

# Parlez-vous francais?



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In today's growing global market it is more and more likely that you will have business opportunities with clients from other countries who do not speak English.

What are your options if you do not have the required language capabilities to communicate with your client?

- You can study his language. It will, however, take at least two to three years for you to be able to negotiate business in your chosen foreign language. By that time, your client might not even remember you anymore or may be out of business.

- You can get immediate support from a translator or interpreter to assume the intermediary role between you and your client.

## TRANSLATOR OR INTERPRETER?

You will first have to determine if you need a translator or interpreter. Translators transmit written content from one language into another. Interpreters transmit the spoken word from one language into another.

If you deal with your client on a written basis, you will need a translator. If you meet with your client in person to negotiate business, you will need an interpreter.

Your purpose for investing money in translation or interpretation is to promote your products or services and your corporate image to your foreign customers, so you want to find the right person for your needs with the appropriate knowledge to duly represent you.

## HOW TO SELECT THE RIGHT TRANSLATOR/INTERPRETER

- Do you need a translator or interpreter?
- For which foreign language do you need the translation/interpretation service?
- What is the subject area of the material in question, for example technical, legal, or financial issues?
- If technical, which technology, for example, electronics, automotive, computers?



## SELECTING A SUITABLE TRANSLATOR/INTERPRETER

Translator/interpreter is not a legally protected title. Unlike lawyers or doctors, people do not need a special proof of their qualifications, such as a university degree, to work in this profession. That is why there is a huge variety in qualifications among the many translators and interpreters offering their services. You will find everything from no qualifications at all to a master's degree in translation and interpretation. To receive a high-quality output, look for a translator/interpreter with linguistic training in translation and interpretation who specializes in your subject area – for example, software, IT, law or finance, someone who has experience in his or her specializations and who is a native speaker of your client's language.

## LINGUISTIC TRAINING:

Translators and interpreters need to have excellent knowledge of their native language and the foreign languages from which they translate or interpret. To understand the complexities of a foreign language and to reproduce them correctly in another language, thorough linguistic training is required. Be aware that being bilingual does not automatically qualify a person to translate your valuable

company material.

Translators must not only master foreign languages, but must also have excellent writing skills in their native language and an understanding of the respective cultures.

A translation should read like an original, not like a translation. It should observe cultural differences. For example, Americans like to use analogies from typical American sports such as football or baseball to bring an idea across to the reader. Those analogies will not be understood by a German or French customer. The translator/interpreter will have to find an equivalent in the culture of the target language that has the same effect on your foreign customer as your sports example has on your American customer.

Translators and interpreters must be specialized in one or several subject areas. Language is only their tool for communicating different subjects and ideas. They cannot explain something correctly and understandably in another language when they do not understand what they are talking about.

It is absolutely essential to select a translator who is a native speaker of your target language. Only a linguistically trained native speaker ensures that your message will be delivered idiomatically, with perfect style, grammar and spelling.

#### WHAT YOU CAN DO TO HELP

■ Provide the translator/interpreter with as much background information as possible about your company and products/services – such as brochures, annual reports and other information in English as well as glossaries and existing translations in the target language, if available. The more information translators and interpreters have about you, the better they can tailor their output to your company.

■ Designate a contact person in your company who is able to answer questions about the material you want to have translated.

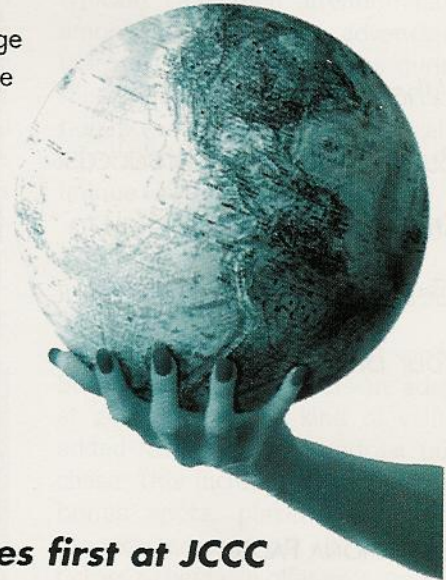
With the right choice of linguistic support, you can benefit from the global market. ●

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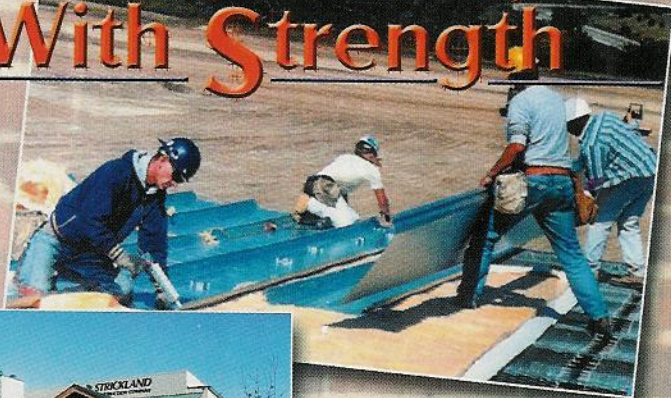
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