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The One Source for a World of Translation Services

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## Industry Buzzwords

You may have noticed that language services describe different terms including translation, localization, globalization, etc. Below we explore exactly what they mean and which service you may require.

### TRANSLATION

Translation is the process of transforming text in writing from one language into another language. This requires professionals who are fluent in both languages and native to the target language.

### INTERPRETATION

**Interpretation** is the verbal exchange of two languages in real time. Interpreters facilitate verbal communication between two people that do not speak the same language. This requires fluency in both languages and some degree of cultural knowledge.

- In **Consecutive Interpretation**, the interpreter serves as an intermediary between two speakers. Each speaker pauses after every two or three sentences to allow time for the interpreter to render the speaker's remarks into the other language.
- **Simultaneous Interpretation** allows a meeting or conference to be conducted in two or more languages without delays. In Simultaneous Interpretation, the speaker's words are interpreted at the same time he or she is speaking. Delegates listen to the language of their choice via headsets connected to multichannel wireless receivers. In Simultaneous Interpretation, interpreters work in teams of at least two. Due to the high level of concentration necessary to interpret at the same time as the speaker, the interpreters take turns interpreting for about 20-30 minutes at a time. While one interpreter is interpreting, the other is carefully listening to the proceedings, ready to assist his or her partner whenever necessary.

**Simultaneous Interpretation** is often used for international business meetings, conferences, media broadcasts and bilingual and multilingual events, and it usually requires specialized equipment (headsets, interpretation booths, etc.) and engineers for installation and monitoring. The Language Center works closely with its clients to manage the logistics of interpretation equipment including

placement and installation of the equipment, equipment security and technical monitoring during the conference.

- **Escort Interpretation** is perfect when your audience is going to be mobile. In such situations, the interpreter accompanies the speaker and listeners. This kind of interpretation is principally used for walking tours, tourist groups or any other activity, which requires continuous interpretation while the listeners are moving about. If you have a large group, they can be given wireless headsets to receive the interpretation.
- **Over the Phone Interpretation** is used in medical settings for doctor/nurse/patient communications or in circumstances where an on-site interpreter is not readily available.

## **LOCALIZATION**

Localization is modifying a software product and making it marketable in a target country or region. It includes tasks such as adapting programming and content to a specific audience. Localization involves translation, cultural knowledge, and software expertise.

## **GLOBALIZATION**

Globalization includes all of the steps necessary to make a company "global" -- integrating services such as marketing, customer service, and sales to compete in the global marketplace. Globalization involves many different areas of expertise.

## **INTERNATIONALIZATION**

Internationalization is the process of developing a product that is suitable for the global marketplace and can be used in many different languages and cultures without altering the product itself. Determining if your product should be internationalized should occur in the design and development stages. This preliminary testing will determine if the product requires production in a variety of languages to include national customs, what character sets are needed, and where adjustments can be incorporated for successful future localization.

### *Members:*

The Association of Language Companies [www.alcus.org](http://www.alcus.org)

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