**Social Quality. Key to Collective Problem Solving in Translation Production Networks**

**Kristiina Abdallah
University of Vaasa, Finland**

Although quality is a central concept in every act of translating, it has been considered difficult to define and, consequently, discussions on quality have tended to end in heated debates, as actors approach the subject from differing perspectives. Generally, attempts to describe quality, both in translation studies and in translation industry, have been made either by focusing on the product and/or process quality. Yet, in the recent decades, with the industry having largely changed over from dyadic relations between client and translator to translation production networks, the challenge to define quality and, consequently, to solve quality-related problems has become even more acute.

This paper concentrates on the issue of translation quality from the social perspective which includes the collective dimension between the actors – clients, translation companies and translators – in translation production networks. I will start by presenting several reasons why product and process dimensions of quality are inadequate in the present economic environment and why we should embrace a wider quality definition. Having done that, I will introduce a three-dimensional quality model that not only includes the product and process dimensions of quality but, and more importantly, also the social dimension. The model emphasises the point that in production networks, quality is not only a feature of the product; instead, it relates to the action concerned in its entirety: decision-making, production, marketing, customer relations and relations between the various stakeholders, including micro-entrepreneur translators. This model has been developed to remind the actors, whether translators, translation companies or client companies, that quality is a multidimensional concept which also includes ethical issue**s** between the actors. I will end my presentation by arguing that it is only here, at the level of social quality that problem solving regarding quality is possible in the new economic environment.

**Linguistic Iconicity in Translation**

**Maija Brēde
University of Latvia**

Linguistic iconicity as ‘a close physical relationship between a linguistic sign [...] and the entity or process in the world to which it refers’ (Crystal, 1999: 154) is associated with such problems in linguistics as language origin theories, etymology, the motivation of a linguistic sign, the expressive potential of language and others. It comprises onomatopoeic and sound symbolic systems. A motivated choice of linguistic elements including sound imitative and sound symbolic words results in some particular stylistic effect which acquires notable value in a literary work. If the literary composition is translated into another language, apart from conveying the very story following the lines of the set-out structure, what is of consequence to perceive it as a qualitative translation to be thoroughly enjoyed is the rendition of minutest elements that create the form of the composition alias atmosphere in the broadest sense of the word.

The paper is going to present a comparison of iconic word usage in the source and target language texts. The material for an analysis is two novels by Ian McEwan: ‘Atonement’ and ‘Amsterdam’, and their translation in Latvian: Ians Makjuans. ‘Piedošana’ and ‘Amsterdama’, translated by Silvija Brice. The set of onomatopeic and sound symbolic words are related to noises made by different objects and human voice, as well as senses including the description of visible images. Such words represent mostly verbs, nouns and descriptives. Attention is focussed on the corresponding word choice in the translation alongside with brief characteristics of the sound structure in the root morphemes.

There are cases when according to the needs of the target language framework or just because of traditional usage of iconic words in Latvian in the particular context they are preferred to the relatively neutral ones in the original. However, there are also instances when instead of an iconic word in Latvian the translator has used an ‘ordinary’ word, constructing a sentence in a different way, on that account finding another compensation mechanism. The expressivity of sound symbolic words appears to depend to a great extent on the initial consonant cluster as part of the phonetic structure of the word. Consonants in both languages seem to be more informative in this respect than vowels. For the description of objects, actions and processes in the above-mentioned translations the matching sound symbolic words function as efficiently as in the original.

**Of Markets, Value(s) and Translator Attitudes**

**Chris Durban
Freelance translator, FITI, member of SFT and ATA, France**

Young translators often have trouble piecing together the full range of skills they need to build a stimulating and well-paid practice.

By training, many are more literate than numerate. Result: they are notoriously poor at costing and pricing their work. They are also easily led astray by incomplete and/or skewed data, which has a direct impact on their income.

It doesn’t help that translators are trained to work in the shadows (and sometimes even told outright that they must remain “invisible”). Result: linguists entering the market keep their heads down. They dither, undermining their credibility; they react to events after the fact.

Passivity and discomfort in client environments affect not only earnings but the very quality of their work. For without expert networking, it is virtually impossible to collect the background information they need to produce top-tier translations.

