Globalization: Too much or not enough?

Risks and benefits of a globalized translation market

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Lisbon, Oct. 1, 2010
The Tower of Babel
St. Jerome
St. Jerome Monastery, Lisbon
Translation
Globalization

• “the reduction and removal of barriers between national borders in order to facilitate the flow of goods, capital, services and labor”

United Nations Economic and Social Commission for Western Asia (UN-ESCWA)
Globalization

- [corporations] „maximize profit at the expense of sabotaging work safety conditions and standards, labor hiring and compensations standards“

Vasco da Gama
Translator’s workbench in the year 1975
Translator‘s workbench in 2001
Outsourcing
Teamwork and Teleworking
Office in business centers
Home office anywhere
Worldwide visibility
Internet access in Okonjima lodge
World-wide competition
Money Matters

• Translation prices
  – 1975: 1.30 DM (ca. 1 €) per line (10 ct/word)
  – 2010: 1.30 € per line

• Average net income in Germany
  – employed single in general: 1,950 €/month
  – employed single translator: 2,250 €/month
Freelance translator income factors

• To earn a net income in the magnitude of 2,000 €/month, a freelance translator in Germany has to work
  – 220 days per year at 8 hrs. per day
  – at a rate of 2000 characters per hour
    (i.e. 300 words or 291 lines per day)
  – at 50 € per hour or 1.35 € per line
    (i.e. 0.16 € per word)
Outsourcing to India
IALT & VW Research Project
The translation industry in India
ALLIED MODLINGUA
BREAKING LANGUAGE BARRIERS

WELCOME TO ALLIED MODLINGUA SERVICES PVT. LTD.
YOUR PREFERRED LANGUAGE PARTNER

Allied Modlingua Services Pvt. Ltd. (An ISO 9001:2008 Certified Company) is a pioneer & leader in localization and language consultancy services in India. We specialize in Translation and Interpretation Services and provide a range of Indian as well as foreign language related services. Our customers include corporate houses, MNCs, DPOs and Diplomatic missions. We count on experienced and native language professionals and linguists from India and abroad to deliver translation and localization services that meet internationally acceptable quality standards.

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HRLINGUA

WORKSHOPS AND EVENTS
• Careers in Languages: Job Opportunities for Spanish Speakers
  Event Date: Jun 20, 2009
  Our Founder Mr. Ravi Kumar has been invited to deliver a talk on "Careers in Languages: Job Opportunities for Spanish Speakers" at Institute Cervantes, New Delhi.
• NATIONAL CONFERENCE ON TRANSLATION INDUSTRY OF INDIA

JOBS ON OFFER
• Translation from Slovenian to English - Allied Modlingua Services Pvt. Ltd.
  Job Added On: Aug 3, 2010
  Quotation Deadline: Aug 3, 2010
  Language Completion Deadline: Aug 4, 2010
  English - Slovenian
• Looking for Freelance Interpreter - Chinese... - Allied Modlingua Services Pvt. Ltd.
  Job Added On: Jul 23, 2010
  Quotation Deadline: Jul 24, 2010
  Language Completion Deadline: Aug 2, 2010
  Chinese - English
Quality

“A translation is no translation, he said, unless it will give you the music of a poem along with the words of it.”

Anthony Burgess

Our methodology is to provide the best quality output. We follow strict quality control measures to ensure client satisfaction.

Step 1. The Project Manager receives the required information, assesses the required resources along with a cost analysis and deadlines. The text is examined in order to identify the tools necessary, such as glossaries, translation memory, software, etc., before the project is assigned to the translator. The Project Manager is also assigned to oversee each stage in the translation process.

Step 2. The Translator, with expertise in the project's subject matter, is responsible for following the instructions and translating the full project.

Step 3. The Proofreader is assigned to review the document and check the accuracy and consistency of the terminology used in the translation.

Step 4. The Project Manager reviews the final translation to check that the project complies with the client's requirements and delivers the project.

Our team of talented graphic artists, web designers, software professionals, marketing and business consultants, desktop publishers, subtitling experts, voice over artists, etc., are involved as per the project's requirements.

We solicit client feedback on all our work in order to continually improve on our quality standards.

Customer loyalty and repeat business from our global client base shows the effectiveness and reliability of our methodology.
<table>
<thead>
<tr>
<th>Main category</th>
<th>Abbreviation</th>
<th>Sub-category (+ abbreviation)</th>
<th>Weight:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wrong Term</td>
<td>WT</td>
<td>Serious error (s) Minor error (m) Legacy Data error (Id) Source Language Text error (slt)</td>
<td>5 / 2 / 0 / 0</td>
</tr>
<tr>
<td>Misinterpretation of Source Text (Incorrect Meaning in Target Text)</td>
<td>MS</td>
<td></td>
<td>5 / 2 / 0 / 0</td>
</tr>
<tr>
<td>Omission</td>
<td>OM</td>
<td></td>
<td>4 / 2 / 0 / 0</td>
</tr>
<tr>
<td>Grammatical Error (Syntax, Structure, Agreement)</td>
<td>GE</td>
<td></td>
<td>4 / 2 / 0 / 0</td>
</tr>
<tr>
<td>Misspelling</td>
<td>SP</td>
<td></td>
<td>3 / 1 / 0 / 0</td>
</tr>
<tr>
<td>Punctuation Error</td>
<td>PE</td>
<td></td>
<td>2 / 1 / 0 / 0</td>
</tr>
<tr>
<td>Miscellaneous Error</td>
<td>ME</td>
<td></td>
<td>3 / 1 / 0 / 0</td>
</tr>
</tbody>
</table>

- **use for tagging errors**
- apply one of these subcategories to each main category, using the abbreviation for tagging purposes (e.g. WT-s, WT-m, WT-ld, WT-slt.)
- assign the weight according to both the main category and the sub-category e.g.
  - Wrong Term (serious) = 5
  - Wrong Term (minor) = 2
  - Wrong Term (legacy data error) = 0
  - Wrong Term (source language text error) = 0

Extended metric incorporating changes proposed by J2450 European Committee, April 2003.
NO. YOU MAY NOT OUTSOURCE YOUR HOMEWORK TO INDIA.
Globalization: Not yet enough!

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muito obrigado pela atenção