TRALOGY 2022: CONFINING MT; RECLAIMING LOCALIZATION

Alan Melby, CT, PhD

International Federation of Translators

www.fit-ift.org

Defining Translation Grades

Grades are not for evaluation of translation output, but for initial discussion of requirements between requester and provider before the project begins

Correspondence
– how well the target content matches the source content relative to the use case

Fluency – how well the target content reads on its own relative to the use case

	Target content should completely correspond to source content	Target content should not deviate significantly from source content	Target content can deviate significantly, but topic should be identifiable
Fluent	**High grade**	**High grade**	**Low grade**
Readable	**High grade**	**Medium grade**	**Low grade**
Understandable	**Medium grade**	**Medium grade**	**Low grade**
Target content should support triage	**Low grade**	**Low grade**	**Low grade**

Translation Grades are tied to risk

- Risk comes from deviations: flaws in correspondence or fluency
- High grade for high risk of damage or harm
- Medium grade for moderate risk
- Low grade for low risk

Confining Unedited MT to low grade

- **High grade (current methods of production)**
  - Initial professional human translation/transcreation/copywriting (with or without computer tools) + revision and review (ISO 17100)
  - Full editing of MT + revision and review

- **Medium grade (current methods of production)**
  - Quick human translation ("draft translation")
  - Paraprofessional translators (with subject matter expertise) or managed community translation
  - Light post-editing

- **Low grade (methods of production)**
  - Unedited MT or unqualified human translators

Currently, UEMT cannot guarantee medium or high grade translation

Consumer right: label method of production

- After you select a grade, someone needs to decide on a method of production
- What if everyone labeled translations to the public as "unedited machine translation" or "human translation"?

Proposed icons:
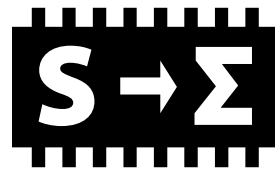
- Who benefits from using labels? End users and publishers

Reclaiming Localization

According to the FIT position paper on translation, localization, and transcreation, **translation** is a superordinate term that includes
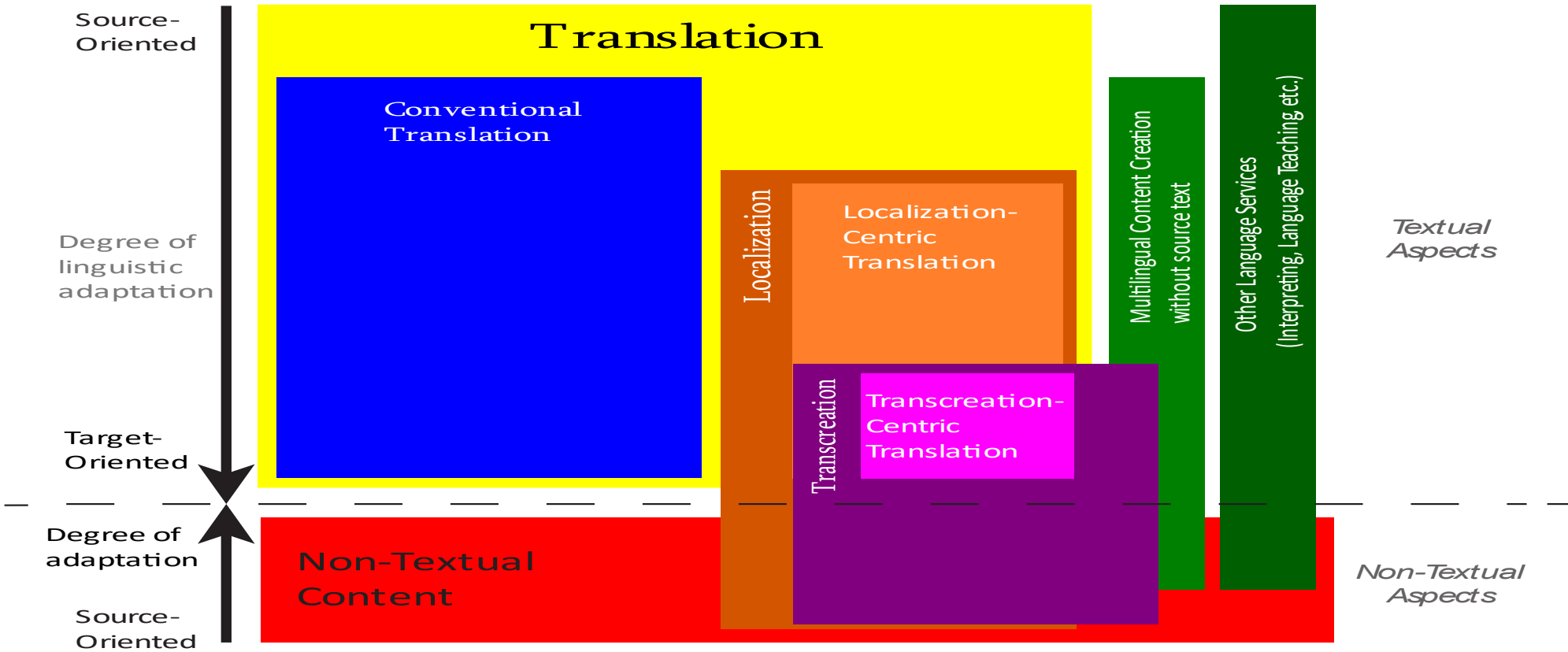
Localization-centric translation

Transcreation-centric translation

Conventional translation

Translation is the backbone of localization

Multilingual Language Services

Source-Oriented

Degree of linguistic adaptation

Target-Oriented

Degree of adaptation

Source-Oriented

Translation

Conventional Translation

Localization

Localization-Centric Translation

Transcreation

Transcreation-Centric Translation

Multilingual Content Creation without source text

Other Language Services (Interpreting, Language Teaching, etc.)

Non-Textual Content

Textual Aspects

Non-Textual Aspects

Summary

Confine unedited MT to use cases where low-grade translation is sufficient

Reclaim localization as an activity based on translation

CONFINING MT; RECLAIMING LOCALIZAIOTN

THANK YOU

Alan Melby

alan.melby@fit-ift.org