



Why use a professional translator?

Any company or organisation that wants to communicate effectively must make its case clearly and convincingly. This applies whether you are providing information for investors, explaining how to use medical equipment, running crisis communications, selling goods or services or soliciting donations for a cause. In all these cases, where the original message is in another language, the translation must be bulletproof.

And in cases where laws are passed in multilingual jurisdictions – think not just the European Union, but also countries like Canada, Switzerland and Belgium – it’s imperative that citizens understand their rights and obligations under those laws. Here the need for accurate translations is even keener (and the challenge more daunting) – conveying not just the meaning of the words but also the precise legal concepts behind them. That’s where the professional translator steps in.

Qualified professional translators come with a guarantee that their work will be a faithful, accurate and convincing reproduction of the original message, and one that uses the correct terminology. Whatever your sector, this will help your organisation present itself as credible, professional and trustworthy.

Changes in the translation profession

The translation profession has seen a lot of change in recent years, due to the rise of novel technologies, such as machine translation and other computer-based tools. Indeed, machines are taking over the lower end of the market, for less demanding texts or those that have lower quality requirements.

But computers can also help translators with repetitive tasks, leaving them more time to focus on trickier tasks that require advanced reasoning. Indeed, given the risk of publishing an automated translation without it first being seen by human eyes, this is

precisely where the combination of translator and machine comes into its own, offering both the speed of the computer and the fine polishing that only a human can provide.

Professional translators/linguists are indispensable in many segments of the market, especially the higher end, where perfect quality is essential. Examples include advertising, formal/official correspondence, international relations, drafting of contracts, manuals for medical equipment, and prestigious publications (brochures, magazines).

And as well as converting texts into a language you understand, translators can also add value in a consultancy role, especially when they work more closely with their end client, advising them on approaches to adopt for different text types, for example in terms of quality and terminology.

But even at the lower end of the market, language professionals have a role to play. Post-editing of machine translations is a growing business, and if done properly it can benefit both the customer and the translation service provider. Much like in other professions, from surgeons to bankers, translators work with the automated tools they need to help them deliver better and faster service to their clients.

'Translation all around us' #DiscoverTranslation

A campaign to promote the translation profession to audiences outside the language industry