



The communication channel from All Tasks

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EDITORIAL

Happy new year!

The start of 2010 brings new hopes and expectations that mark the beginning of a year in which the world economy is beginning to return to its normal rhythm in the post-crisis period. This resumption is prompting the corporate world to invest in expanding its operations in international markets, and as a result, the demand for translations is increasing. After all, acting globally increasingly requires translating, to ensure effective communication.

For the third year, All Tasks brings you Traduzir em Notícias, which lets you in on what's happening in the Multilingual Services Industry and also on our presence in the corporate world.

In this issue, you will see how technological advances have optimized the translation process, speeding it up and improving productivity and quality and consequently, reducing costs. Understand the consolidation of outsourcing as worldwide trend, and see how translation companies began the practice of outsourcing services even before the concept was defined.

Happy reading, until the next issue!

TECHNOLOGY

Inovações tecnológicas aceleram os processos de tradução

The multilingual services market has received a lot of buzz through Computational Linguistics (or Natural Language Processing), a multidisciplinary field involving artificial intelligence, computer science and linguistics that uses computational processes to handle human language. Research has provided important applications for the work of translators, such as search engines, spell checkers and voice recognition, as well as memory systems and machine translation.

Corpus Linguistics, an area of study within Computational Linguistics, has also had a major influence on translation, including machine translation. This is an area that studies language in use, that is, it investigates language by observing large amounts of authentic data contained in the corpus. To do this, it makes extensive use of computational tools to organize, extract and interpret information from the corpus. Corpus Linguistics considers language as a probabilistic system, i.e. there are many possibilities of expression in language, but not all are used with the same frequency, as some have become conventionalized through use.

The findings of Corpus Linguistics have contributed to conventional and machine translation in various ways. By

knowing and employing the standards most commonly used in a language, the result is a translation that is more natural and faithful to the native language. In addition, most machine systems use a system based on a corpus consisting of bilingual texts (original and translated).

With every technological advance come rumors about the end of the translator's profession. However, contrary to predictions, human work continues to be indispensable. This is because machine translation systems are able to provide a draft but not a final text that is coherent and concise. Therefore, the translator acts as a validator of the translation, a technical and terminology consultant, and also helps improve the automatic system. Additionally, literary texts, which require more translational freedom, and legal texts,

which require more rigid interpretation, are types of text that cannot be accommodated by the automated system. Technology should not be considered a substitute for human work, but rather a tool to help expedite and facilitate translations.



MERCADO

All Tasks is awarded by Abach for the category “outstanding company of 2009”



All Tasks, South American market leader in multilingual services, received the “Empresa Destaque de 2009” (Outstanding Company of 2009) award from the Brazilian Academy of Art, Culture and History (ABACH). The award ceremony took place at Casa da Fazenda do Morumbi, headquarters of the Academy, on December 20, in São Paulo.

On that occasion Thiana Donato, founder and director of the company, also received the colar de mérito feminino (women’s chain of merit) award for her administration. “This award is a tribute to all the efforts of the All Tasks team, which is always dedicated to ensuring excellence of services to its customers,” said Gilberto Rosa Siqueira, Director of Public Relations for ABACH.

ABACH was founded in 1910 and its most recent project was the restoration of the house that was the former headquarters of the Morumbi estate as the new headquarters of the Academy, and also to turn the place into a cultural attraction.

Today the location has exhibition rooms and the Senzala cultural space (“senzala” was the name for the old slave quarters). All the environments have been restored, while preserving their original features. The project also includes the creation of a gastronomic space, serving sophisticated traditional dishes of São Paulo and international cuisine.

CURIOUS FACTS

Neutral and Latin American Spanish: too good to be true

Spanish is the fourth most popular language in the world (behind only Mandarin, Hindi and English), and is spoken by about 400 million people in twenty-one countries. The first issue we face in localizing a site or software for this language is the great linguistic variety. To optimize this process, especially when the budget is limited, many companies opt for localization in standardized versions, the so-called neutral and Latin American Spanish, both of which have one thing in common - they do not officially exist.