Yet on closer examination, it’s not only young entrants to the profession who suffer: plenty of established translators have exactly the same attitude issues. Regardless of their translation skills, they can end up locked in a decidedly uncomfortable “comfort zone”.

Using concrete examples, this paper looks briefly at these points and reviews recent trends shaping translation markets. It then examines how translators who want to up their game -- and who are prepared to put in some hard work -- can take their career in hand, and discusses how institutions training translators can and should work to foster more productive mindsets and practices.

**Kvalitātes pētniecība un kvalitātes vadība mutvārdu tulkošanā**

**EN: Quality Research and Quality Management in Interpreting**

**Linda Gaile
University of Liepāja, Latvia**

Kvalitāte mutvārdu tulkošanā ir ļoti svarīgs komponents un vienlaicīgi ļoti grūti nosakāms lielums. Jautājums par tulkojuma kvalitāti ir svarīgs gan pašam tulkam, viņa klientam, jauno tulku sagatavošanā kā arī tulka profesijā kopumā. Daudzi praktizējoši konferenču tulki un mutvārdu tulkošanas pētnieki kvalitātes jautājumam ir pievērsušies jau kopš 1952. gada. Tā pētniecība notiek no dažādiem skatu punktiem – gan no lingvistiskā, gan komunikatīvā, pragmatiskā un ekonomiskā. Lai gan tulkojuma kvalitāti mutvārdu tulkošanā noteikt ir samērā grūti, ir veikti dažādi pētījumi, sarakstītas publikācijas un ir pieejami ar praksi saistīti priekšlikumi, kā pēc iespējas labāk nodrošināt kvalitatīvu mutvārdu tulkojumu.

Šajā rakstā tuvāk tiks aplūkoti divi būtiski jautājumi. Pirmā raksta daļa ir veltīta teorētiskajiem jautājumiem, proti, kvalitātes pētījumiem mutvārdu tulkošanā. Kā un no kāda skatu punkta tiek pētīta kvalitāte?

Raksta otrā daļa ir veltīta jautājumam kā nodrošināt kvalitatīvu mutvārdu tulkojumu tieši no praktiskās puses, kam jāpievērš uzmanība tulkošanas laikā un kā notiek kvalitātes vadība mutvārdu tulkošanā.

**Rates and Job Satisfaction: Latvian Translation and
Interpreting Market Data**

**Helēna Gizeleza
University of Latvia**

**Marija Lapaine
Latvian Association of Interpreters and Translators, Latvia**

Job satisfaction is the most widely researched job attitude. Affected by specific aspects, such as pay and validation, it can be linked with productivity, employee retention and general life satisfaction.

Our study aims to research the aspects of job facet satisfaction referring to income among professional interpreters and translators in Latvia. The global financial crisis, recession, strong role of translation agencies as mediators between clients and translation service providers, and Latvia’s joining the Eurozone have had an impact on the financial and psychological environment of Latvian translation and interpreting professionals. We explore possible correlations between pay and commitment to the profession, professional self-assessment, whether or not Latvian translators and interpreters are satisfied with their rates and planned changes in individual pricing policy. Based on interviews and observation methods, we designed an original questionnaire to obtain hard data. The scope of research may be broadened using classic measures of job satisfaction such as JDI, Job Satisfaction Relative to Expectations, Job Satisfaction Survey, etc.

The results may be helpful in identifying market trends and mapping possible links between salary and satisfaction levels, as well as anticipating possible upcoming changes in translation costs on the Latvian market.

**Quality of Official Translations in Poland. Constitution of Greece and Constitution of Cyprus – a Case Study**

**Karolina Gortych-Michalak
Adam Mickiewicz University of Poznań, Poland**

Polish Parliament's Publishing House has published some official translations of constitutions of various states. Among them there were published: *Constitution of Greece* and *Constitution of Republic of Cyprus*. Since they were officially published and signed by the national authorities one may believe the translations of the constitutions are fully reliable. More analytic studies of translated texts point out certain discrepancies, inconsistencies or even errors existing in the official translations. They are results of various circumstances i.e. Constitution of Greece was firstly translated from languages pivot (English and French) into Polish and they interfered the final, officially published text. Although *Constitution of Republic of Cyprus* was translated immediately from Greek to Publish, there are still certain deficiencies existing in the translation. The aim of the paper is to present the most eminent discrepancies, inconsistencies and errors and to investigate their background. The main criterion of evaluation of the translations is the function and the purpose of the translation (skopos). Finally alternative translational solutions for critical textual units are given. As the conclusions, the author of the paper propose some directives which may be helpful and applicable i) to correct the existing texts and ii) to translate statutory acts, especially constitutions, in general.

