Table of contents

doi https://doi.org/10.1075/btl.73.toc

Pages vii-xvi of **Translation as a Profession Daniel Gouadec**

[Benjamins Translation Library, 73] 2007. xx, 409 pp.

© John Benjamins Publishing Company

This electronic file may not be altered in any way. For any reuse of this material written permission should be obtained from the publishers or through the Copyright Clearance Center (for USA: www.copyright.com).

For further information, please contact rights@benjamins.nl or consult our website at benjamins.com/rights

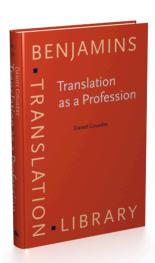


Table of contents

Foreword	
Section I. Translation	
CHAPTER 1	
An overview	3
1. Talking at cross purposes 3	
2. The aims of translation 4	
3. The nature of translation 5	
4. The quality constraints 6	
5. The stakes 9	
6. The diversity of translations 12	
7. An overview of the translator's job 13	
8. A breakdown of tasks 21	
8.1 Pre-translation 21	
8.2 Information retrieval and data management 23	
8.3 Terminography 23	
8.4 Phraseography 24	
8.5 Transfer (so-called 'translation') 25	
8.6 Quality controls (part of quality assurance) 25	
8.6.1 Proof-reading 25	
8.6.2 Revision 26	
8.6.3 Post-editing 26	
8.7 Post-translation 27	
CHAPTER 2	
Categories of translation 2	9
1. General translation 29	
2. Specialised translation 30	
2.1 Translation of specialised material 30	
2.1.1 Literary translation 31	
2.1.2 Technical translation 32	
2.1.3 Commercial translation 33	
2.1.4 Financial translation 33	

	Legal translation 33
	Biomedical and pharmaceutical translation 33
•	Scientific translation 34
	IT translation 34
	Advertising and marketing translation 35
	Translation of [X] 35
	lation of specialised types of documents/materials 35
	al target/channel/purpose translations 35
	Judiciary/court translation or sworn translation 35
	Community translation (and interpretation) 37
	Internet or online translation 37
	Institutional translation 38
2.3.5	Editorial translation/Translation for the publishing
	industry 38
	lation of material embedded in particular media 39
	Localisation 39
2.4.2	Media translation 49
CHAPTER 3	
	on process from A to Z
	ne job of work 59
-	e the translation service provision cycle gets underway 59
	the translation 'requirement' has been identified 60
	ne translation 61
	ng the operators 61
	the operator or operators have been confirmed 64
	s, planning and organizing the job 65
	ring the translation (localisation, subtitling, etc.) kit 65
3.2 Receiv	ving and checking the translation/localisation/subtitling
kit	67
3.3 Reach	ing final agreement 68
	g up and testing the translation environment 69
3.5 Plann	ing the translation 69
	the translation 70
4.1 Makii	ng the source material available 70
4.2 Analy	rsing the source material 70
4.3 Acqui	ring the knowledge and information required 72
4.4 Settin	g up the raw materials 73
4.5 Doing	g translation samples 74
4.6 Havir	ng the resources/raw materials
and a	dditional specifications approved 74

 4.7 Advance (or forward) operations 74 5. Transferring/translating the material 75 6. Performing quality controls 76 6.1 Quality controls by the translator 76 6.2 Quality controls by the reviser 78 6.3 Quality controls by the work provider 79 6.4 Corrections and adaptations by the translator and/or reviser 80 6.5 Final checks 81 7. Closing the job file 83 8. Creating the archive/consolidating the instruments 83 9. Follow-up 84 	
Section II. The translating profession	
CHAPTER 4 The translating profession	89
1. Translators 89	-
1.1 Translators are not interpreters 90	
1.2 Translators are mostly women 90	
1.3 Translators work in language pairs 91	
1.4 Translators translate from B to A, with (increasing) exceptions 92	
1.5 Translators specialise 93	
1.6 Translators are masters of communications technologies 93	
2. Translators' statuses 94	
2.1 Salaried translators 94	
2.1.1 In-house translators 94	
2.1.2 'Temping' 97	
2.1.3 Translation company translators 97	
2.1.4 Agency staff 98	
2.1.5 Translators under the umbrella company system 98	
2.1.6 Special cases 99	
2.2 Freelance translators 101	
2.3 Translators working for publishing companies 102	
2.4 'Outlaws' 102	
2.5 'Invisible' translators 103	
2.6 Special cases 104	
2.7 Distribution 105	
3. Type of service and work organisation 106 3.1 'Pure' translation <i>vs.</i> extended service 106	
3.1.1 Pure translation 106 3.1.2 Extended service 106	
3.1.2 Extended service 100	

4· 5·

6.

7.

