

## **What is translation?**

Translation is a vital step in this process, and getting it right from the start is critical for the success of any global expansion strategy. After all, if your target audience can't understand what you're saying or you're not conveying the right message, they're not likely to do business with you.

Translation is the process of converting the meaning of a written message (text) from one language to another.

Translators must strike a fine balance between staying true to the original meaning and making a text sound natural in the target language—to ensure that the final text communicates the same message, feeling, and tone as the original.

Translation is an essential tool for businesses looking to globalize their

products and services. It helps them break down language barriers and communicate with customers in their native language. It can lead to higher exposure, a larger customer base, and a subsequent boost in sales and revenue. By the same token, bad translation can damage a company's reputation and lead to costly mistakes.

## **The role of the translator**

Translators play a vital role in the localization process. They are the linguistic experts who transfer meaning from one language to another, considering cultural nuances and preferences. A translator's job is to produce an accurate and natural-sounding translation that reads as if it were originally written in the target language.

To do this, and to ensure a successful translation career, there's a series of skills and knowledge that a translator needs:

- In-depth understanding of the source and target languages, including grammar, vocabulary, syntax, idioms, etc.
- Familiarity with the subject matter of the content being translated, and subject matter expertise if translating within a specialized field
- Knowledge of different writing styles and registers, and excellent writing skills in the target language
- Cultural awareness and sensitivity to ensure that the translation is appropriate for the target audience
- Ability to use CAT (computer-assisted translation) tools and other technology
- Exceptional attention to detail

- Commitment to lifelong learning to keep up with changes in language, culture, and technology—for example, by attending conferences, taking courses, and following the best translation blogs and industry publications

A day in the life of a translator can be quite varied. Some translators work as freelancers, while others are employed by translation agencies or in-house localization departments. The type of work can also differ considerably, from translating documents and websites to subtitling videos or interpreting at conferences.

No matter what type of work a translator does, something they all share to ensure success is a passion for language, a will to work collaboratively, an unquenchable curiosity, and an unwavering dedication to quality.