**Quality Assurance in the Latvian Language Department of the European Commission, Directorate General for Translation**

**Baiba Grandovska
Latvian Language Department, EC, DGT**

DGT`s core business is to provide the European Commission with high-quality translation and other language services. Our job is to respect the European Union’s multilingual character by making sure the Commission produces clearly written documents in all the official languages and in others as well.

What does DGT mean by "high-quality translation"?

The key quality concept at operational level is fitness for purpose (‘suitability for purpose’ as expressed in the standard of the translation service provision EN15038:2006). Fitness for purpose means "high quality" in the sense of fulfilling needs and expectations, both as regards the product and as regards the service provision.

Consequently, translation is fit for purpose when it is suitable for its intended communicative use and satisfies the expressed or implied needs and expectations of the client, the end-users and any other relevant stakeholders.

There are three levels of DGT Quality Management:

* text (the product)
* translation processes
* Total Quality Management that covers all the business processes in DGT

Main Quality Management principles:

* customer at the centre
* quality concerns not only products but all work processes and all staff in the organisation
* continuous learning, innovation and improvement
* staff involvement

The translations of the DGT Latvian Language Department are of high quality when they

* satisfy the needs of customers,
* satisfy the needs of users,
* form an integral part of EU legislation (if applicable),
* correspond to the other language versions,
* form an integral part of the Latvian language texts.

**Serving Two Masters: Following the Norms Normalizing Deviations**

**Larisa Iljinska, Marina Platonova, Tatjana Smirnova
Riga Technical University, Latvia**

Nowadays the issue of translation quality has become extremely topical due to increase of the volume of translation activity in various communication spheres. The requirements set forward to the quality of translation differ depending on the regulating body imposing the norms, national traditions and language conventions, as well as the purpose of translation. For example, the set of translation norms and quality criteria defined in ISO standards, listed in the internal manuals of translation bureaus, demanded by commissioners of a translation and observed by individual translators may differ in several aspects. In some cases translators governed by the instruction of the commissioner produce texts that do not fully comply with the sets of norms mentioned and yet these texts fulfil their aims and are accepted by the target audience.

The present article aims at discussing the translation norms, which should be observed in the process of technical text translation. Having conducted the empirical analysis of the corpus of the texts in the field of engineering, e.g. telecommunications, IT, civil engineering and mechanical engineering, the authors identify and classify the cases of deviations from the norms (including grammatical, lexical, text production norms). Certain suggestions concerning the improvement of the quality of translation are provided.

**Translation into L2 and its Quality Criteria**

**Svetlana Korolova
University of Latvia**

Translation into Language 2 or non-mother tongue used to be and still is regarded as exceptional rather than routine practice. However, in certain culture settings and with certain language combinations, translation into L2 seems to be the only option accessible. The challenges of translating into L2 and definition of quality criteria for translations into L2 are the subject of the present paper. Based on her personal experience as practice tutor and proofreader, the author investigates particular examples of authentic translation assignments and translations from Latvian into English made by the students of the Professional Master’s Study Programme ‘Translator’ within the Translation Practice courses. In conclusion, the author proposes some guidelines to assess these translations and discusses the impact of specific factors, such as source text and target audience, on establishing translation quality criteria.

**The influence of stereotypes on the quality of translation from Polish into Russian in the contemporary business discourse**

**Svetlana Kucheriavaia
Warsaw University, Poland**

In the article the Author describes the influence of stereotypes on the quality of translation from English into Russian in the contemporary business discourse. The article presents the results of the research conducted by the Author in years 2011-2013 in the framework of her dissertation. It concentrates mostly on the costs of stereotypes in translation for the enterprises and the possibilities of avoiding negative impact of low quality of translation on Polish-Russian cooperation in business.

