

SATI

South African Translators' Institute

newsletter

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LANGUAGE
CONNECTION

04 2024



Free Webinar: The Translation industry by the numbers
SALALS Conference 2024 Call for conference workshops
Showcase yourself with a portfolio
Popular Translation Software
ITI Conference 2024

FREE WEBINAR: THE TRANSLATION INDUSTRY BY THE NUMBERS: BETWEEN GROWTH, TRANSFORMATION AND REINVENTION



Friday, May 10th 2024
13:00
Free webinar

The International Federation of Translators (FIT) is presenting a free webinar.

Numbers don't lie: The language industry continues growing, and the demand for language services is arguably at an all-time high. And yet, we find ourselves in a peculiar moment of the industry's growth trajectory, with professionals and companies wondering how their future will look, with AI especially being seen as the great disruptor coming for our jobs.

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Perhaps surprisingly, localization managers on the client-side report that AI drives renewed interest in languages from their companies. Is there a source of hope that AI is not on the hunt for our jobs after all?

AI will continue to shape our industry, so how do we reinvent the game's rules to continue growing personally and professionally? In this one-hour session, we'll talk about the global state of the industry in 2023/2024, the transformation we're undergoing, shed light on what is the reality of those first in line tasked with bringing AI in localization to life – the localization teams – and discuss perspectives for future reinvention, in a world where human and machine thrive alongside each other.

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SALALS CONFERENCE 2024 CALL FOR PRE- AND POST- CONFERENCE WORKSHOPS

The annual conference of the Southern African Linguistics and Applied Linguistics Society (SALALS) will be hosted by the University of Johannesburg's Department of Languages, Cultural Studies and Applied Linguistics at the UJ Auckland Park Kingsway Campus from **25 to 27 June 2024**.

To further enrich the conference experience, the organising committee has opened **a call for pre- and post-conference workshops**.

These workshops are intended to be practical and we welcome workshop proposals on any topic related to language, linguistics, applied linguistics and language practice. Some possible workshop topics include innovative methodologies, new or established digital or research tools, computer-assisted translation tools and generative AI detection tools for use in academic contexts.

Depending on the number of workshop proposals we receive, workshops will be offered on the day before the conference (Monday, 24 June) and possibly on the day after the conference as well (Friday, 28 June).

Please submit your workshop proposal to Prof Eleanor Cornelius at eleanorc@uj.ac.za.

Workshop proposals should include the following information (in a Word document):

1. Title of the workshop
2. Title(s), name(s) and surname(s) of the presenter(s) and contact person (with e-mail address)
3. Brief bio sketches of the presenter(s)
4. Length of the workshop: half day (i.e. 09:00-12:30/13:00) or full day (i.e. 09:00-16:00)
5. Cost of workshop (if applicable)*
6. Minimum and maximum number of participants (e.g. no less than five and no more than 25)
7. Main aim and purpose of the workshop
8. Competency level of the workshop: beginner, intermediate or advanced
9. Knowledge and skills assumed to be in place, if any (especially if the workshop is at intermediate or advanced level)
10. Outcomes: knowledge and skills the participants will gain upon completion
11. Brief description of the underlying theoretical framework of the workshop and pedagogical approach that will be followed by the presenter(s) (if applicable)
12. Brief description of the activities or tasks that will be undertaken by participants
13. Materials/handouts/software participants will receive (if any)
14. Special requirements (computer lab; data projector; flip chart and coloured pens; microphone; setup of the venue: U shape; group setup; etc.)
15. Participant requirements (e.g. bring own laptop, install software before workshop)
16. Workshop programme.

*30% of income generated by the workshop will be paid to the presenter(s). Suggested cost for a half-day workshop is R600 (with 50% discount for registered students i.e. R300). Suggested cost for a full-day workshop is R1200 (with 50% discount for registered students i.e. R600).

SHOWCASE YOURSELF WITH A PORTFOLIO

Creating a professional portfolio for your translation business is essential for showcasing your skills, experience, and expertise to potential clients. Here's a step-by-step guide on how to create an effective portfolio:

Select Your Best Work

Choose a selection of your best translation projects to feature in your portfolio. Focus on showcasing a variety of texts, languages, and subject matters to demonstrate your versatility and proficiency.

Obtain Permission

Before including any client work in your portfolio, ensure that you have obtained permission from the clients to showcase the translated material. Some clients may have confidentiality agreements, so it's crucial to respect their privacy and seek permission.

Format Your Portfolio

Decide on the format of your portfolio. You can create a digital portfolio using a website, PDF document, or an online platform. Ensure that the format you choose is professional, easy to navigate, and showcases your work effectively.



Include a Professional Introduction

Start your portfolio with a brief introduction about yourself and your translation services. Highlight your language pairs, areas of expertise, qualifications, and relevant experience. This introduction should provide potential clients with a clear understanding of who you are and what you offer.

Showcase Your Translations

Present your translated work in an organized and visually appealing manner. Include both the original text and your translated version to demonstrate your linguistic skills and accuracy. Provide context for each translation, such as the client's industry or the purpose of the text.

