

UNIVERSITY OF EL SALVADOR
SCHOOL OF ARTS AND SOCIAL SCIENCES
FOREIGN LANGUAGES DEPARTMENT



TOPIC:

“TECHNIQUES TO ENHANCE TRANSLATION QUALITY”

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LA**

**TRADUCCIÓN PARA OBTENER EL TÍTULO DE LICENCIATURA EN
LENGUAS MODERNAS: ESPECIALIDAD EN FRANCÉS E INGLÉS.**

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Abstract

Translation techniques are essential for achieving accurate and culturally appropriate communication between languages. These methods serve as a key component in improving document translation quality. There is a wide variety of translation techniques that enhance the process, all of which are discussed in this work to help refine translation outcomes. Additionally, the document covers the translation process, a crucial guide for translators to achieve better results, emphasizing the importance of each step in translating documents effectively. The document also presents the practical work completed throughout the specialization course, which includes translating images and various types of documents, such as legal and educational texts. These practices have played a significant role in shaping the translators' expertise. Finally, the work offers translation recommendations and conclusions based on the experience gained during the translation of documents, following a structured process and utilizing various techniques to improve translation quality.

Key words: Translation techniques, translation process, translation quality, translation recommendations.

1. Introduction

The translation process is a series of steps that ensure an accurate transmission of the original message in a different language. It involves understanding the source message with a deep comprehension of its language and cultural context. Translation builds bridges between cultures. It allows you to experience cultural phenomena that would otherwise be too foreign and remote to grasp through your own cultural lens (Lexica, 2021). The importance of translation.

One essential key to developing this process is to be careful while translating the message, considering nuances and idiomatic expressions that might not have direct equivalents in the target language. Translation is necessary for the spread of information, knowledge, and ideas. It is absolutely necessary for effective and empathetic communication between different cultures. Translation, therefore, is critical for social harmony and peace (Burrow-Goldhahn, 2018).

The process was developed by studying the most relevant steps to ensure an accurate translation. Since the beginning, translation has been an important part of communication, with time, different methods were created to achieve a clear understanding of the text from the source language to the target one.

As a translation agency, the methods were reviewed, and a process was created by taking into account the steps believed to be important to create an accurate translation. After verifying the comprehension of language, idiomatic expressions, grammatical structures, and cultural knowledge; results are as follows: Pre-translation preparation, translation, take a break, revision and editing, take a break. revision of text accuracy.

The translated text is proofread to correct any errors and ensure that it reads naturally and effectively communicates the intended message.

Furthermore, different techniques were studied to work with diverse formats of the documents translated. The process, all together, allows translators excellent results.

1.1 The Importance of Translation

In a world of constant evolution, translation plays an important role in connecting cultures. As progress accelerates, the need for accurate communication and nuanced translation has never been more vital. Translation is not just changing or converting words from one language to another; it is about how this process will convey meaning and understanding to communicate the same message into other languages across cultures. This is why translation is of great importance in a world increasingly evolving, hence society can interact and communicate.

Translation serves as a bridge in our connected world, enabling the exchange of ideas, political cooperation, economic growth, and cultural understanding (Team, 2024).

To begin with, translation is important for cultural exchange and clear understanding. People from different cultures interact every day and there is a need to share ideas, literature, and knowledge across linguistic barriers. As stated in the article (Team, 2024). Translation also plays a pivotal role in cultural exchange. It allows us to experience foreign art, music, and films, broadening our access to different cultural expressions. Translation allows people to have a better understanding of the knowledge shared all over the world as in literature, art, and science. Through translation, diverse cultural and intellectual contributions are preserved and shared, fostering a richer, more inclusive global dialogue.

Second, translation bridges the gap between different languages, allowing people from diverse cultural backgrounds to understand each other. This fosters better communication and mutual understanding. As well as years of study and improvement of tools, and techniques, the art of translation has evolved and helped to communicate among cultures. Translation functions as the bridge that connects people from diverse linguistic backgrounds. It helps prevent misunderstandings and fosters mutual respect between cultures not only helps but also facilitates practical communication enriching cross-cultural interactions by allowing people to appreciate and understand each other's perspectives and values.

