Discussion

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Response to Question 1

Quality standards and matrices are used in translation quality management to benchmark translation quality. The two types of translation quality standards include process-oriented standards and metrics-oriented standards. Main quality standards consist of ISO 17100 which provides critical requirements for all the necessary aspects that need to be considered for a quality translation service. Some of the best-known quality standards, ISO 9000 family, are effective in guiding the companies to assure customer satisfaction and consistent improvement in quality. Another quality standard specially designed for translation EN 15038 aims to merge the translation terminology and create a practical framework for service provider and service seeker interactions in terms of their rights and obligations. It also focuses on the functions of specialists involved in the translation process (Görög, n.d.). One critical aspect of this standard is that it requires two different people to perform the translation. For the Quality Assurance in translation, ASTM F2575-14 standard is used which provides a framework for both parties to agree on project requirements.

Response to Question 2

The translation process is highly depending on the speed and accuracy to maintain the quality of the translation process. This is due to the fact that incorrect translation can lead to miscommunication and a number of other problems. Accuracy in translation so that any translation service must provide a flawless transcript with desired accuracy and speed. In the industries where there is a pressing need to get on things, speed is the most important aspect of translation. Accuracy and speed both are equally important, but sometimes one or both is prioritized in some organizations. There is a need to balance both speed and accuracy in order to achieve overall translation quality (Taylor, 2017).

For the global business to be successful, high-quality marketing translation is the key. The global business brands Honda, Toyota, PepsiCo, etc. use the translation of their social media publications and promotional campaigns as an effective branding strategy.

References

Görög, A. (n.d.). The 8 most used standards and metrics for Translation Quality Evaluation. Retrieved from https://blog.taus.net/the-8-most-used-standards-and-metrics-for-translation-quality-evaluation

Taylor, B. (2017, August 17). Balancing speed with accuracy in the world of translation. Retrieved from https://www.languageconnect.net/blog/language-connect/balancing-speed-with-accuracy-in-the-world-of-translation/