The idea of standardization is based on the distinction between the Spanish spoken in Latin America and that spoken in Spain. Moreover, it can be said that the language is the same among all speakers, and that the differences are found in colloquial or technical usage. Therefore, the more formal and less technical the text, the fewer regionalisms are found.

The standardization proposal does not take into consideration that every country in Latin America has been strongly influenced by other peoples over the centuries, such as indigenous peoples, African slaves, and immigrants, which has resulted in regional language differences. Moreover, there are certain technical areas that have major differences in terminology. Here are some examples related to the automotive industry*:

<i>Portuguese Brazil</i>	<i>Spanish Argentina</i>	<i>Spanish México</i>	<i>Spanish Spain</i>	<i>Spanish Peru</i>	<i>Spanish Puerto Rico</i>
para-choque	paragolpes	defensa	parachoques	parachoques	bumper
buzina	bocina	claxon	claxon	claxon	bocina
calota	taza	copa	tapacubos	vaso	tapabocinas

*Adapted from MultiLingual magazine, no. 98 – September 2008.

The language unification project has been used worldwide, prompting discussions on the subject, especially when it comes to translation quality. Translated documents must, among other things, avoid keeping the style of the original language and appear to have been written in the target language. The translator must always choose the most appropriate synonym for each word, so that the text flows as naturally as possible. But the question is: how can this goal be achieved in a language that intends to ignore regionalisms?

This is the main problem in translating material into neutral Spanish. Since the language isn’t actually official, the text can be understood in various countries, but it may not seem natural, nowhere. Even common words can have different meanings or may even be offensive to the end reader. For example, the simple expression “catch the bus” can be translated in different ways: In Mexico tomar/agarrar el camión is used, in Colombia, coger el autobús, and never camión (truck). In Argentina, where tomar el colectivo is used, the verb coger would be pejorative.

So, because the use of neutral or Latin American Spanish is sometimes unavoidable, the first step in reducing problems when the budget is limited is to clearly define the target audience, that is, the country or countries to which the product will be exported, and those with the highest sales expectation. For example, if the localization is for a product to be sold in Peru, Argentina and Puerto Rico, with the possibility of more acceptance in Argentina, be sure to use a translator who is a native of that country.

Notes

Golf: game of the corporate world

Much more than a sport, played by the main corporate and political leaders, golf can promote professional development and provide valuable lessons for business life on how to deal with aspects like demanding results, rules, and ethical positions with sophisticated strategies. All Tasks chose the teachings of this sport to mirror its image.

Technical documentation centers: economy and organization

Companies have been wasting information and resources through a lack of awareness of the importance of having a technical documentation center to easily manage knowledge and catalogue the literature already produced. Significant cost reductions and gains in productivity and quality can be generated at the development stage of new literature and with the translations demanded by globalization. Therefore, this is a subject that deserves immediate attention.

Intranet ensures integration in organizations

The intranet promotes the exchange of information and knowledge among the organization, employees and suppliers. It is a channel that increases gains in intangible ways, such as through increased organizational intelligence, widening the possibilities of it becoming recognized as a strategic tool with a much wider scope.

BUSINESS MANAGEMENT

Benefits of Gymnastics in the Workplace

All Tasks has hired a specialized professional to encourage the practice of exercise during the working day, and has already seen beneficial results

Gymnastics in the workplace is the practice of physical activity during the working day, performed collectively by employees, right in the office. Its aim, among other factors, is to maintain and improve physical health.

Its purpose is to strengthen and stretch certain muscles that are needed for daily activities, which helps prevent postural problems and injuries that put employees

health at risk as well as representing costs to the company.

The exercises don't take long and are not tiring. The dynamics taught by the instructor can also help improve interpersonal relations and contribute to prevention of and recovery from "occupational diseases," fostering collective well-being.

All Tasks joined in on the activity and has already seen the benefits, especially in motivating its employees. The proposal of interactive activities among employees brings positive and satisfactory results. The goal is to improve relationships among employees, and promote a process of inclusion.