Moreover, translation is crucial for social integration, it helps people from diverse linguistic backgrounds to link and participate in their communities by sharing points of view and knowledge. As noted by Team (2024), in today's world, as connections grow stronger, borders become less defined, and cultures mingle, translation stands as the vital link that brings our diverse communities together. Translation supports the successful integration of individuals into their new environments, fostering inclusivity and a stronger, more cohesive society through clear communication.

In conclusion, translation is an essential component of modern society that impacts cultural exchange, cultural communication, and social integration. It enables effective communication between nations, supports social integration, and promotes intercultural understanding. In our globalized world, where interactions across borders are developing, the role of translation facilitates meaningful communication. Investing in high-quality translation services and recognizing the value of this field is key to navigating and expanding in our interconnected world.

2. Translation Process

The translation process is a method that a translation agency or translator establishes to translate documents requested by a client. According to Postan (2023), a translation process is a complex step-by-step procedure that helps convey a message accurately and effectively in the target language. Whenever translating a document or text, it is recommended to use a translation process, as it helps preserve the meaning of the text being translated.

Why are processes important, and why should a specific order be followed when translating? According to Zaratiegui (1999), processes constitute the strategic foundation for performing an activity. Processes allow a company or translator to adapt to frequent societal changes, client needs, and the type of documents to be translated.

In today's globalized world, translators and translation agencies are needed every day to help the world connect without language barriers. The translation process assists customers in communicating globally, and translators help communities stay connected.

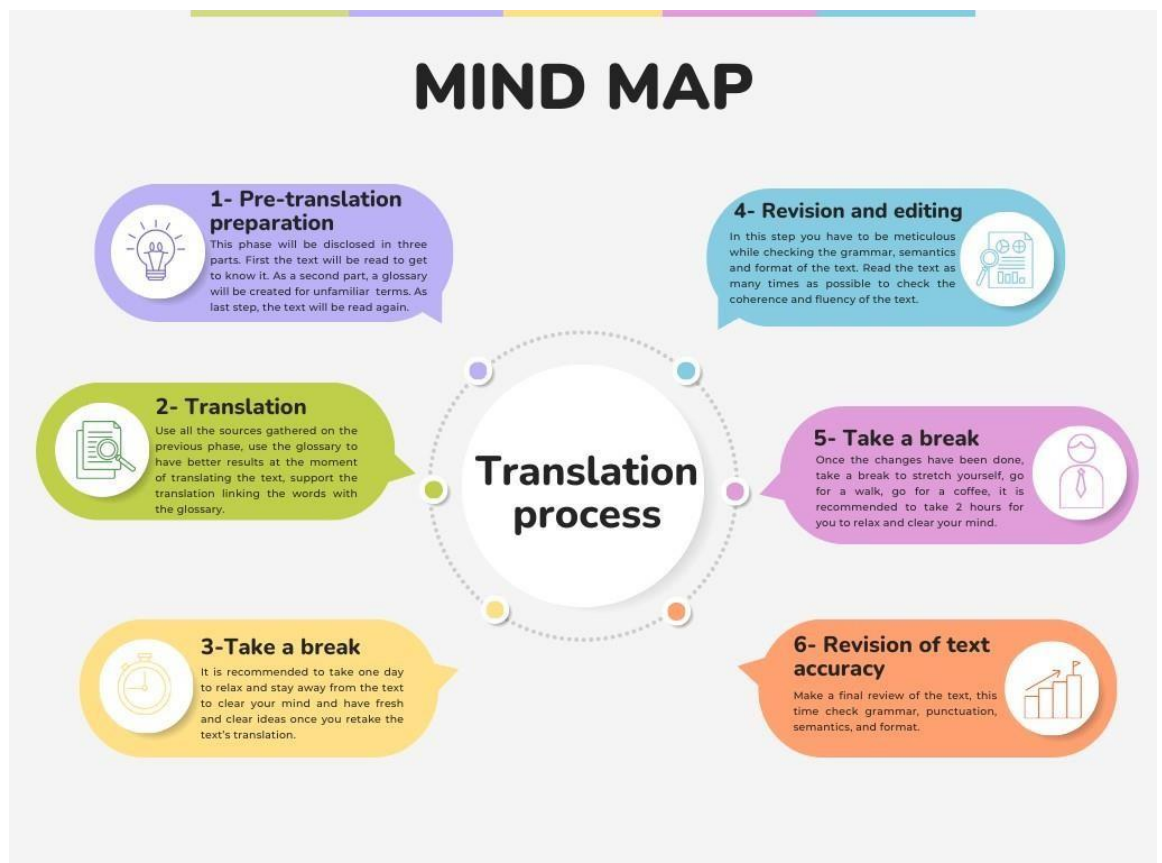
By following a professional method, we ensure that the translated content is transmitted to clients correctly. According to Boran (2013), typically, translation processes include the following steps:

