many more. All of these 're-uses' might be different for audio-visual projects, as they are structured differently than other projects, but the principle is the same. They can still significantly reduce the translation volumes and save you a lot of time in the translation process while at the same time improving translation quality. TM technology is particularly useful if you want to maintain consistency across many similar projects, and in case of audio-visual translation this is absolutely crucial if you're working on a film series (for Netflix or Prime, for example). The

actual usefulness of leveraging and QA (Quality Assurance) may differ across different TM tools and projects, but memoQ, for instance, combines a really user-friendly text editor with a robust QA functionality, and it can easily be used together with one of many available machine translation engines as well as voice-recognition tools.

I have decided to focus on memoQ here because I have been using this particular TM tool for years now and, apart from the features enumerated above, I believe that, as compared to other TM tools, memoQ is designed to make the translation process easier rather than more complex, the interfaces are so intuitive that it does not require any great effort to start using it from scratch, and it is great value-for-money. When I first moved into the audio-video translation segment I thought I might have to just use one of the tools advertised as specifically designed to deal with AVT, so I was really surprised when it turned out that memoQ was actually much better at dealing with subtitling than any of the specialized tools out there and I can continue to use it. This is important because the standard subtitling tools are very simple and do not offer much in terms of functionality. On the other hand, memoQ deals with subtitling and other aspects of AVT just as well as it deals with localization or any other type of translation out there. It is also operable so it can be used with any other type of tools seamlessly and file conversion works really well. Last but not least, my TM tool of choice is not only much better in terms of functionality than other CAT or ATV tools out there but also much more user-friendly. Additionally, you can easily customize memoQ to suit your personal work environment and projects. This is extremely important if you wish to reuse your legacy resources and manage different projects or similar projects quickly.

I have observed that in the audiovisual translation segment, as opposed to other translation

segments where the users seem to be more technology savvy, most AV translators approach technology issues rather intuitively and I'm hearing a lot of: "I think that I am saving time using this subtitling tool, and it might be helping me work faster (by some percentage), smarter or deliver better quality than I would otherwise." Audio-visual translators are hesitant to demand that technology actually help them work faster and better, and they usually think that their clients might use tools against them to lower their already very low rates or impose a certain process. They also often either blindly accept the tools imposed on them by clients, without providing those clients with alternative solutions, and they usually resist being part of the testing and developing process that might change their work environment and allow for the use of a tool of their choice. Hence, in many cases, AV translators are usually not part of the community of linguists who use tools for their own benefit. After attending a number of AVT conferences and taking part in numerous projects, I have to conclude that many AV translators are not very competent in technology (especially TM technology) and they do not actively seek solutions to technical problems. They usually believe that the subtitling tools provided by their clients and/or used by other AV translators are the best (or only) tools for this sort of work, and they sometimes believe that technology can negatively impact their specialization (which they deem to be creative, and hence different from every other type of translation) and damage their reputation as translators in this 'artistic' field. For the above reasons, audio-visual translators need to check out the TM technology that has been used by specialist translators for years and determine for themselves if it is better than the simple editors offered for the AVT segment

of the market. In other words, AV translators should use the same robust tools as all the other translators, and think in terms of their own convenience and benefits rather than hearsay. What we need are tools and workflows that save the linguist's time and money, allowing them to enjoy the advantages of both TM and other technologies (e.g. MT). Professional translators have to embrace technology and work with state-of-the-art tools competently and confidently, and demand recognition for their professional competence and performance rather than expect praise for doing a lot of repetitive, time-consuming work for low rates. We also need to educate our clients so that the best tools are used by all the stakeholders and to dispel the perception that translation technology can soon replace professional translators.

The fact is that any kind of translator or translation project can greatly benefit from translation technology, whether it is in the field of art, marketing, or technical documentation. There are always plenty terms and phrases that a human translator shall select for the purpose of producing a specific target text time after time, and translation memory (TM) which enables reuse of previously translated segments, and terminology, which can be accessed with one click, can only make this process easier, faster and more enjoyable. The rejection of advanced technology just because we are scared our clients might leverage us and take these benefits away from us, or impose a certain translation process, and offer us lower rates is irrational and totally passé nowadays. If we can increase our productivity on some projects by up to 50% and improve quality at the same time, then even if leveraging might result in lower remuneration this is really not an issue for a professional translator.



