



translate.

translation information and news you can use

Welcome to our March Newsletter

Welcome to the first edition of translate for 2012! We hope you enjoyed a relaxing Christmas break and the New Year is going well for you. The Chinese New Year was celebrated recently and Fraser Robinson, our editor of Chinese, has written a piece explaining the significance of the Year of the Dragon. We also have an interesting case study contributed by a customer, and our ever popular 'lost in translation' section, plus some tips for multilingual online marketing.

The year is already flying by so it's a good time to remember - as we approach the 31 March and 30 June financial year ends - that if you have any projects you need to have completed within these financial years let us know soon, as this will avoid the rush and we can ensure the most efficient project plan for you.

Hagen Issell
Sales & Marketing Director
NZTC International

CHINESE NEW YEAR – THE YEAR OF THE DRAGON *By Fraser Robinson*

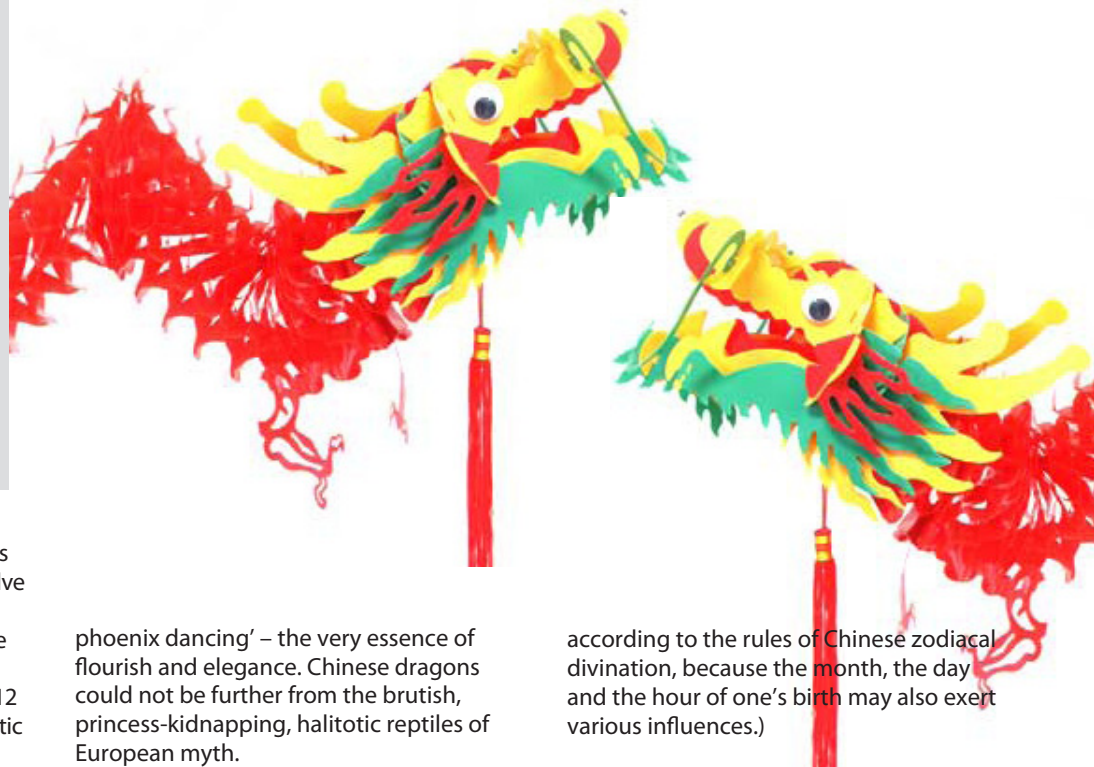


Fraser Robinson is employed at NZTC as a translator and editor of a wide range of languages, including Chinese, which he studied at

Victoria University and in Taiwan. Fraser currently lives in Rio de Janeiro and is a keen reader - and writer. He recently won the Sunday Star-Times' Short Story Award and Best Unpublished Writer Award for his story The Bus Terminal.

The Chinese 'Shengxiao' cycle assigns an animal invested with symbolic associations to each of twelve lunar years; of these twelve only one of the animals is mythical: the dragon. The 2012 lunar year is one of these Years of the Dragon, and, given that such years are regarded as auspicious, lunar 2012 may be regarded (sundry economic, climatic and other factors notwithstanding) as an auspicious year.

In Chinese culture the dragon has traditionally had positive associations. The Chinese word for dragon is 龍 (long). Common expressions in Chinese in which dragons are referenced include 望子成龍 (wangzichenglong) which expresses the hope that someone's son will 'become a dragon' (i.e. make a success of himself); if you have nice handwriting you might hear the phrase 龍飛鳳舞 (longfeifengwu) which refers to 'a dragon flying and a



phoenix dancing' – the very essence of flourish and elegance. Chinese dragons could not be further from the brutish, princess-kidnapping, halitotic reptiles of European myth.