3.2	Single translator vs. multiple translators 106		
	3.2.1 Single translator 107		
	3.2.2 Multiple translators 107		
3.3	Working alone <i>vs.</i> translating in a team 108		
	3.3.1 Working alone 108		
	3.3.2 Translating in a team (assisted translation) 108		
	3.3.3 Working in pairs 110		
3.4	Being 'autonomous' vs. being 'revised' 110		
	3.4.1 The autonomous translator 111		
	3.4.2 The revised translator 111		
3.5	PRAT vs. CAT 111		
Par	tners 111		
Job	profiles 113		
5.1	Translator/localiser 113		
5.2	Specialist operators 114		
	5.2.1 Full-time pre-translator 115		
	5.2.2 Information retriever and documentation manager 116		
	5.2.3 Terminologist 116		
	5.2.4 Phraseologist 116		
	5.2.5 Pure translator 117		
	5.2.6 Post-translator or post-editor 117		
	5.2.7 Proof-reader 118		
	5.2.8 Reviser 118		
	5.2.9 Online QA operator 118		
	5.2.10 Editor/integrator 119		
	5.2.11 Translator plus 119		
5.3	Project manager 121		
5.4	Technical writer 122		
5.5	Multilingual, multimedia communication engineer 123		
The	e organisation of supply 124		
6.1	The freelancers' offer 124		
6.2	The translation companies' offer 126		
6.3	Brokerage companies and agencies 129		
6.4	Miscellaneous offers 130		
6.5	5 Blurred and changing contours 132		
Ma	Markets and the organisation of demand 135		
7. 1	Language and directionality 138		
7.2	Territory 138		
7.3	Degree of specialization (general vs. specialised) 138		
7.4	Category 140		
7.5	Context 141		

 7.6 Scale 141 7.7 Accessibility (open vs. closed markets) 141 7.8 Volume (large vs. small markets) 143 7.9 Scope (pure translation vs. extended service) 145 7.10 Translator and translator strategy 146 	
Section III. Becoming a translator	
CHAPTER 5 Should I or shouldn't I? Have I got what it takes to be a translator? 1. Prerequisites and conditions 154 2. Recruitment profiles 155 3. Recruitment levels 159 4. Have I got what it takes? 160	153
CHAPTER 6	
The die is cast! Alternatives and options	163
1. Choosing a particular domain (if relevant) 163	
1.1 Literary translation 164	
1.2 Translating for the publishing industry 165	
1.3 Media translation 166	
1.4 Specialised translation 167	
2. Training to be a translator 167	
2.1 Existing programmes and courses 167	
2.2 Specific choices 171 2.2.1 Professional status 171	
2.2.1 Professional status 171 2.2.2 Professional domain 171	
·	
3. Choosing a status 173 3.1 Going freelance or taking up salaried employment? 173	
3.1.1 Freelancing (Self-employment)? 173	
3.1.2 Salaried translator? 177	
3.1.3 Salaried freelancer? 179	
3.1.4 And why not start one's own business? 180	
3.2 Working as an expat? 180	
4. Starting out 181	
4.1 'Setting up shop' as a freelance translator 181	
4.1.1 What is needed? 181	
4.1.2 How much will it cost? 183	
4.1.3 Recommendations 185	
4.2 Finding employment as a salaried translator 185	
4.3 Setting up one's own business 187	

CHAPTER 7	
Here we go! Finding (and holding on to) clients	193
 Strategies 193 Set simple rules and never depart from them 196 	
1.2 Rely on word of mouth 197	
1.3 Head for the right tier of the market 197	
1.4 Beware of pipe dreams! 198	
1.5 Beware the kiss of death! 198	
2. 'Sell' high quality translation 199	
3. Learn how to talk about quality 200	
4. Offer a wide range of products and prices 201	
Section IV. Being a translator – Current (permanent) issues	
CHAPTER 8	
Of time and money: Rates, productivity, quality and deadlines	205
1. Making a living out of translation 206	
1.1 Salaried translators 206	
1.2 Freelance translators 207	
2. Managing wages and rates 207	
2.1 Bases for calculation 208	
2.2 Invoicing modes 209	
2.3 Rates and remuneration 211	
3. Earning more 214	
3.1 Specialising or moving into a niche market 214	
3.2 Increasing productivity 215	
3.2.1 'Normal' productivity 215	
3.2.2 Increased productivity 216	
3.3 Selecting the 'best' clients and increasing their numbers 2183.4 Updating tariffs regularly 219	
4. Avoiding management errors 219	
5. Optimizing time management 221	
6. Managing the 'in-between' times 222	
CHAPTER 9	
Living in a crowd: Interacting with no end of 'partners'	225
1. Translators and their work providers 225	
1.1 Educating the work provider 226	
2. Translators and prime contractors 228	
3. Translators and project managers 229	
4. Translators and finance, accounting, purchasing departments 229	
5. Translators and writers or designers/developers 230	