The benefits are even more obvious if we take into account all the useful resources which we collect when using TM technology and how we can utilize them in the future.

As part of audio-visual translation a huge amount of work is processed on behalf of many highly visible international clients and in many languages. This is a specific segment because of very fast turnarounds, need for great consistency across L-T projects and considerable price pressure, but not because it requires any unique technology. If CAT tools can be used for any type of audio-visual translation (and I have personally determined that memoQ can deal with any projects in this area) then this benefits both clients and linguists alike and there is absolutely no case for creating new, less advanced, technology for handling 'creatives' and dealing with the relatively minor technical issues associated with this process. I love to think of myself as "an augmented translator" (i.e. one that is in a unique 'central position' and uses any technology and environment at their disposal). I also believe that the uptake on technology should be much faster for AV translators—because this needs to happen if we want to adjust to the changing market environment and continue to

be effective professionals.

I have used a few CAT tools but consider myself to be an expert on memoQ. So, in spite of the fact that I have been told by many colleagues that audio-visual translation requires special tools, I know that this is not true. Just as in case of website or games localization, memoQ is perfect for audio-visual translation, including subtitling. It deals with all typical file formats and offers reliable TM technology that has been used for specialist translation and localisation for decades. It combines robust functionalities such as a fully functional termbase and advanced for terminology management functionality, automated QA which can be customized to suit your needs using regular expressions, Live Docs which make the creation of TMs really fast and easy, concordance, doc preview, PM functionality and MT integration options for your preferred engine. This tool can be used for different processes and manage translations in many different file formats and according to any specifications. So, if you need to deliver your audio-visual translation together with any form of collateral material such as metadata files (e.g. content summaries and other info), this can be

dealt with by reusing any content that had been previously created in the translation process.

AV translators should embrace established TM tools that are affordable and actually work for translation services providers of all sorts and this is the best way to move forward as AV translators community. This is the alternative to treating highly skilled and experienced workforce as working bees in a process that is becoming less and less controllable by the people who should really be in charge of it. If you use reliable and operable technology, all the players in the service chain can benefit from this and it's clearly a win-win situation.

Audiovisual source texts (both subtitles and dubbing scripts) are not complicated by definition. They can be clear, simple, and well structured. They can also contain some untypical or specialist terms, long phrases, and lots of repetitions. There is absolutely no reason why CAT tools cannot support the AV translation process, at least to the extent where our work can be automated and managed, which is most of the time.

It's best to illustrate any point by offering examples, so I will just enumerate some of the functionalities of memoQ to show how it achieves the results I mentioned earlier and I can additionally offer the following advice based on my personal experience when handling audiovisual translation:

- prepare your source texts (e.g. subtitle templates) properly and make sure that you import the files into memoQ properly, so that the text is as short, error-free and consistent as possible, with no strange or mixed up tags, bad segmentation etc., before you even start working on the actual translation;
- when working on any project, make sure you clean and consistently name and classify (according to projects/categories etc.) your

TMs so that they can be easily reused in the future. For audio-visual translation this might involve not only using the client and project name but also, for instance individual series, genres or directors etc.;

- use memoQ for consistency tracking (KNP tool) to help you bundle your resources properly and make information readily available;
- remember that memoQ can really help you with translation of any recaps if the same terms/segments are reused in future—using TMs will eliminate the need to search for previous versions, manually copy and paste content, and will therefore make your work easier and more productive, while at the same time reducing the number of potential errors;
- be aware of and use any structural rules that memoQ might be able to help you with (e.g. automated translation of units of measurements, names, dates, places etc.);
- remember that you can use memoQ functionality to access resources and files that are being translated by other translators working on the same project and you can also communicate easily with other members of your translation teams;
- project teams can work on the same files in memoQ in real-time so this greatly improves turnarounds, and because all files, translation memories, and termbases can be shared consistency between deliverables, they can be maintained without the typical QA challenges that usually happen when multiple translators and revisers work on the same project according to tight deadlines.