As a focal point it takes the anthropocentric theory in translation, which puts the individuality of a translator as the main actor of the produced texts. The article shows how stereotypes influence both on the perception of the information and on the reproduction of it. Moreover it also reveals the role of stereotypes in translation as a core factor of mutual misunderstanding in business negotiations, which cause negative influence on the Polish-Russian cooperation.

**Machine Translation in Localization:
Quality, Performance and Costs**

**Nansija Lībiete and Inguna Skadiņa
Tilde, Latvia**

The localization industry experiences a growing pressure on efficiency and cost reduction. They have to increase volume of translation and decrease costs of services in order to remain competitive in the market.

Currently translation memories (TM) are widely used in localization industry to increase translators’ productivity and consistency of translated material. However, if the text is in a different domain than the TM or in the same domain from a different customer using different terminology, support from the TM is minimal.

These factors drive a growing awareness and interest of localization industry in application of machine translation (MT) to increase volumes of translation and decrease costs of the service. In this presentation we present experience of Tilde company in localization of information technology (IT) domain texts into languages of Baltic countries with support of MT. Since 2011 several successful experiments have been performed by our company through the integration of machine translation into the SDL Trados translation environment. These experiments have shown great potential of MT in localization. For instance, for English->Latvian usage of MT suggestions in addition to the translation memories lead to the increase of translation performance by 13.6% while maintaining an acceptable (“*Good*”) quality of the translation. Therefore currently Tilde uses MT in every day localization tasks when they are performed with SDL Trados.

**Sociolinguistic Situation of Advertising in Latvia
as a Cause of its Quality Issues**

**Gunta Ločmele
University of Latvia**

The main goal of advertising is to persuade people to buy. It is reached in advertising by interaction of different semiotic systems, language being a key element. Advertising is a type of propaganda due to its persuasive function. To make people buy advertising needs to talk to its audience in a way it wants to be talked to. The degree of subtlety of persuasion changes depending on different factors, including the education of people. Advertising contains cultural elements. They may be either very Latvian, or influenced by other cultures and languages. In Latvia, the influence of other cultures is exercised in directly transferred, translated, adapted and recreated advertisements. Some companies decide to place global advertisements in the Latvian market.

The answer for choosing the way of how to advertise in Latvia lies with the language situation including the issue of lingua franca. In order to make their products look more sophisticated, even local enterprises may make their advertisements in English in the European countries (Dollerup 1997 (b), 104). The way the local companies choose their trade marks in Latvia shows a similar trend.

Influence of other languages, mainly English, on Latvian causes hybridity of the Latvian language of advertising, where the national culture elements may coexist with directly transferred foreign elements. Quality of the language of advertisements has become not only the issue considered by linguists, but also stylistic feature, basis of play on words, in creating new advertisements.

The current economic crisis has influenced the way how advertising is created as well. However, the present focus on understanding of ads by the Russian audience is exaggerated, the vast majority (92%) of the Russian audience, according to the surveys, understands Latvian (Kļava u.c. 2012). Companies could benefit for investing more in better quality Latvian versions rather than translating their advertisements into Russian.

Advertising language fosters language competition in Latvia. On the one hand it is like a broken lock that allows influx of foreign words into Latvian, on the other hand it provides an impetus for creation of new words for existing or new concepts. Contact with other languages is a stimulus for tapping into the creative potential of one’s own (Blinkena 1998: 19). This is the wanted future trend in the advertising language development, as the levels of the Latvian language are vast and developed (see Veisbergs, forthcoming), and advertising should tap into existing riches of the Latvian language more than it does today.

**Translation Quality Assessment
Strategies, Parameters and Procedures**

**Jamal alQinai
Kuwait University**

Translation quality assessment has been marred by impressionistic and often paradoxical judgments based on elusive aesthetics. This study seeks to develop an empirical model for QA based on objective parameters of textual typology, formal correspondence, thematic coherence, reference cohesion, pragmatic equivalence and lexico-syntactic properties. This eclectic model is tested for its viability by applying it to the textual analysis of an evocative text (an advertisement) with the aim of highlighting points of correspondence and divergence.