7. 8. 9. 10.	Translators and proof-readers 231 Translators and revisers 231 Translators and technical experts 233 Translators and information providers 234 Translators and other operators 235 Colleagues and fellow translators 236 Technical experts or linguists? 237	
	PTER 10	
Prof	fessional ethics	241
1.	Basic rules 241	
2.	Vis-à-vis the work provider/client 242	
3.	In the course of a translation/localisation job 243	
	With regard to payment 244	
	Vis-à-vis colleagues or fellow translators 244	
6.	Vis-à-vis partners 245	
СНА	PTER 11	
Cert	tification: ISO, DIN, CEN and more	247
СНА	PTER 12	
	ognition: Qualifications, titles, status and regulations	251
	A professional status? 251	
	Professional titles 252	
	2.1 What title? What skills? 253	
	2.2 Delivering the title 254	
	2.2.1 Course validation procedures 254	
	2.2.2 Recognising professional experience 255	
	2.2.3 Assessing competence 255	
	2.2.4 Recognising professional experience and assessing	
	professional competence: Professional title or academic	
	qualification? 256	
	2.3 Caution required 256	
	2.4 What if such a 'title' came into being? 258	
	Regulating access to the profession? 258	
	3.1 Against 259 3.2 For 260	
	3.3 So what <i>is</i> the answer? 261	
	The floodgates are open 263	
1.		

Section V. Evolutions and revolutions	
CHAPTER 13	
From P & P to WS & CATT: From pen and paper to workstation and CAT tools	260
	269
 Basic hardware equipment 269 Basic functions 270 	
3. Text processing and desktop publishing 271	
4. Web site editing/creation software 272	
5. Translator tools/tools for translation 273	
5.1 Dedicated resources or 'passive aids' to translation 273	
5.2 Search engines and directories 277	
5.3 Blogs and portals 277	
5.4 Terminology and phraseology management software 278	
5.5 Translation memory management systems 279	
5.5.1 Aligners 280	
5.5.2 Format and tag management applications 281	
5.5.3 Translation memory management systems 281	
5.5.4 TM-assisted MT or translation-memory-assisted	
machine translation 283	
5.6 Specialist software 284	
5.6.1 Comprehensive software packages 284	
5.6.2 Dedicated software applications 285	
5.7 Voice recognition software/speech recognition systems 285	
5.8 Translation management software/systems (TMS) 287	
5.9 Machine translation systems requiring human intervention 288	
6. The impact of information technology 288	
CHAPTER 14	
From manual to automatic	291
1. The friendly revolution 291	-
2. The not so friendly revolution 296	
3. The unfriendly revolution 299	
3.1 Where do we stand? 299	
3.2 Should translators be afraid of machine translation? 302	
3.3 Where will it all end? 305	
CHAPTER 15	
From craft to industry	307
Markers of industrialisation 307	3-7
1.1 Massification 308	

1.2 Processability of materials requiring translation

1.3 Stanc	ardisation of source material (and documentation) 309			
1.4 Indus	strial methods, processes and work organisation 309			
	1.5 Process and product standardisation 310			
	1.6 Development and use of productivity-enhancing tools 310			
	1.7 Quality management 311			
	nationalisation, globalisation, off-shoring, anglicisation 312			
	1.9 Outsourcing 314			
1.10 The r	1.10 The rise of translation companies and agencies.			
Conc	rentration of supply and of processing capacity 314			
	less concentration, mergers and capitalisation 315			
1.12 The r	ise and fall of the salaried translator 316			
1.13 A nev	ver ending quest for productivity gains 318			
1.14 Divis	ion of labour and operator specialisation 319			
1.15 The r	ise of the supervisor (project manager) 319			
1.16 Dista	nce working 319			
1.17 Fierce	e competition 320			
1.18 Niche	_			
2. The impa	ct of industrialisation 321			
3. Industria	lisation as a policy objective 325			
CVV A DEED 16				
CHAPTER 16	age to the global Datesmy dathing and datuat			
	nge to the globe: Dotcom, dotbiz, and dotnet ruthless, and heartless: They just do business 327			
are nomeiess,	ruthless, and heartless: They just do business 327			
Section VI. 7	raining translators			
CHAPTER 17				
Training tran	slators 337			
1. Course of	pjectives and profiles 337			
2. Course co	omponents 345			
3. The train	ing process 347			
4. Specialisa	tion 347			
5. Assessing	learning outcomes 350			
6. Which stu	ıdents? 351			
7. Where an	d how? 353			
8. Course va	alidation 358			
9. Translato	r trainers 360			
9.1 Tasks	and responsibilities 360			
9.2 Train	er profiles 364			
9.3 Emer	ging economies: A special case 367			

10. Too far down the vocational road? 367	
11. In-house training only? 368	
TATE at the completeness (see act much able) helds	
What the (near) future (most probably) holds	371
Postface	381
Glossary	385
Further reading (and browsing)	399
Index	401