Persons born in the year of the dragon may turn out to be magnanimous, stately, vigorous, strong, self-assured, proud, noble, direct, dignified, eccentric, intellectual, fiery, passionate, decisive, pioneering, artistic, generous, loyal and, on the down side, tactless, arrogant, imperious, tyrannical, demanding, intolerant, dogmatic, violent, impetuous and brash. (It should be borne in mind that the year of one's birth is not the only factor in determining one's personality,

according to the rules of Chinese zodiacal divination, because the month, the day and the hour of one's birth may also exert various influences.)

The 2012 Year of the Dragon begins on 23 February 2012 and will end on 9 February 2013. The beginning of the year will be marked in China and other countries by vast consumption, extensive travel and the letting off of huge numbers of fireworks. As Chinese people around the world celebrate the lunar New Year, let's hope that the mythical nature of the dragon will do nothing to undermine its auspicious efficacy, and that peace and prosperity can be enjoyed by us all.



translate.

translation information and news you can use

MULTILINGUAL GOOGLE ADWORDS

So you've recognised the great opportunities to target non-English speaking customers by translating your website content - now how do you get all these potential customers to find your website?

Google AdWords is becoming an increasingly vital tool for driving targeted customers to your website and NZTC uses AdWords for our own online marketing too. NZTC is now assisting an increasing number of customers to use Google AdWords in multiple languages. Because we use AdWords ourselves we are able to stay on top of methods and new developments, which is important because there are a number of unique challenges involved in setting up and running multilingual Google AdWords campaigns. Some of the main considerations for AdWords translations are:

Character restrictions - The number of characters allowed in the headline, description line one, description line two and the Display URL is restricted and remains the same across languages with roman script. This can be very challenging in some languages, for example German, where words tend to include more letters compared to English. This requires translators to try to say the same thing with fewer characters and to be constantly checking for character overruns. Furthermore, in languages with Asian characters the character restrictions also differ and need to be considered.

Localised ad copy - It's imperative the ad copy isn't a literal translation of the English original as this will come across as a clumsy translation and likely to put off potential consumers. Instead, the content must be localised to reflect the specific local industry and cultural environment while conveying the same intended message and tone of the English original.

Keyword translation - There are no character restrictions on the keywords applied to trigger your ad to be shown, however there are other aspects to take into consideration. There are a number of requirements when writing the original English copy, such as identifying and selecting possible spelling variations, broad matches, phrase matches, exact and negative matches. In addition, translators need to consider further foreign language variations such as foreign accents, umlauts and synonyms not applicable in the English version.

It's also important that the keywords selected are applicable to the specific local culture and industry while maintaining the tone and message of the original keyword list. A method of achieving this is applying a "transcreation" process where the original English isn't translated but instead used as reference by translators, with the goal being to produce a new foreign-language keyword list that includes localised synonyms and possible spelling variations. The task of "translating" misspelt keywords needs to be considered and NZTC is familiar with this process. It requires close communication with the client to work out the best approach for each specific market and language.

During the keyword translation process it's also important to implement important keywords within the ad copy, the keywords list and the website landing page as this increases the ad performance. In addition to using the English keyword list as a base, the Google AdWords Keyword and Traffic Estimator tools can also be used for your target market, and help develop effective foreign language keyword lists.



If you'd like to learn more about how we can help you with your Google AdWords, in any language, please contact Linus Thorstenson at linus@nztcinternational.com.



A TRIBUTE TO JOHN SEYMOUR

Over the Christmas holiday break NZTC staff were shocked to hear of the sudden death of John Seymour, the husband of our CEO Liz Seymour. Besides his supportive role as Liz's husband, John had become very much a part of the NZTC family. We particularly valued his work in researching, writing and preparing the stories and items for both our client newsletter *translate*, and for the *translator*, which circulates to all our freelance and contract translators.

John had a long career of intensive involvement in many levels of the publishing industry, including serving as the first chairman of the NZ Book Marketing Council. He was also a President and Life Member of the NZ Publishers Association. He brought his publishing knowledge and skills to the work he did on our newsletters, in the process absorbing and making sense of copious amounts of complex information on such topics as machine translation, translation memory software and other translation industry themes.

John was a devoted family man, a 4-wheel drive rally enthusiast who seemed to have travelled almost every highway and back road in New Zealand, a voracious reader who generously shared his wide-ranging love of books and of music, and, with his ever enquiring mind, great company. We at NZTC will sorely miss his friendly, supportive presence and keen participation in the life of the company.

*Patrick King
Chief Editor and Director
NZTC International*



WHAT'S IN A NAME? THE STORY OF GROUND ZERO

A case study by Chris Lipscombe, founder of Ground Zero, a leading strategic marketing consultancy.

Back in 2004 I started to travel seriously in North Asia. It didn't take me long to realise that if I was to do business there, then I was going to have to think about translating my company name into a number of local languages.

My company name – Ground Zero Limited – is not easy to explain. When I set up my strategic marketing consultancy in 2000, the term 'ground zero' was a useful way of describing the centre of rapid or intense change, and working from first principles or 'square one'. The subsidiary and rather technical meaning of the point at which an explosive device detonates didn't seem to be a problem. I was happy to have found a way of communicating through my company name the need for fundamental rethinking that successful strategy development requires, along with an implication of urgency or importance.