- Initial Assessment
- Identifying Potential Challenges
- Translation
- Editing
- Proofreading and Quality Assurance

- Formatting
- Project Delivery
- Client Review
- Invoicing

Translation agencies usually take the time to personalize their own translation process, following their policies, the target clients, and other relevant factors. However, most translation agencies or translators adopt similar principles when creating their processes.

2.1 Mind Map – Translation Process



2.2 Translation Process – Lyra Agency

The following translation process was created in a way in which the translator will smoothly translate each of the words easily and with fresh and clear ideas. Through this process the translator needs to get familiar with the context of the text and then select unfamiliar words or ambiguous concepts and get to know them, Baker (2011). Secondly, once the translator has a clear idea on how to translate each of the terms, he will apply translation techniques to start translating the text. As the last part of the process, the text will be reviewed and areas of improvement where changes are needed will be verified and modified if it is necessary, the terms or phrases where translation techniques were applied will be reviewed and checked to see if the correct technique has been used. Finally, the text will be compared to the original version to check if the target text keeps the main idea of the original.

- **Pre-translation preparation**

This phase will be disclosed in three parts. First the text will be read to get to know it and get familiarized with the subject. As a second part, a glossary will be created for unfamiliar terms, concepts and cultural aspects that will help the translator to have a better understanding of the text. In the last phase, once all the information has been gathered the translator must read the document once again, if the ideas are still not clear enough, the translator must look for similar topics and perform slight research of the text's subject, in order to have a better understanding of the text, Baker (2011).

- **Translation**

The moment to start translating the text has begun. Use all the sources gathered on the previous phase, use the glossary to have better results at the moment of translating the

text, support the translation linking the words with the glossary that has been created before. If you want to have more context about the words you should read the results of your research.

- **Take a break**

Translating a text can be exhausting so take your eyes away from the text, try to rest your thoughts. It is recommended to take one day to relax and stay away from the text to clear your mind and have fresh and clear ideas once you retake the text's translation.

- **Revision and editing**

Now that you have cleared your mind, it is time to review the translated text. In this step you must be meticulous while checking the grammar, semantics and format of the text. Read the text as many times as possible to check the coherence and fluency of the text. If changes need to be made, do the changes in the text and read it again to check if it fits better.

- **Take a break**

Once the changes have been done, take a break to stretch yourself, go for a walk, go for a coffee, it is recommended to take 2 hours for you to relax and clear your mind in order to start with the last part of the translation process.

- **Revision of text accuracy**

Make a final review of the text, this time check grammar, punctuation, semantics, and format. Look up for idioms and how fluent the translation sounds, as well make sure not to get so far from the ideas from the source text.

2.3 Translation Techniques

- **Transposition:** Following Mathieu (2016), transposition is where the grammatical category of a word or phrase is changed in the target language to sound more natural, without altering the meaning. For example, in French, "après son arrivée" literally translates to "after her arrival" in English. However, using transposition, it becomes "after she arrived" in English. Here, the noun "arrival" in French is changed to the verb "arrived" in English.
- **Compensation:** According to Bosco (2023), compensation is a strategy used when there is no direct translation for a word in the target language. When no equivalent term exists, the translator must use a different expression that conveys the same meaning. An example of this is the use of "you" when translating "tú" or "usted." Since English lacks a pronoun to distinguish formality, translators use "you," relying on other linguistic signals to express varying degrees of formality.
- **Literal Translation:** This translation technique involves a word-for-word translation, aiming to produce a text in the target language that mirrors the source. According to Mathieu (2016), literal translation is most effective when the languages involved are close in cultural terms. An example of literal translation is "Quelle heure est-il?" which translates to "What time is it?"

