

Putting the power of language to work in security, safety and internetworking

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Member

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American Translators Association

50
Years
1959 – 2009



因施工给您带来不便
请谅解

A CONSTRUCTION SITE IS
TROUBLE FOR YOU, EXCUSE

房二古二分公司

Q Why translate?

A Because reaching out to people in their own language draws them in, makes it easier to work with them and reduces risk.



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Q Why use a professional translator?

A Because translation errors can be costly, even disastrous. You cannot risk getting it wrong.



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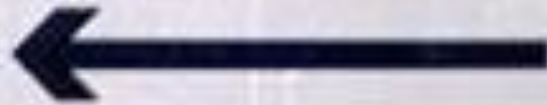
» The Crédit Agricole group under scrutiny

PROFILE, BUSINESSES, KEY FIGURES 2007



S E L Ç U K

No entry for heavy
goods vehicles.
Residential site only



Nid wyf yn y swyddfa
ar hyn o bryd. Anfonwch
unrhyw waith i'w gyfieithu.

The Welsh reads, "I am not in the office at the moment. Send any work to be translated".

餐厅
Translate server error

餐厅

The Finnish noun “*kauppa*” (“shop”, “deal”, “commerce”) exists in 2,253 forms. Here is a sample of 100:

Kauppa, kauppako, kauppakin, kauppakaan, kauppahan, kauppapa, kauppakohan, kauppapahan, kauppapas, kauppakos, kauppakinko, kauppakaanko, kauppakinkohan, kauppani, kauppaniko, kauppanikin, kauppanikaan, kauppanihan, kauppanipa, kauppanikohan, kauppanipahan, kauppanipas, kauppanikos, kauppanikinko, kauppanikaanko, kauppanikinkohan, kauppasi, kauppasiko, kauppasikin, kauppasikaan, kauppasihan, kauppasipa, kauppasikohan, kauppasipahan, kauppasipas, kauppasikos, kauppasikinko, kauppasikaanko, kauppasikinkohan, kauppansa, kauppansako, kauppansakin, kauppansakaan, kauppansahan, kauppansapa, kauppansakohan, kauppansapahan, kauppansapas, kauppansakos, kauppansakinko, kauppansakaanko, kauppansakinkohan, kauppamme, kauppammeke, kauppammekin, kauppammekaan, kauppammehan, kauppammepa, kauppammekohan, kauppammepahan, kauppammepas, kauppammekos, kauppammekinko, kauppammekaanko, kauppammekinkohan, kauppanne, kauppanneko, kauppannekin, kauppannekaan, kauppannehan, kauppannepa, kauppannekohan, kauppannepahan, kauppannepas, kauppannekos, kauppannekinko, kauppannekaanko, kauppannekinkohan, kaupat, kaupatko, kaupatkin, kaupatkaan, kaupathan, kaupatpa, kaupatkohan, kaupatpahan, kaupatpas, kaupatkos, kaupatkinko, kaupatkaanko, kaupatkinkohan, kauppani, kauppaniko, kauppanikin, kauppanikaan, kauppanihan, kauppanipa, kauppanikohan, kauppanipahan, kauppanipas.

You can view the remaining 2,153 forms on Fred Karlsson's website at the University of Helsinki:

<http://www.ling.helsinki.fi/~fkarlss/genrekau2.html>



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Problem: If you are buying a text translated *into* a foreign language, you have no way of judging what you get.

Solution: Hire a professional!



An ATA brochure called “Translation, getting it right” lays out the basics.

You can download the brochure (in PDF) at
www.atanet.org/docs/Getting_it_right.pdf.



Here are **four simple tips** to help you get the translation you need and keep your costs and stress to a minimum:



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1. Plan ahead
2. Hire a professional
3. Spend wisely and be realistic about your budget
4. Listen to your translator



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1. Plan ahead to avoid stress and disaster—and to save time and money.

If you are thinking of expanding abroad, or see translating needs of any kind in the offing, start organising **now!**



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Plan ahead

Questions to ask yourself up front:

1. Do you need a translator (**written**) or an interpreter (**spoken**)?
2. **For what purpose** (precisely) **will your text be used?**
3. Which **language(s)** are you translating from and into?
4. **What is your deadline?** When will the original text be finalised and ready to translate? Always allow time for the translator to **proofread** the final text (in laid-out form) before printing and distribution.
5. In what **format** will the text be?



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2. Hire an experienced professional. Being bilingual is not enough.

The ATA has searchable on-line directories of translation and interpreting services.

Computer programs that translate are not ready for prime time—regardless of vendors' claims.



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What you should be looking for:

1. Experience in translation
2. Subject matter expertise

You will never have a bulletproof guarantee, but someone who is a member of professional associations is a better bet. If your translation is in a specialised area, your translator should have subject matter credentials, too.



3. Spend wisely—and be realistic about your budget.

As they say, “if you pay peanuts, you’ll get monkeys”.



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Quality professional translation does not come cheap, but you can save money by thinking about your needs:

1. Does it **all** need to be translated?
2. What is a **reasonable budget?** (If price is your only criterion, do not be surprised if the job delivered does not make the grade.)
3. **Pay rush fees, or plan ahead?**
4. Expect higher costs for published materials, highly specialised subject areas and exotic languages.



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4. Listen to your translator.



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A professional translator is your ace in the hole:

1. **Expect questions** and be ready to answer them. To do a good job, the translator has to understand your needs and your text. A good translator asks questions.
2. If the text will be reformatted in any way, **have your translator proofread it before publication.**
3. If desired, have other professional contacts review the translation—**but beware of people who “know Swedish” or “know Finnish”.**



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With a professional translator, you are not just buying words. You are harnessing expertise—the power of language—to **get your text right the first time around**, freeing you to focus on your business.



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Turvasana™

Internetworking, security and safety are our specialities, as we also provide other services in those fields. Our working languages are **English, Finnish and Swedish.**

Visit our website: <http://translators.fi/>