**Neologisms of Everyday Language as a Challenge for Quality in Multilingual Term Bases: a Contrastive Culture-Pragmatic Approach on the Basis of “The Greek Crisis Multilingual Term Project (GCMTP)”** **and of the Language Pairs Greek/German and Greek/English**

**Olaf Immanuel Seel
Ionian University of Corfu, Greece**

Besides mere organizational (e.g. selection and coordination of a staff with terminology-related/domain-related expertise, selection of textual sources for the extraction/compilation of source terms), aesthetic (e.g. layout/visualizing of data) and general issues (e.g. deadlines, reviewing, editing, quality assurance, dissemination, regular actualization, adding new languages), the quality of a multilingual term base is predominantly dependent on the translational correctness and accuracy of its data. In these terms, standardized terminology plays a decisive role because it refers to terms that have been evaluated and approved by an authoritative body (e.g. IATE), thus securing the acceptability of source terms and their equivalents in the target language(s).

In the case of *The Greek Crisis Multilingual Term Project* or *GCMTP*, the team of terminologists faced the following challenge: While the vast majority of the Greek source data (770 out of 820) represents standardized terminology, fifty terms constitute neologisms (i.e. non-standardized terms) that not only pertain to diverse subject areas but also include about twenty out of them drawn from everyday language. In view of the above, the translation of these neologisms of Greek everyday language into several other languages has to be regarded as a particularly demanding task and decisive for the overall quality of the multilingual term base, given that everyday language is terminologically not standardized and, moreover, used in a culture-specific manner.

On the basis of a contrastive culture-pragmatic approach and by using selected examples of Greek/German and Greek/English translation of everyday terms from the *GCMTP*, it is the aim of this paper to reveal the major translational obstacles of the culture-specific use of language and mental concepts that also refer to term translation, and to offer solutions that do not compromise the overall quality of the above-mentioned multilingual term base.

**Approaches to Translation Quality Issues in Latvian Translation Studies: 1945 - 2013**

**Jānis Sīlis
Ventspils University College, Latvia**

Definition or, in a more cautious wording, formulation of the notion of *translation quality* should be preceded by a definition (formulation, characterization) of the notion of *quality* in a more general sense.

In is obvious that *quality* can be defined from both an objective and a subjective angle, although even in that case *objectivity* itself is a relative notion, depending upon our belief in the existence or non-existence of a material world, on our conviction in whether the existence of material objects is cognizable or non-cognizable, not excluding the creed that the surrounding “reality” could be a mere projection of our individual spiritual and emotional reactions to certain stimuli coming from beyond the limits of our understanding.

Thus the notion (concept) of quality related to translators’ and interpreters’ performance, is rather an axiological and not so much ontological and gnoseological phenomenon.

*Quality* always goes together with the *assessment* of it, and this is also true with *translation quality*. This concept has been a relative one throughout the history of translation, depending upon the set of values related to definite historical periods, social systems, schools of ethics, traditions of norms of written/oral communication etc. A good or a bad translation was understood differently during the millenniums of development of human civilization. In order to define what is a good translation the word *precise* was often used. *Precise* in its turn also needed a definition and the notion of *translation equivalence* was introduced, which later on was (at least partially) dethroned because of too many different definitions of it.

After this generally theoretical introduction the author of the presentation will concentrate his attention upon the historiographical aspect of translation quality treatment as reflected in the polemic and scholarly publications of Latvian authors from 1945 to 2012 (2013).

**Translation Quality, Translator’s Visibility, Paratexts**

**Andrejs Veisbergs
University of Latvia**

Many translations today are impersonal, namely they are not marked as translations. This includes also covert translations that appear in popular magazines, newspapers and electronic media which are presented as original creations. There is an enormous volume of translations where one would not expect to see the translator mentioned: product and drugs descriptions, instructions, advertisements, etc. Yet also “serious” translations frequently carry no identification of them being a translation and of the translator’s name. Translator’s invisibility to some extent may be linked to the issue of quality and responsibility. “Anonymous” translations and translators can hardly be viewed as responsible. A small empirical study suggests that poor translations are frequently anonymous. Of course, there are institutional translations which usually presume post-translation editing and proofreading, peer quality checks and other quality management instruments. Institutional translations, while usually not mentioning the translators, normally carry name of the institution, thus they are not totally anonymous.

