

Translation Quality is **relative to:**



**THE SOURCE TEXT,
THE TARGET TEXT, AND
THE TRANSLATION
SPECIFICATIONS**

Presenter



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Five aspects of quality

- **Transcendent quality**
 - Accuracy and fluency
- **Manufacturing quality**
 - Compliance with specifications
- **User quality**
 - End-user satisfaction (dissatisfaction expressed in terms of specifications)
- **Value quality**
 - Price comparison only meaningful between two providers who can deliver according to same specifications
- **Social quality**
 - Societal harm (related to specs)

Four categories of translation parameters



- Linguistic
- Production tasks
- Environment
- Relationships

Linguistic Parameters [1–13]



- [1] textual characteristics (source language, audience, and purpose)
- [2] domain-specific language (subject field and terminology)
- [3] volume, [4] complexity, [5] origin
- Target-content information [6–13]
- [6] language and terminology
- [7] target audience, [8] target purpose
- [9] content correspondence, [10] usage register
- [11] file format, [12] style, [13] layout

Production tasks [14–15]



- [14] typical production tasks
 - a) pre-translation
 - b) initial translation
 - c) in-process quality assurance
 - 1) self-checking
 - 2) revision
 - 3) review
 - 4) final formatting
 - 5) final reading
- [15] additional tasks

Environment [16–18]



- [16] technology
- [17] reference materials
- [18] workplace requirements

Relationships [19–21]



- [19] permissions
 - a) ownership
 - b) recognition
 - c) restrictions
- [20] submissions Relationships [19–21]
 - a) qualifications
 - b) deliverables
 - c) delivery
 - d) deadline
- [21] expectations
 - a) compensation
 - b) clarification

Proposed Definition of Translation Quality



A QUALITY TRANSLATION FOLLOWS SPECIFICATIONS [MANUFACTURING] THAT ARE APPROPRIATE TO END-USER NEEDS [USER], AVOIDING SOCIAL HARM [SOCIAL], AT THE LOWEST AVAILABLE COST [VALUE], WITHOUT COMPROMISING NEEDED ACCURACY AND FLUENCY [TRANSCENDENT].

Translation Parameters



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