Lecture 6

(Slide 1) Translation Standards and Revision Policies

(Slide 2) Key words

All those who are involved in the translation and localization world know perfectly well that we are in a deregulated industry, in which we institute our own standards, if they are not already imposed for us by our direct or end customers. We also know that every business has its own procedures, sometimes similar, and on other occasions absolutely the opposite. But all these procedures seek the same purpose: to achieve the translation or localization of a product with the highest possible quality. Localization is the adjustment of the content and presentation of a translated text to the culture of the intended readership **(Slide 3).**

What is quality of translation?If we examine the word *quality*, its meaning in the translation world has many possibilities, although they agree on what is the most important. For as many customers, businesses or translators as there may be, *quality* can be summed up in two words: *customer satisfaction*. In order to deliver this, though, we come up against a very subjective concept that can be measured by many standards.

Revision: definitions and types

Most translators distinguish between the correction/improvement of original texts and that of translations, and some appear to reserve editing for the former and revision for the latter, there is no consensus regarding terms and definitions.

(Slide 4) There are two well-known textbooks that provide a conceptual framework for the analysis of professional revision: Brian Mossop (2007) *Revising and Editing for Translators* and Horguelin and Brunette (1998) *Pratique de la Révision*. Another important source is *Translation Services – Services Requirements*, a European standard that was published and approved in an English-language version. The standard aims "to establish and define the requirements for provision of quality services by translation service provider" and includes a whole section on terms and definitions.

According to B. Mossop, revision may be defined as **(Slide 5)**"that function of professional translators in which they identify features of the draft translation that fall short of what is acceptable and make appropriate corrections and improvements".

However, professional translation quality management means that revision is carried out by somebody else.

(Slide 6) Mossop therefore coins two terms in English that can help us distinguish between this and the revision that is carried out by the translator him/herself: self-revision and other-revision. Self-revision is carried out by a translator as an integral part of his/her translation process. This corresponds to Horguelin and Brunette's 1) *relecture* or *autorévision*. In the European standard, self-revision is referred to as checking: "On completion of the initial translation, the translator shall check his/her own work". Other-revision is carried out by somebody else as a quality check on the translator's work. Further we will refer to other-revision simply as to revision.

(Slide 7) Revision may have at least two functions: a business function and a training function. Revision with a business function is a means of "preparing the text for delivery to the client, or sometimes writing performance appraisal for the personnel department" (pragmatic revision). In addition, customers may also carry out their own revision after delivery, which may be referred to as validation. Revision with a training function is a means of "showing people where their strengths and weaknesses are", helping translators improve the quality of their work. In translation companies, revision with a training function is mostly combined with regular business-function revision.

(Slide 8) As far as the revision process is concerned, am important distinction is made between **unilingual and comparative revision**. When carrying out a unilingual revision, a reviser concentrates on the target text as a text in its own right in order to detect unidiomatic and/or incorrect language as well as other textual errors and only checks with the source text occasionally. This procedure is comparable to what editors do with other people's texts. When carrying out a comparative revision, which is sometimes referred to as *bilingual* revision, a reviser checks the translation for accuracy and completeness comparing it with the source text. Compared with unilingual revision, comparative revision is naturally more costly and time-consuming. However, it is more effective.

(Slide 9) The European standard also distinguishes between unilingual and comparative revisions, referring to them as **reviewing and revising**, respectively. Reviewing is defined as the examination of a target text "for its suitability for the agreed purpose and respect for the conventions of the domain to which it belongs", while revising is defined as the examination of "a translation for its suitability for the agreed purpose," comparing the source and target texts. The main difference between the two kinds of revision lies in the competences of the revisers: comparative revisers are supposed to be qualified translators themselves, unilingual reviewers "shall be domain specialists in the target language".

According to Mossop, professional revision ought to comprise both unilingual and comparative revisions, giving priority to the former kind. The main argument is that "when you are revising somebody else's work, … you have a golden opportunity to see the translation from the user's point of view.

Interestingly, Horguelin and Brunette prefer the exact opposite procedure and recommend that revisers start by reading the source text in comparison with the target text. In line with this, the European standard stipulates that, while comparative revision (revising) is subject to specifications: "If the service specifications include a review, the TSP (Translation Service Provider) shall ensure that the translation if reviewed."

(Slide 10) Revision procedures can vary according to aim and circumstances. A full revision, including both unilingual and comparative revisions, is a very time-consuming and costly procedure, and sometimes this may be regarded as impossible or unnecessary. A partial revision is perhaps called for when there is no time for a proper quality assurance or when the customer is not willing to pay for it; perhaps a full revision would be a waste of time and money because the translation is intended for informal use only, because the assignment is assessed as uncomplicated, or because the translator is highly qualified and experienced and not expected to make mistakes.

