

## Overcoming the language barrier – easy as a click?

Nowadays when you type a search into Google and get a non-English website, suddenly the language problem melts away like ice cream on **smoldering** summer pavement. An icon appears at the top, **prompting** you to press for a translation. Click! And, like magic, the **gibberish** is understandable.

But before you become **addicted to** using machine translations at work, you might want to consider your options. While the words may seem correct, there is a serious risk that the text translated by a machine-based application uses terms that are not correct for your business. Also, when you get over the **initial thrill** and look a little closer, you may find that machine translations are often cold, **awkward** and a little **off-sounding** in places. The 'machine-ness' in the machine just seeps out.

Anyone who speaks more than one language knows that the use of words is sometimes ever so **subtle**. Pick the wrong word, or make the wrong translation, and the intended meaning can dramatically change.

But machine applications do have value. Automated language tools that are attached to a desktop are good, by way of example, for emails or discussions with colleagues from around the world about **work assignments**.

While sometimes **under-appreciated**, translation is more an art form than simple mechanics. Science is needed in getting the words right, surely, but also some finesse. Like a painter who knows how to **stroke her brush** to get the right **impact**, translators have to know what the author intended and how to best **re-state** it in the new language to ensure the reader gets the same message.

Sometimes the original words need a gentle massage, other times a straight word-for-word translation is sufficient. **Judgment calls** – for now, at least – remain hard to train a computer.

## Glossary

<b>addicted to</b>	beroende av
<b>awkward</b>	klumpig, osmidig
<b>brush stroke</b>	penseldrag
<b>gibberish</b>	"rappakalja"
<b>impact</b>	effekt
<b>initial thrill</b>	första förtjusningen
<b>judgment call</b>	moget övervägande
<b>off-sounding</b>	låta fel
<b>prompting</b>	uppmåna, uppmuntra, locka
<b>re-state</b>	återge
<b>seep out</b>	komma fram
<b>smoldering</b>	stekhet
<b>subtle</b>	subtil
<b>under-appreciated</b>	underskattad, nedvärderad
<b>work assignments</b>	arbetsuppgifter

Did you know? AAC offers AAC Language Tools, an intelligent machine translation tool designed to aid in everyday multilingual communication. Integrating state-of-the-art machine translation technology with a company's own customized term bank, AAC Language Tools provide secure and good quality desktop translations.