The above are just some notes and tips on how to handle audiovisual translation with memoQ to optimize the translation process. With this in mind, and some smart workflows

and processes, subtitling can become yet another technology assisted process that will give us, creative translators, more time to focus on the real linguistic challenges and the truly creative parts of our work, and save us a lot of the typical hassle associated with using basic technology or no technology. Therefore, audio-visual translators should use really good and affordable technology that is produced by reliable and experienced technology providers.

To conclude, no matter what technology has to offer in terms of actual benefits and what tools we choose to use, we shouldn't forget that we are in charge of our own process. We do have a lot of choices when it comes to technology (particularly which specific CAT tool we choose to use); therefore, as professionals, we should make rational and informed choices when it comes to the technology we use because this really impacts our performance. There is no point saying that translation technology is not useful or worry that it can replace humans or destroy creativity if we don't actually know how to use it to our benefit. In this day and age, we simply cannot ignore that we need technology to be on top of all the changes happening around us and adjust as soon as possible to the requirements of the digital economy. The human factor in audio-visual translations will always be crucial, even if it involves editing some segments that are provided from TMs. It is really up to us to decide how we and our colleagues who work on the same project or similar projects will handle any translation, post-editing, or other services.

As translation service providers, we want to be respected for the quality of our work and our qualifications, and we want to be paid fairly for the professional work that we perform as expert linguists. This is what we need to focus on, and it means that we cannot reject useful technology

and make our own lives more difficult. No matter what, translators will definitely continue to play a key role when it comes to creative or specialized translation, even if some of it might involve not only translating, but also editing content and making decisions as to the final product. Technology should simply be viewed as the environment in which our professional linguistic skills can really be used in an optimal way so that we can achieve our full potential.



Angela Starkmann studied Comparative Literature (Augsburg, Aachen, Toulouse, Waltham, Mass.) and became a freelance translator after graduation. She then worked as a translator for a major multinational medical devices company in the Netherlands for some years before moving back to Germany. She has been a freelance translator for several decades now and, apart from some specialized translation projects, today she mainly works as an audio-visual translator and translation technology evangelist. She is an enthusiastic memoQ user, and wouldn't translate or edit a single segment without using this CAT tool. She is interested in new industry developments and how the translation process can be improved with translation technology. She is always happy to engage in discussions, present at industry events, and she writes for industry publications from time to time.

Angela lives in Bavaria with her partner, also a translator, and Ginny (the office poodle), and can be reached on [LinkedIn](#).



IMAGE SOURCE: freepik.com

Thank you, volunteers!

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Call for Social Media!

Curating relevant and up-to-date content for TCD social media accounts on LinkedIn, Twitter, and Facebook requires the contributions of many. Have you encountered an article or piece of media that you believe is relevant to our Division? When you do, please consider submitting the item to the [ATA-TCD Social Media Posts web form!](#)

Items submitted will be reviewed by the TCD Communications Committee prior to being posted on social media accounts. Submission does not guarantee that the item will appear on TCD social media accounts.

Other ways to get involved?

ATA-TCD is solely supported by volunteer-members. Please get involved!

- Help moderate our social media channels
- Write blog articles
- Present webinars
- Volunteer at the ATA Annual Conference
- Join the Leadership Council
- Plan events like the annual ATA-TCD dinner
- Save the date for the #ATA62 in-person and virtual conference in Minneapolis: October 27-30, 2021!

If you are interested in one of these or other opportunities and want to learn more, [contact us](#).



Connect with us!

As a member of ATA's TCD, you have a great opportunity to network with other companies, translators, and professionals. To do so, you will need to have a LinkedIn account and ask to join our Group. Find the link for it [here](#).

* Once you have asked to join the ATA TCD group, our leadership council will validate that you are an ATA-TCD member and grant you access to the group.

If you have any questions, feel free to contact us at divisionTCD@atanet.org with your full name and your ATA member number.

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