CLOUDWORDS GLOSSARY / INDUSTRY TERMS

INTRODUCTION

The following list of key terms includes industry terms, technological jargon, and common terms used by international marketing professionals during the translation process. We hope it will be an informative introduction to understanding globalization automation as an essential business process.

If you have any questions, reach out to the Cloudwords team (info@cloudwords.com) and we will be happy to answer all of your questions about globalization automation!

ANALYSIS

A translation project analysis will show the exact number of words in a translation project and the matching degree with existing translation memories and other ongoing projects.

APPLICATION PROGRAM INTERFACE (API)

An API specifies how software components should interact and APIs are used when programming graphical user interface (GUI) components.

COMPUTER-ASSISTED TRANSLATION (CAT)

Translating with the help of a computer tool, with the goal of increasing the speed and quality of translations. CAT tools may offer such features as creating translation memory or the recognition of repetitions and matches in files. Users may be project managers, translators, or technical teams.

CONCORDANCE SEARCH

Concordance searching describes the searching of phrases, words or sequence of words within the translation memory database.

CONTENT MANAGEMENT SYSTEM (CMS)

A system that manages the creation and modification of digital content. CMSs are typically used for enterprise content management (ECM) and web content management (WCM). CMSs support multiple users in a collaborative environment, integrating document management, digital asset management, change management, and record retention. For example, websites may include text and embed graphics, photos, video, audio, maps and program code.

CONTINUOUS TRANSLATION

A connected source (such as BitBucket or GitHub) which automatically synchronizes new translation content with the translation project.

FREELANCE TRANSLATOR

Translators who work for themselves or more companies at the same time.

FUZZY MATCHING

Fuzzy Matching (Very similar to approximate string matching) is a technique used by CAT tools to look for phrases, words, or sequence of words within a Translation memory Database with similar meaning and spelling. It may not be 100% accurate. A segment that has a certain similarity to other segments in the translation memory. The degree of similarity may vary between anywhere from 50% to 99%.

GLOBALIZATION AUTOMATION

A system that connects global teams, translation vendors, marketing automation platforms, content management systems, processes and technology in a single, shared workflow without needing to download and upload assets. The campaign assets and content are translated from their original source, reducing the number of errors as well as the time to completion.

GLOSSARY

A list of terms that are automatically extracted from the source file. Terms can be added to a glossary individually as well. After the translator or terminologist translates key terms for the project, they will appear as terminology proposals throughout the translation project.

GRAPHICAL USER INTERFACE (GUI)

A system of interactive visual components for computer software. A GUI displays objects that convey information in addition to actions that can be taken by the user. The objects change color, size, or visibility when the user interacts with them.

IN-COUNTRY REVIEWER

This is someone on the client's side who reviews the translation with a focus on key terminology and style.

IN-HOUSE TRANSLATOR

A translator who is employed within a company.

INTERNAL PROJECT/IN-HOUSE PROJECT

These are translation projects that are undertaken internally within a company.

INTERNATIONALIZATION (I18n)

The process of designing a product or content to ensure, that it can be localized into various regions and countries with minimal efforts. The process of planning and implementing products and services so that they can easily be adapted to specific local languages and cultures. I18n - Short for Internationalization. "I" followed by 18 letters ending with "N".

LANGUAGE CODE

A code assigned to identify languages. E.g., the scheme ISO 639-1 code for English is EN.

LOCALIZATION (L10n)

The process of adapting content or products for a targeted region or country. This includes the language but also takes into consideration the cultural preferences related to customers and a number of other specific nuances. Be aware that there is a big difference to "translation". Simple math: L + (10 Letters) +n = L(ocalizatio)n. The 10 represents the ten letters in between the "L" and "n".

LANGUAGE SERVICE PROVIDER (LSP)

Companies that offer translations, interpretations, or even learning programs for languages.

MACHINE TRANSLATION (MT)

Automated software that translates source content into target languages. MT may be used to help render text and speech into another language with or without human assistance. Many managers do not use this method as the tone of the copy can get lost in translation.

MT + HUMAN REVIEW

Text that is pre-translated via machine translation and reviewed/corrected by a professional human translator.

MULTIPLE-LANGUAGE VENDOR (MLV)

Usually set up as a company, offering a wide range of translation services into multiple languages, enabling its clients to concentrate all of their translation requests with one vendor, regardless of language.

NEURAL MACHINE TRANSLATION (NMT)

An approach to machine translation that uses an artificial neural network to predict the likelihood of a sequence of words, typically modeling entire sentences in a single integrated model.

POST-EDITED MACHINE TRANSLATION

An approach that will cut costs, by first using MT and afterwards, hiring a language expert who reviews the finished translations and checks for the quality.

PROOFREADING

The task of reviewing the translated text.

PSEUDO-LOCALIZATION

A method to test the preparedness of a given piece of software for Internationalization. Instead of really localizing text strings, the original text is replaced by an altered version, which simulates the foreign language.

QUALITY ASSURANCE (QA)

An automated check of any errors that may be present in the translated content, such as terminology and translation consistency, etc.

RIGHT TO LEFT (RTL)

Describes languages for which the writing systems are read and written from right to left such as Arabic, Urdu, Japanese, or Hebrew. Content must be adjusted when translating from RTL languages into LTR (Left to Right) languages and vice versa. The space and layout requirements are important considerations.

SEARCH ENGINE OPTIMIZATION (SEO)

The process of optimizing a website in order to allow it to be found more easily by search engines such as Google, Bing, or Yahoo.

SIMULTANEOUS SHIPPING (SIMSHIP)

When content or a product is released for the domestic market and the foreign market at the same time. This shipping method has become the standard.

SOURCE FILE

The original version of the file that will be translated.

SOURCE LANGUAGE

The language the content is translated from.

TAGS

Tags represent formatting and other elements of a document. It's important to keep them in the exact same position as in the source version of the file.

TARGET FILE

Translated version of the file.

TARGET LANGUAGE

The language the content is translated to.

TRANSCREATION

Used by marketers and advertising specialists to describe the transfer of the meaning of a message into another language without altering its original intent, style, context, and tonality.

TRANSLATION

The process of adapting content or products from one (source) language into another (targeted) language.

TRANSLATION MANAGEMENT SYSTEM (TMS)

The primary users of a Translation Management System are Localization Service Providers and Translation Agencies. These Service Providers use a TMS to manage their internal teams, projects and translators. The translators and reviewers may be located across the globe, and typically access the TMS online. A TMS is frequently used with a Content Management System (CMS) to manage foreign language content.

TRANSLATION MEMORY (TM)

A database of stored "segments" of past translations that enable translators to work up to 3X faster through use of translation memory and CAT tools that provide predictive feedback. These may be used by the translator in future projects resulting in time and cost savings. TMs can be part of CAT tools or Translation Management Systems.