Then came September 11, 2001 and almost overnight Ground Zero came to mean a smoking hole in the ground in the middle of Manhattan. At the time I toyed with the idea of changing my company name, but luckily the few years immediately following 9/11 coincided with my working overseas for a couple of other organisations. Ground Zero stayed safely at home.

Fast forward to 2008, and I was back in North Asia, this time travelling under my own company name. What was I to do? Translations of Ground Zero into Korean and Japanese were achieved through simple transliterations, and I could have done the same for Chinese. I approached the NZ Translation Centre (NZTC) for advice.

I learnt that there is a concept in Chinese Buddhism called 凤凰涅槃 (feng huang nie pan), roughly translated as 'phoenix-nirvana'. It couples the idea of the phoenix reborn in the fire and the Buddhist goal of escaping the earthly cycle of death and rebirth. My translator at NZTC suggested this concept as a possible translation of Ground Zero – one that captured the notion of fundamental rethinking along with the idea of something new arising from the ashes.

The suggestion couldn't have been more appropriate. Not only does this translation encompass both the pre- and post-9/11 meanings of Ground Zero, it does so in a way that acknowledges the importance of Chinese culture and philosophy. For some of the more senior Chinese politicians and business people I meet on my travels, this is an important bonus. For me, it's a perfect illustration of the way thoughtful translation adds value to New Zealand businesses – not least my own.

凤凰涅槃

CHECK OUT THESE WRITING COURSES BY WRITE LTD

We all know that a good translation is helped a great deal by a well written original text – so we recommend our NZ based customers should have a look at the Write Ltd courses on offer to get your writing skills off to a good start in 2012!
<http://www.write.co.nz/Training+services.html>



LESSONS FROM THE WHITE HOUSE

In his personal memoir recounting his time as White House interpreter to a string of US presidents, Harry Obst emphasises that multilingual workforces and skilled linguists are as important for private-sector success as they are for government and military purposes.

"The American business community needs reliable interpreters and translators just as badly as the armed forces. Strangely enough, the average corporation is not even aware of this. You conquer shares of foreign markets much more easily if you have employees and managers who are fluent in the foreign language. The managers who are monolingual are less likely to be successful in selling American goods and services to non-English-speaking countries if they do not have recourse to professional interpreters and translators of their own."

Harry Obst, "White House Interpreter, The Art of Interpretation" 2010

WRITE
Information with clarity

translate.

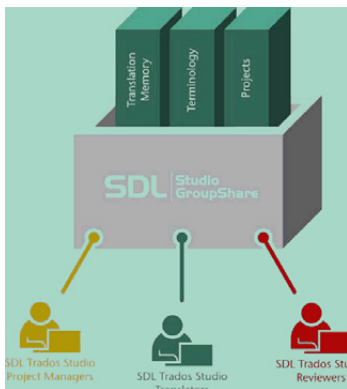


translation information and news you can use

LOST IN TRANSLATION – NOT REALLY A COMPLIMENT...

Our French translation department found this great example of why English advertising should be checked for meaning in other languages to avoid embarrassment. This advert ran in North America recently and unfortunately, "Petite bites" means a small "something" in French, and men wouldn't normally take this as a big compliment!

NEW TRANSLATION MEMORY COLLABORATION HUB PRODUCT IS HERE!



SDL Trados Technologies has further enhanced the networking capabilities of the industry leading "Studio" translation memory software with the release of their SDL Studio "GroupShare" product which provides a clever new way to work collaboratively on translation projects. This is increasingly important for translation providers like NZTC International to work more efficiently and deliver quality results faster and also for companies employing their own in-house translators or reviewers.

The SDL Studio GroupShare software provides the collaboration hub for project managers, translators, terminologists and reviewers using SDL Trados Studio and SDL MultiTerm. Efficiency and consistency is enhanced with centralised translation memories, terminology and projects on a single collaboration platform.

While networking Translation Memories is not new, NZTC is excited about the improved usability and efficiency of this new product and how this helps in translation workflows, particularly on large projects.

Contact Glenn Johnston (glenn@nztcinternational.com) if you'd like to know more. If you are interested in the product for your own in-house translation teams we are the official reseller for Australasia and can provide special discounts not available through SDL.



ANSWERS AND WINNERS OF OUR "ODD ONE OUT" COMPETITION

We received a great response to our last competition and three winners were drawn from correct entries, each receiving a \$100 online shopping voucher. One winner is from Australia and two are from New Zealand. Thanks to everyone who had a go! The correct 'odd ones out' were as follows:

- Spanish: Tía
- Italian: Bellezza
- Spanish: Gato
- German: Rübe
- Spanish: Tierra
- French: Marin

translate. is the official newsletter of
The New Zealand Translation Centre Ltd
To be included in the mailing list for this publication
please contact: sales@nztcinternational.com