

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? International Network for Terminology

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)
- SAE-J2450 - Quality Metric of Automotive Industry
(<http://www.sae.org/technicalcommittees/j2450p1.htm>)
- GB/T 19682-2005 – □□□□□□□□□□ – *Target text quality requirements for translation services*

2.1 Quality of services

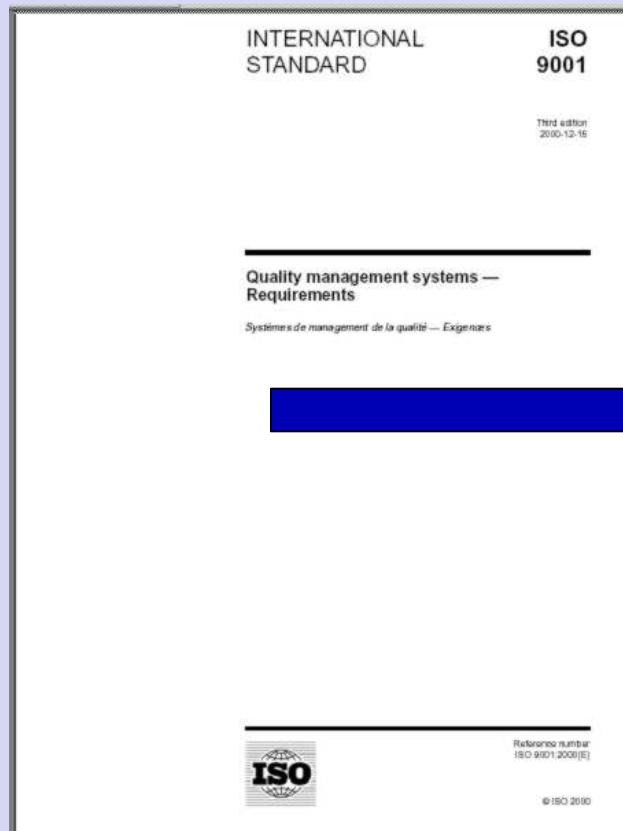
- **Canadian Standard – brand new!**
- European: Translation services – service requirements (EN 15038:2006)
- US-American: Standard Guide for Quality Assurance in Translation (ASTM F2575-06);
- Chinese: Specification for translation service – Part 1: Translation □□□□□□ □1□□:□□ (GB/T 19363.1-2003)

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 LICCS® ?

The LICCS® 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 LICCS: 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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 - Corporate Social Responsibility