

# wéb-tränslationés

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Tuesday, May 28<sup>th</sup>, 2008

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Translation Audit for **EXAMPLE**

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APPENDIX A – AUDIT FINDINGS

## Summary

The purpose of a Translation Audit is to independently evaluate the quality, validity and reliability of any translation. This includes an assessment of grammar, style, tone, terminology and formatting, as well as a check of any localised references such as images, contact details, currencies and time zones.

With the majority of translations being outsourced to Language Service Providers, owing to a reticence of ‘in-house’ language skills, it is near impossible for a company to be sure of the quality of their translations without relying on the feedback of their end-users. Customer confidence is vital when it comes to using the services of a non-native company and so a simple typing error can easily mean the difference between winning a new customer and losing them for good. It is for this reason that every aspect of a translation must be perfect.

Due to practical constraints, the goal of this audit is to provide an assessment of a random sample of web pages. Reasonable assurances can be made, however, that the errors detailed herein materialize throughout the source material: as is an inherent characteristic of any cross-sectional study.

Following an overview of each language (for results in their entirety, please refer to the appendix on pg 8), this report will then move to make recommendations as to what further action may be advisable for each language.

### ***Arabic***

There are two overriding issues with the Arabic translation. The first is a fairly grave error in that the guides are laced with a Turkish dialect of Arabic which the translator describes as ‘cheap’. The second issue is a matter of formatting. Certain titles and individual paragraphs throughout the pages are incorrectly justified to the left, rather than the right.

Other issues pertain to the style of the text. There are numerous examples of convoluted sentences which are awkward to read and could be simplified. The grammar also needs

improving owing to missing conjunctions, incorrect gender assignments and inconsistencies in terminology.

## ***Brazilian Portuguese***

This translation is, on the whole, of good quality. The style and tone are appropriate making it easy to read and understand. It is the case, however, that there are more spelling, grammar and punctuation errors than there should be in a translation being used for publication and e-learning as this one is.

## ***Chinese***

In terms of style, tone and cohesion this is one of the better translations with only limited instances of overly literal translations. There are some general grammatical amends that could be made but, on the whole, they occur infrequently. However, there is one case of incorrectly used terminology and one instance of incorrect grammar which is repeated throughout all the guides. This is quite a severe problem and would need a global change.

## ***French***

The main conclusions from the French audit are that the tone is rather inappropriate. All throughout, there are instances of overly complicated, archaic or formal translations which, to some degree, impair the legibility of the text.

Baring in mind that the French audit focuses squarely on the Decision Making learning guide, there is a high frequency of grammatical errors. These range from simple misspellings (which, in themselves, will diminish a user's overall confidence in the guides) to poor, and furthermore inconsistent, issues of terminology. In one case there is even an Anglicism which must result from the original translator adhering too closely to the source text. A translation should not obviously be a translation; it should be an eloquent piece of text in its own right.

## ***German***

Pleasingly, the German audit has been returned with wholly positive comments. There were very few errors and in most cases the auditor explains that they were rather subjective issues pertaining to style. She commented that:

*‘This is a really good translation and what I have found is really mainly ‘nit-picking’; a different choice of words to make it flow better. It is clear and well written, close to the original and uses the appropriate language for the target audience. Whoever did this did a good job.’*

## **Indonesian**

The most prevalent issue with the Indonesian translations is that:

*‘There are many small but worrying errors that do need meticulous editing and proofreading.’*

The tone of the text is fine; the problem is rather that the translation is littered with typing errors and occurrences of incorrect grammar, spelling and punctuation. There is also an occasional betrayal of the source text in terms of continuity.

## **Japanese**

Aside from a few grammatical errors, the main comments to arise as a result of the audit pertain to incorrect terminology and inaccurate translations. Our auditor suggests that little research has gone in to the Japanese translations and, as such, some of the specialist material has been poorly translated without much appreciation for the context. It is for that reason, one suspects, that the tone is incorrect in places, being too in-formal for a business setting.

