Quality through terminology – a key issue in the translation process

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3 Questions

1. What is the role of terminology in quality assurance?
2. How to measure the quality of translations & translation service providers?
3. How terminologists and translation service providers can fulfil quality standards?
1. Role of Terminology in QA *

- Terminology & terminology management (TM) as integral, quality assuring part of end products in 3 fields:
  1. Information & communication
  2. Classification & categorization
  3. Translation & localization

* QA = Quality Assurance
1. Role of Terminology in QA

Terminology & TM as quality assuring factors

- **Example**: Standardized terminology in risk and safety management
- **Example**: Correct terminology in technical documentation
- **Example**: Consistent terminology in translation and localization
2. How to measure quality?

- First of all: What is quality?
The concept of Quality

Quality exists, when the price is long forgotten.
(Fredrick Henry Royce)
What is Quality?

Quality

degree to which a set of inherent characteristics fulfils requirements

[ISO 9000:2000]

Customers point of view

Quality means: Meeting customers expectations.

Loyal Customers

The customers come back, not the product.
What is Quality?

- **How to meet customers expectations?**
  - e.g. by standards reflecting the state of the art of the business,
  - see introduction to EN 15038: … (the standard) is designed to provide translation service providers with a set of procedures and requirements to meet market needs.
2. How to measure quality?

1. Quality of translations → text quality

2. Quality of services → management procedures of Translation service providers (TSPs)
2.1 Quality of translations

- ATA certification program - competence in translating from one specific language into another (http://www.atanet.org/certification/index.php)
- LISA QA model - Localization Industry (www.lisa.org)
- GB/T 19682-2005 – Target text quality requirements for translation services
2.1 Quality of services

- Canadian Standard – brand new!
- European: Translation services – service requirements (EN 15038:2006)
2. How to measure quality?

- Quality of services
- ISO 9001 principle:
  - Say what you do
  - Do what you say
    - Prove it
    - Document it
2. How to measure quality?

ISO 9000 tells you that you should do it.
EN 15038 tells you what you should do.
3. How to fulfil quality standards?

- **Example**: What does EN 15038 say about terminology?
- **Quality assuring factors** in EN 15038:
  - Terminology & terminology management are defined and specified as core components of the entire process of quality services in the translation process
3. How to fulfil quality standards?

5.4.1 Translation

Throughout this process, the translator **shall pay** attention to the following:

a) **Terminology**: compliance with specific domain and client terminology, or any other terminology provided, as well as terminology consistency throughout the whole translation.

b) ...
3. How to fulfil quality standards?

- Prove of quality required by clients =
- Prove that terminologists and translators work according to existing standards
3. How to prove?

- e.g. during an **audit** performed by an independent third party – **to get a registration** (International terminology: a certificate) for an accredited standard (such as the new Canadian standard or the European EN 15038)
3. How to get audited & registered?

- International audits and registrations / certificates – affordable also for small TSPs – are provided by LICS®

Language Industry Certification Systems

jointly established by:
- the Austrian Standards Institute
- the International Network for Terminology
3. What is LICS®?

The LICS® distribution partner for Canada and the US is Business Improvement Group Inc. For any inquiry please refer to: Mr. David Huebel, dhuebel@busimpgroup.ca

→ More about LICS: at TAMA 2008 – October 9 at UQO in Gatineau
→ Information and details also at: www.lics-certification.org
THANK you very much for your attention – looking forward to your questions!
Thank you very much

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