(Slide 11) Parameters

Quite a number of authors propose parameters designed to help revisers (student revisers) diagnose specific problem areas in a given translation.

Mossop's model is particularly instructive and may be used as a starting point.

Mossop's parameters are simply defined as "the things a reviser checks for", meaning that revisers can use the listed parameters in a broad characterization of the problem areas of a given translation.

The model can be presented in schematic form: the first column lists the four broad parameters (A-D); the middle column lists twelve specific parameters; the final column paraphrases Mossop's explanations of the errors that revisers are supposed to look for.

Parameters	Specific Parameters	Errors
A. Transfer	Accuracy Completeness	Does not mean what the source text means. Deletes from the source-text message or adds to it.
B. Content	Logic Facts	Does not make sense, e.g. is incoherent, contradictory or otherwise nonsensical. It is not true.
C. Language	Smoothness Tailoring Sub-language	Is not clear on first reading, e.g. is incohesive. Wrong choice of formality, technicality, tone, vocabulary. Wrong choice of words according to

	Idiom Mechanics	genre, field, etc. Wrong word combination. Wrong spelling, punctuation, usage, house style, etc.
D. Presentation	Layout Typography Organisation	Wrong margins, spacing, listing, etc. Wrong fonts Wrong pages, references, numbering, headings, etc.

Presumably, the entire list of parameters will be relevant for a full revision, whereas a partial revision will focus on selected parameters. Thus, for instance, Transfer (A) may be disregarded in a unilingual revision, but given top priority in a comparative revision.

Methods and Data

(Slide 12) There are two kinds of professional translators: those who fulfill a service function in a private or public company (in-house translators) and those who operate directly on the translation market (freelancers working directly with clients or with translation agencies). Few companies have formalized guidelines for revision and tend to use presentation and linguistic correctness as revision parameters. Translation quality is mostly regarded as a matter of formal correctness, though textual and communicative aspects are also important.

Standardization Bodies

(Slide 13) The majority of European countries have their own standardization bodies. We are all familiar with the following initials: DIN, AENOR, AFNOR, BSI, UNI, ÖN, etc. All of these bodies answer to standardization associations or institutes in the various European countries. Together, all of them make up the European Committee for Standardization (CEN).A few words are necessary about the way, in which standardization bodies work, since their teamwork has given rise to our standard.

(Slide 14) The principal goals of standardization bodies include the following:

standardization development;

promotion and development of various certification methods for products, services, people and systems;

cooperation with public authorities for the wider introduction of standardization and quality activities; and promotional activities related to standardization and quality that contribute to their awareness, use and development in society.

(Slide 15) Likewise, it is very important to take into account the requirements for a standard to be developed:

it must be voluntary,

it must be prepared by consensus,

it must be the result of experience,

it must be approved by a recognized body

it must be public.

(Slide 16)

ISO: Technical Committee known as ISO/TC 37 "Terminology (principles and coordination)"

- The mission is to find out and formulate general principles **of terminology and terminological lexicography.**

(Slide 17) ISO Committee's scope:

- Vocabulary of terminology
- Procedure for preparing national or international standardised vocabularies
- National and international standardisation of concepts, terms and their
- Definitions: principles for their establishment and criteria of value
- Layout of monolingual and multilingual vocabularies, including lexicographical symbols.

(Slide 18)

ISO Recommendations

(Slide 19)

Some ISO/TC 37 International Standards

(Slide 20) European quality standard EN-15038:2006

EN-15038:2006 is a specific European standard for translation services which covers the core translation process and all other related aspects involved in

providing the service, including quality assurance and traceability. This standard offers both translation service providers and their clients a description and definition of the entire service. At the same time it is designed to provide translation service providers with a set of procedures and requirements to meet market needs.

EN-15038 was approved by the European Committee for Standardization (CEN) on 13th April 2006 and was officially published in May 2006. CEN members are the national standards bodies of Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy (UNI-EN-15038:2006), Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain (UNE-EN:15038:2006), Sweden, Switzerland and United Kingdom (BS-EN-15038:2006).

(Slide 21)
Work began in 2000

- Each clause within the standard was voluntarily assigned to one of the national committees
- Published in 2006

Sets out:

- the basic requirements for the human resources and process used in the provision of translation services
- Client – TSP relationship
- Procedures for translation services

(Slide 21-22) EN-15038 Sections