- **Modulation:** Following Bosco (2023), modulation consists of using a phrase that is completely different in the source and target languages to convey the same idea or meaning. This technique often alters the semantics and changes the point of view of the original text. An example of modulation is translating “Te lo dejo” as “You can have it.”
- **Adaptation:** According to Bosco (2023), adaptation, also known as cultural equivalence, involves substituting the original text with one that is more suitable for the culture of the target language. An example of adaptation is translating "baseball" to "football" in contexts where "football" is the more culturally relevant sport.

3. What is Translation?

Translation is the process of converting text from one language to another while maintaining its original meaning, tone, and context (Nida & Taber, 1982). It serves as a bridge between cultures, enabling communication and understanding across linguistic boundaries.

Translation involves a lot of elements for the translator to have good results. First, it requires a deep understanding of both the source and target languages, including their grammatical structures, vocabulary, and idiomatic expressions. Translators must also be aware of cultural nuances, as meanings can shift significantly depending on the context in which words are used (Hatim & Munday, 2019).

The translation process typically consists of the following stages

1. **Comprehension:** Understanding the source text fully is crucial. This involves analyzing the content, intent, and emotional tone of the document.
2. **Research:** Translators often need to look up specific terms, cultural references, or industry jargon to ensure accuracy and appropriateness in the target language (Newmark, 1988).
3. **Drafting:** A preliminary translation is created, focusing on conveying the original message. At this stage, the translator considers how best to express ideas in the target language while keeping the style and tone in mind.
4. **Revising and Editing:** This involves refining the draft for clarity, coherence, and fluency. The translator checks for grammatical correctness and ensures that the translation flows smoothly.
5. **Proofreading:** Finally, the text is meticulously reviewed for any remaining errors, ensuring it is polished and professional.

Different translation techniques may be employed, such as literal translation, calque, adaptation, depending on the text's purpose and audience (Hatim & Munday, 2019). The goal of translation is not just to replace words but to provide the meaning of the text on the target language effectively, allowing readers in different languages to access the same information and emotions as the original text.

4. Conclusions

Translation practice is vital for communication all over the world to connect cultures. Even though translation is a key element on a day-to-day basis, it requires exhaustive labor. From making sure the grammar is correct, to keeping the fidelity of the message the source language wants to transmit. This essay argues that effective translation practice involves a detailed process to maintain both textual and cultural accuracy. As Cram (2017) notes, the role of the translator in mediating source ideas across cultural and national boundaries places him or her in a unique position, in particular for understanding a range of development issues. For example, translating narratives from the global South is an invaluable source of knowledge about unfamiliar languages, indigenous cultures and experiences, and is immensely useful for gaining an understanding of other societies. Moreover, translation can also have a critical influence in politics and can act as an agent for reconciliation or social integration. Translations can therefore have a distinct effect on how global and human rights issues can be conveyed and communicated.

During the Translation Course, it was pointed out the importance of having a specific field to focus when becoming a translator. It is all tied to accuracy. In the medicine field, for example, it is necessary for the translator to be veridic on the translation. A simple mistake or a word translated out of context can put a patient at risk. These concerns also apply to many other fields, such as legal documents, research papers, product specifications, technical reports, academic papers, or even business reports, etc.

However, being a translator is more than just specializing in one field. Specializing in the medical field won't guarantee that a translator will not overcome difficulties or that they will have the same knowledge as a doctor. The next part of translation comes with adaptation. Languages are tied to culture; therefore, direct translations will not always have the same meaning or impact on the readers. That is the point where adaptation comes into play. Languages depending on the country or region tend to change due to idiomatic expressions, cultural references, wordplays and history. According to Park University (2022), translators must understand not only grammar but culture from the Target Language. Translators are also becoming more involved in the localization process as well, working closely with businesses to adapt their content for different markets. This shift is creating new opportunities for translators to apply their expertise in innovative ways and contribute to the global exchange of ideas and information.