An example of an ill-researched translation exists in the discussion Beblin’s Theory. Some of the roles involved have not been translated at all, where others have been translated too literally, meaning something is lost in translation. Overly wordy and too literal overall, this translation required the auditor to refer to the English guides rather frequently to even be able to understand what was being said.

## **Korean**

The audit suggests the Korean translation was rather rushed, laced as it is with grammatical errors and incorrect spellings. Though there are no serious errors to condemn the guides as illegible, this type of misdemeanour is not subjective. Arguably, therefore, these fundamental mistakes are the ones which reflect worst upon the overall quality of the guides. If simple things cannot be done accurately, such as spelling, confidence in the content of the guides will undoubtedly waiver.

### ***Russian***

The Russian auditor speculates that this, again, was a rather rushed translation as the primary errors pertain to grammar, spelling and punctuation. Overall, the translations were accurate and of the correct register, though the style is arguably a little awkward.

### ***Spanish***

Any translation must be as readable as possible. That is not to say they must be bankrupt of any editorial flair, or without a stimulating use of vocabulary, but they must be clear nonetheless. That is particularly the case when it comes to the erudite subject matter on offer within your Learning guides.

This audit, however, has revealed the Spanish guides to be the least coherent of all reviewed. To summarise the most frequent errors is to list issues of complexity and clarity. These include, but are not limited to: convoluted sentences which would be easier to understand in fewer words, overly literal translations, some awkwardly constructed phrases and even a few wholly unintelligible sentences. The result is that the overall continuum of the text is broken up, ensuring it is even more difficult to focus on absorbing the necessary information.

### **Thai**

The suggestion with the Thai translation is that it was never proofread. Every page is riddled with simple typing errors and there is also a problem with the font not displaying properly. In spite of

this, the rest of the translations are reported to be good in terms of terminology, consistency and accuracy as well as being well worded.

## Recommendations

These recommendations follow a discussion with the respective auditors and a considered review of all the results.

### ***Arabic***

It is recommended that the Arabic guides are re-translated: the frequencies of the errors render proofreading a rather lengthy and inefficient way of going about correcting the problems.

### ***Brazilian Portuguese***

The simple spelling and punctuation errors in the Portuguese translations need to be corrected: proofreading is the best way to do that.

### ***Chinese***

Proofreading may be advisable though the limited number of errors and the fact that the text reads well for the plupart, mean it is not essential. The global error must definitely be put right, however. In theory, this could be done using a find and replace search though is not preferable over full proofreading.

### ***French***

Extensive proofreading of all the guides would be the most appropriate manner in which to rectify the mistakes. The tone can be altered by switching specific words rather than amending the structure of complete sentences – rendering a re-translation unnecessary. It is also the case that the grammatical errors can be put right comparatively quickly during the proofreading process.

### ***German***

No action need be taken.

### ***Indonesian***

The errors in the Indonesian guides, though small in that the majority are typing errors, are high of a frequency and, therefore, posit a poor image to end users whilst also impairing legibility. The simplest way to amend the documents is by subjecting them to a thorough proofread.

### ***Japanese***

A thorough proofreading of the Japanese texts would render the guides more understandable, though making a lot of changes without wholly re-writing the texts always runs the risk of the text being disjointed if there are obviously parts written by one person, and parts written by another. In that case, a re-translation may be preferable.

### ***Korean***

For the purpose of upholding the professional and meticulous standards already inherent in anything associated with your company, it is advised that all Korean guides are thoroughly proofread.

### ***Russian***

Proofreading is advised, mainly to correct the vast number spelling errors throughout the text which categorise it as rather slipshod.

### ***Spanish***

The fact that there are so many important errors throughout the guides suggests a full-translation would be the best way of going about correcting them.

## ***Thai***

Proofreading the Thai documents will put right the many typing errors and will be a fairly straight forward process.