"Gymnastics in the workplace could be thought of as a time for relaxing and lowering stress. Also, we shouldn't forget that all of this raises people's awareness about the dangers of a sedentary lifestyle," said Wellington Lopes de Oliveira,

a physical education teacher employed by All Tasks. "We encourage positive dialogue that promotes physical activity," the professional trainer added.

For the practice of gymnastics to be effective and productive for the workers and for the organization, it is important to hire a qualified, competent professional.

Benefits of Gymnastics in the Workplace:

Physiological:

- Decreases inflammation and trauma;
- Decreases effort in performing daily tasks;
- Combats and prevents work-related illnesses, sedentarism and stress;
- Improves flexibility, coordination, resistance and posture.

Psychological:

- Gives a break from the routine;
- Strengthens self-esteem, improves self-image;
- Demonstrates the company's concern for its employees;

Social:

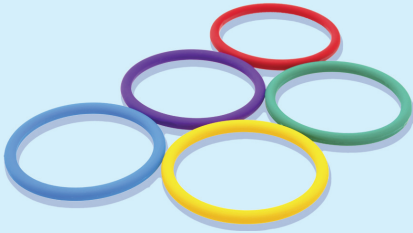
- Encourages interpersonal relationships;
- Improves the process of inclusion.

Business:

- Provides greater productivity on the part of the worker;
- Improves the company's public image;
- Decreases the number of complaints, sick leave, accidents and injuries.

TRANSLATIONS OOPS

During the Beijing Olympics in 2008, the government needed to change 6,530 signs for directions and places to correct translation errors.



- The location of one event was called "Racist Park."
- A restaurant added two new dishes to its menu: corrugated iron beef and acid food.
- In a city park, a sign telling tourists not to feed the birds read: no bird is feeding.

BUSINESS

A Consagração do Outsourcing como Tendência Mundial

The idea of dividing responsibilities into various stages with other suppliers is already a reality in most companies

The corporate world has always needed translations to communicate with international markets, but the great diversity of languages and technical areas means it is unfeasible to create an efficient in-house department for the purpose of translating into different languages. It was out of this need that the translation market - now known as the Multilingual Services Industry in Europe and the United States - emerged.

The way this industry emerged suggests that the translation market could be considered a pioneer and an influence in the practice of outsourcing services, even before this concept was defined and the business model consolidated as a worldwide trend.

Studies by the Gartner Institute demonstrate that the idea of verticalization that dictated: "The less we depend on outsourced services the better" is now outdated, and has given way to another premise: sharing responsibility for the different phases of an operation among various suppliers. Outsourcing is a way of making a company more efficient, lean and flexible.

The American consultancy firm forecast that spending on outsourcing in Latin America would total 6% in 2009.



Globally, this estimate was 4.3%. In Brazil, the area of Information Technology was expected to achieve rates of expansion of between 10% and 12%, to name just one of the activities now being outsourced. In 2010, of course, these figures will be even higher.

With globalization emphasizing the need for modernization, large organizations have begun to feel the benefits of outsourcing, freeing them to focus instead on their core businesses, thereby changing their business model. Initially aimed only at reducing costs, outsourcing has gained status and is now regarded as strategically vital for improving competitiveness and productivity.

In this new reality, transferring activities to external collaborators has brought innumerable benefits, encouraging different areas of companies to start using outsourcing. Operation of the technology infrastructure and the area of technical support are examples of this practice. Con-

sidering the ongoing technological advances, having a service provider that understands and has experience of the changes in this industry like no one else will certainly lead to competitive advantages.

Service providers, having to meet quality requirements and price parameters, have realized that the functions outside their core businesses can be delegated to other suppliers. It was this view that led to outsourcing of outsourcing, known as *quarteirização* (fourth party services) in Brazil.

In practice, outsourcing should replace bureaucratic and repetitive tasks, providing organizations with more availability to deal with business strategies.

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