One of the reasons translators are important for the world to move is the fact that they are humans. There has been a rise of digital tools that can quickly and automatically translate. However, tools like ChatGPT and many others Artificial Intelligences miss a huge part of the translation process: human oversight. Machine translation lacks the ability to adapt content for cultural relevance and appropriateness, too, which is crucial for effective communication. As a result, while Machine Translation can be a valuable tool for basic translations, it cannot replace the expertise and cultural sensitivity of human translators for more complex content (Park University, 2022).

Translators, on the other hand, are capable of getting soaked with culture. Culture plays a pivotal role in translation, as it shapes how the language is understood within different societies. Translators must ensure that the translated message is accurate and resonates with the target audience. Translation is necessary for the spread of information, knowledge, and ideas. It is necessary for effective and empathetic communication between different cultures. Translation, therefore, is critical for social harmony and peace. (University of Exeter, 2018).

Creating a structured translation process is key to ensure consistency, accuracy and efficiency in the translation. This technique will help translators manage complex areas of translating a text and therefore, have higher quality content. During the Translation Course, it was encouraged to develop a series of steps that would make the translation seamless and easier. First, it is necessary to get familiar with the subject. On that part, translators can even create glossaries so that they have a better understanding of the text. This part is important since it will be the first contact that the translator will have with the content and from there on, the translation process begins. The first translation draft will help the translator have a structure using the glossary created on the first step. This first draft will give the general idea of the text.

Another part of the translation that is helpful is taking breaks. Taking breaks will help the translator rest their mind and get fresher ideas for the next steps. Usually, translation can be shown as a 1 long step. However, taking breaks will avoid getting burned out or blocked. After that well deserved break, translators can return and start checking for specifics.

This means that they can check for grammar, spelling, semantics and coherence of the text. This revision part not only checks for grammar mistakes but for comprehension nuances. After an exhaustive revision and edition is made, it is necessary to double check. Reading the text on the Target Language once more will help translators detect big and small mistakes. Translators can even ask someone else to proof-read to make sure it sounds good from someone else's perspective.

In conclusion, the practice of translation is fundamental in bridging global communication and connecting diverse cultures. The translation process, while crucial, demands meticulous effort to ensure both grammatical accuracy and fidelity to the original message. This essay highlights that effective translation requires not only a structured process but also a deep understanding of cultural nuances to maintain textual and cultural integrity. Focusing on one specific area can improve a translator's precision, but the main difficulty lies in adjusting the material to suit the cultural setting of the language being translated to. In spite of improvements in digital translation tools, human supervision is still essential, since translators provide a depth of cultural awareness and contextual comprehension that machines are unable to imitate. Creating a clear translation process, which involves understanding the topic, developing glossaries, and implementing regular revisions, is necessary to produce top-notch translations. This methodical strategy guarantees that the end result is precise and meaningful to the intended audience, emphasizing the crucial importance of human translators in successful intercultural communication.

5. Recommendations

1. Organize your time. This is one of the most important things to do when taking this course. While there is going to be plenty of time to translate and turn in the assignments, translations can become very complex and take more time than expected.
2. Make a translation process and follow it. This will make it easier to have a good structure, great grammar and coherence on the text.
3. Avoid skipping or rushing through the steps of your translation process. Mistakes can be made, and they might be overseen if the translation is made in a hurry.
4. Try to check out all the tools that the mentor uploads on Classroom. These tools are magnificent and can help to get different meanings of a word depending on the context, culture or even regions.
5. Communicate with your team. Whenever there's a lack of information or a misunderstanding about a task, ask. Asking questions is vital to get the job done.
6. Prioritize quality over speed. It is better to spend 5 hours translating a text of quality than to spend 30 minutes translating a text that will have inaccuracies, grammar mistakes or cultural faux pas.
7. Avoid direct translations, they might not convey the intended meaning of the author in the source language.
8. Always consider culture when translating. Investigating a culture will make the translation process easier and will help for future translations.

- 9.** Keep it professional. Always try to include communication, adherence to deadlines and respect.

- 10.** Avoid being unresponsive. If the team members need help, make sure to acknowledge any concern and try to help.

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7. Annexes

Lyra Translation Agency



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