Information about a text as translation can normally be found / derived from paratexts (the simplest being the name of the translator). Translation paratexts may include translator’s introductions, prefaces, postfaces, footnotes, side notes (marginalia), endnotes, glossaries, indexes and appendixes. Various text types have various norms and expectation norms as regards paratexts, there are different hierarchies of paratextual information, yet they are in a flux as any norms. E.g. it is interesting to note that multilingual/bilingual Latvian opera and concert brochures tend to have the translator mentioned, while tourist brochures normally do not; the quality of the two translation genres seem to be in direct correlation with this simple form of translator’ s visibility. Fiction, reference literature and other “serious” translations in Latvian normally inform the reader of the translator. Yet occasionally this is not done and the quality of these works usually leaves much to be desired.

The paper will discuss paratexts as a sign of translator’s visibility, development of paratextual information provision in Latvian over the centuries and the situation today.

**Customer Defined Translation Quality and Pricing**

**Zelma Diāna Vidiņa
AD VERBUM, Latvia**

Translation underpins successful business if a company wants to expand globally, the main questions what we always hear from the customers are:

* How much it will cost me?
* How do I know the quality is there?

These are basically the main questions we always receive from potential customer in whatever business vertical he/she operates. The price vs translation quality will always be in the top tier how customer chooses its SLV (Single Language Vendor) or MLV (Multiple Language Vendor).

Firstly, so how does customer define the quality? According to our experience and also researches done by Common Sense Advisory, for example, “Buyer-Defined Translation Quality” and several others, clearly indicate that there are several things customer is looking for in the MLV that are stretching way beyond linguistic aspects of quality, quality standards of ISO 9001:2008 and EN15038:2006 and that there is a gap between customer requirements and translation supplier defined quality offer. There is similar discrepancy when we talk about translation company expectations from their freelance translators, editors, proofreaders etc. in this case translation company being the buyer (customer).

Secondly, how much it will cost? We do not have any customers left who require translation without CAT tools and CAT tools used on daily basis are several depending from the customer needs. Technology is part of this business for many years now and it is taking more important role every year.

The other aspect that is increasingly visible across all customers and business verticals – prices paid per word are falling mainly due to the pressure from the customer side. Technology, content management, quality and reasonable per word rate is basic requirement customers expect these days. This is also backed by many researches done buy the Common Sense Advisory in recent years from both buyers and suppliers sides.

**Identifying Potential Pitfalls in Medical Text Translation**

**Veneta Žīgure
University of Latvia**

Since language is closely linked to the subject-matter knowledge, translators must know the subject they are addressing, not only to successfully master translation problems, but be aware of and identify potential pitfalls. This undoubtedly refers also to translation of medicine related texts from English into Latvian.

As we know, much of the medical terminology of Western European languages is made up of roots and affixes drawn from Greek and Latin. The advantages of the Graeco-Latin core are that it almost serves as an artificial language: it no longer changes, is precise and internationally comprehensible. However medical language has not obeyed the rules of word formation,e.g. Greek and Latin components have been freely combined into Graeco-Latin hybrid words. Even though this applies to both English and Latvian, the translators of medical texts frequently come across a number of potential pitfalls. Some of the most common ones are as follows:

Changes in spelling - transliteration of Greek and Latin letters not always result in the same spelling in English and Latvian; changes in prefixes and suffixes - they do not always tally in English and Latvian; paralel forms - a term in one language has several equivalents in the other; false friends - overlooking them may have serious consequences for the correct interpretation of the source text; synonyms - medical language is full of concepts that go under several names which are basically equivalent but may differ according to considerations they derive from.

 Another characteristics of medical terminology is that it consists of numerous words from everyday speech whose basic meaning has been extended to medical uses. The translator has to spot these terms as having a specific medical meaning.

In the present article the author will make an attempt to analyse the above mentioned cases of pitfalls and point out their influence on the quality of medicine related text translations from English into Latvian.