Showcase yourself with a portfolio (continued)
Popular Translation Software

SHOWCASE YOURSELF WITH A PORTFOLIO (CONTINUED)

Highlight Client Testimonials

Incorporate testimonials or reviews from satisfied clients to add credibility to your portfolio. Choose testimonials that highlight your professionalism, accuracy, and reliability as a translator. Make sure to include the client's name and company (with their permission) for authenticity.

Include Your Credentials and Certifications

Showcase any relevant credentials, certifications, or memberships in professional associations. This can include language proficiency certificates, translation degrees, or memberships in translation organizations. Highlighting your qualifications adds credibility to your portfolio.

Provide Contact Information

Make it easy for potential clients to reach out to you by including your contact information in your portfolio. Provide your email address, phone number, website (if applicable), and any other preferred methods of contact. A clear call-to-action inviting clients to get in touch for inquiries or projects can also be beneficial.



Update Regularly

Keep your portfolio updated with your latest translation work, testimonials, and credentials. Regularly adding new content ensures that your portfolio remains relevant and showcases your ongoing growth and experience as a translator.

Review and Polish

Before finalizing your portfolio, review it thoroughly to check for any errors or inconsistencies. Ensure that all links are working correctly, and the formatting is consistent throughout. A polished and professional portfolio reflects positively on your attention to detail as a translator.

POPULAR TRANSLATION SOFTWARE

In South Africa, translators often utilize a variety of software tools to enhance their efficiency and productivity. Some popular software among translators in South Africa include:

SDL Trados Studio

Widely used by translators worldwide, SDL Trados Studio is a powerful computer-assisted translation (CAT) tool. It offers features such as translation memory, terminology management, and project management, which are particularly beneficial for handling large and complex translation projects.

SDL Trados Studio supports a wide range of languages, including many South African languages such as Zulu, Xhosa, Afrikaans, and others. While it may not have specific language resources for every South African language, translators can create their own translation memories and terminology databases to work with these languages effectively.

MemoQ

Another CAT tool popular among translators in South Africa is MemoQ. It provides advanced translation management features, including translation memory, terminology management, and collaborative translation workflows. MemoQ's user-friendly interface and customizable settings make it a preferred choice for many translators.

Similar to SDL Trados Studio, MemoQ offers support for various languages, including South African languages. Translators can leverage its features such as translation memory and terminology management to work efficiently with these languages.

Wordfast

Wordfast is a suite of translation tools that includes Wordfast Classic, Wordfast Pro, and Wordfast Anywhere. Wordfast Classic is a standalone CAT tool integrated into Microsoft Word, making it convenient for translators who prefer working within the familiar Word environment. Wordfast Pro offers



POPULAR TRANSLATION SOFTWARE (CONTINUED)



more advanced features for larger translation projects, while Wordfast Anywhere is a cloud-based solution for collaborative translation.

Wordfast offers support for Unicode encoding and can be used for translating South African languages. Translators can utilize its features within the familiar Microsoft Word environment to work with these languages effectively.

Across

Across is a comprehensive translation management system (TMS) that provides translation memory, terminology management, and project management functionalities. It is widely used by translation agencies and freelance translators in South Africa for its efficiency in handling multilingual projects and ensuring consistency across translations.



OmegaT

OmegaT is an open-source CAT tool that is popular among freelance translators and small translation agencies in South Africa. It offers basic translation memory and terminology management features and is particularly suitable for translators working on smaller-scale projects or who prefer open-source software solutions.

While it may not have built-in resources for these languages, translators can create their own translation memories and glossaries to aid their translation work.

These software tools provide translators with the necessary resources to streamline their translation workflows, improve consistency and accuracy, and meet the diverse linguistic needs of their clients.



ITI CONFERENCE 2024

Preparations are well advanced for the Institute of Translation and Interpreting's Conference 2024, taking place on **4th & 5th June**. (FIT members do get a discount on the ticket price).

The biggest and most prestigious event in the UK's translation and interpreting calendar, the conference attracts delegates from around the world, both in person and online. The ITI Conference has always been an unmissable opportunity for translators and interpreters to meet, learn and share new ideas. And this year will be no exception.

New world, new work

The theme of the conference is "New world, new work" and will be exploring how the translation and interpreting profession needs to evolve to keep pace with the challenging world we operate in, including addressing the technological changes that are being accelerated by developments in AI. We'll consider what are the pressing challenges now and into the future, and how we support and sustain a meaningful and reliant language services sector.

Four streams

The conference comprises four streams, including one dedicated solely to interpreters, and over the course of the two days will feature more than 40 speakers. They include established names like Chris Durban, Tess Whitty and Joanna Drugan, as well as newcomers to speaking, who'll be offering fresh perspectives.

With sessions covering everything from managing cognitive load in translation and caring for your brain and hearing health, to translation for the virtual reality market and brainy things a robot cannot do, attendees might find it hard to decide which ones to attend. However, all sessions will be recorded so you'll be able to catch with anything you missed after the conference.

Tickets to attend in person in Edinburgh are almost sold out, but online tickets remain on sale until 21 May.

To find out more and to book a ticket, go to the ITI Conference website

<https://www.iti.org.uk/training/events/iti-conference-2024.html>



SATI } Your language is our language newsletter

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