

Why finding the right translator helps get the best value for money?

Sonja Kitanovska-Kimovska

Macedonian Translators
Association (MATA)

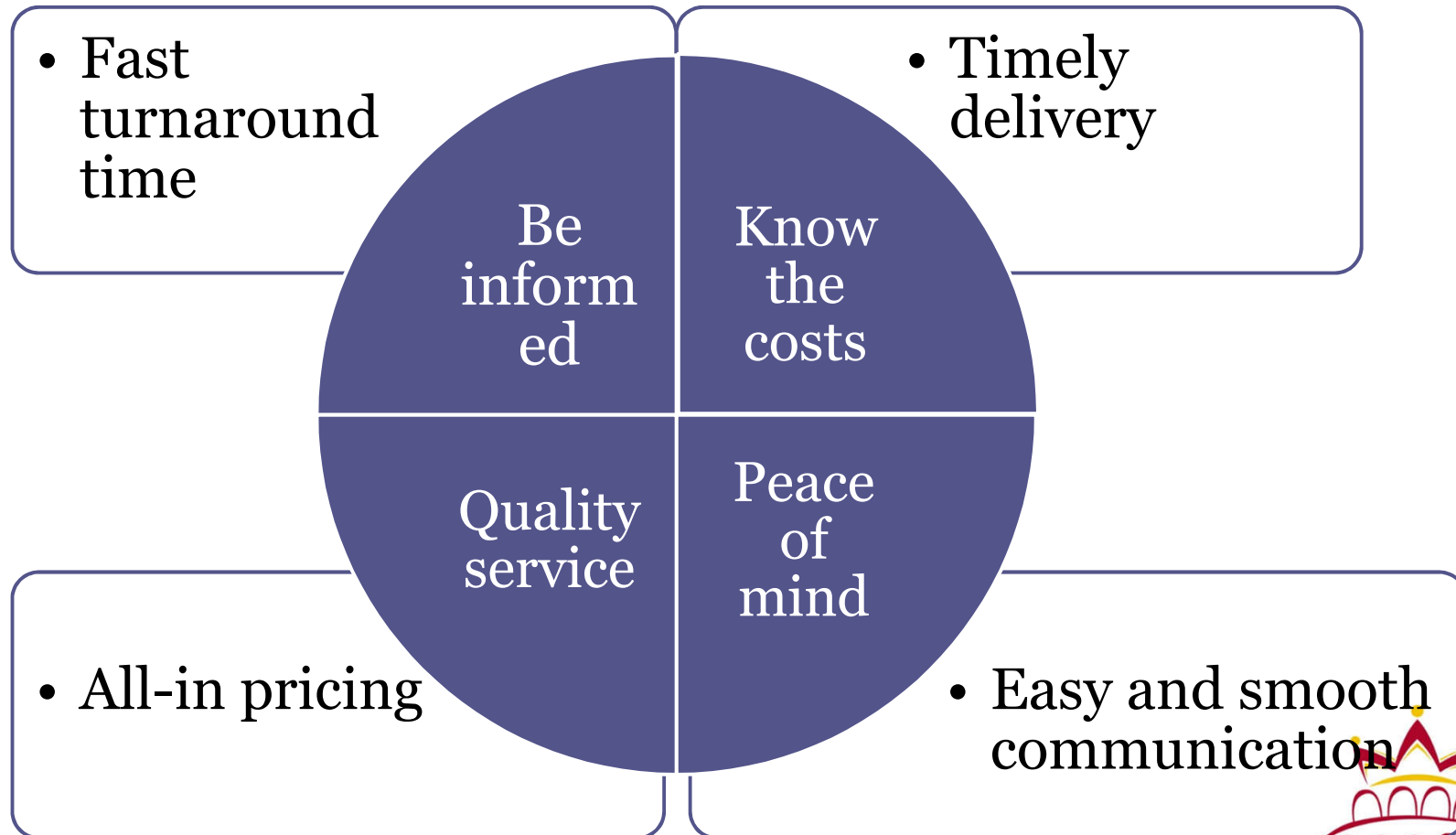


What do clients need?

- To get a message across
- To have that message transferred from language A to language B



Immediate needs



Strategic needs



- Keep their brand name and image



- Make profit

- Communicate effectively to customers or stakeholders



- Insure customer loyalty



What do clients pay for?



The result?



The result?



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Macedonian examples: government-funded projects - DESCRIPTION

- “1000 books” project
- “Nobel prize winners” project
- “130 volumes of Macedonian literature in English” project
- 2009 – Mar 2016 – 957 books translated
- Future plans – 50 books each year



Macedonian examples: government-funded projects - CONDITIONS

- Translation treated as a commodity good – price the main criterion for selection (reverse auction)
- Companies paid in bulk
- Translator fees – EUR 0.8-1.6/page or EUR 200 monthly fee for a set number of pages (off-record)



Macedonian examples: government-funded projects - RESULTS

- Wrong name transcription

e.g. Michel Foucault
Edvard Munch



anglicised

- Wrong translation of technical terminology

e.g. civil engineering – *citizen engineering
construction

undercover officer – *changed clothes
in disguise



Macedonian examples: government-funded projects - RESULTS

- Factual mistakes

e.g. ***Wheat** (zea mays) is often **subject to modification**. (back translation)

zea mays – ***wheat**
maize

- Inappropriate vocabulary (wrong word endings)

e.g. genetic engineering –

***genetski inzenering** (генетски инженеринг)
genetsko inzenerstvo (генетско инженерство)



Macedonian examples: government-funded projects - RESULTS

- Unidiomatic phrases

e.g. Marketing from A to Z –

*Marketing od A do Z (Маркетинг од А до З)

Marketing od A do Sh (Маркетинг од А до Ш)

- Typos

e.g. - Сошто некому? Јас воопшто не **с**нам кому.

Навистина, не **с**нам. Само свирам и свирам

саврсани очи.

С (S) used instead of **З (Z)**



Macedonian examples: government-funded projects - RESULTS

- “Nobel prize winners” project
 - Literary Translators Union – poor quality in 50% of 70 works analysed



International examples: UK court interpreters

- 2011 – MoJ outsourced court interpreter service to a private company – to provide greater efficiency and cost savings
- Majority of qualified and experienced court interpreters boycott the service
- Court trial disruptions



Why find the right translator?

RIGHT TRANSLATOR



HOW TO FIND THEM?



Right Translator Indicators (RTI)

- Translator training
- Translation portfolio



- Experience as translator
- Experience in the area
- Samples of previous translations



Right Translator Indicators (RTI)

- References



- Online presence (website, translation portals, social professional networks, [professional organisation member list](#), blog)
- Continuing professional development



Right Translator Indicators (RTI)



- Membership in professional organisations



- Translation awards (Proof of Excellence)
- Attitude – inquisitive, asks relevant questions
- Performance on (paid) translation test



Methods to get the best value for money

- Look for quality using the RTI
- Provide/Use public reviews (positive and negative examples)
- **NAME THE TRANSLATOR!**





THANK YOU FOR YOUR
ATTENTION!

www.mata.mk

