



A&E Communications, Inc.

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Types of Translation

Based on the purpose, content, and audience, translation jobs can be categorized as follows:

1. Level of thoroughness

- Value-added While fully conveying the intent of the original text, the translation aims to produce a written work that has an even greater impact on the reader. Materials for public relations, marketing, and the arts, often combining translation and copywriting, are in this category. Other examples include websites, product catalogues, and subtitles. A&E even advises on the organization of main ideas when we feel it appropriate to do so.

- Draft translation While double-checking for accuracy is standard at A&E, draft translations undergo little editing or proofing, and they may therefore appear less than polished. Since skipping editing can save a substantial amount of manpower, this level of translation is recommended for those who have limited time or resources, but who wish to know what the original says. This is often sufficient for internal documents.

- Regular The general principle of translation is to produce an easy to understand, natural rendition in the target language while preserving the style and word choice of the original as much as possible. It is this attribute on which the quality of a translation is judged. About 70 percent of commercial translation falls into this category, but A&E will advise you when either of the above two translation types seems more appropriate to your needs.

2. Document type (examples)

- Legal Legal documents such as contracts are generally written in long, complex sentences. Legal translation tests translators' true level of language expertise, especially on syntax, as well as legal knowledge. It is also important to make the translation readable and understandable to the users, since complex legal language tends to be rendered as equally or even more complicated writing in the target language. It is a challenge to produce full translation with nothing missed, added, or changed, faithful to the original in language that is palatable to readers in the field. Since there is no margin for error, A&E conducts multiple proofs.



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- **Technical** Academic papers, patent applications, and manuals all have particular formats and expressions they must follow. A&E is proud of its research capability, which includes direct contact with experts. Our experience includes Yakuji applications, SAE reports, published papers, patents, conference presentations, poster presentations, and ISO/IEC standards.
- **Official documents** Some translations, especially for government use, are required to carry the seal of an accredited translator or notary. Translation of these documents entails every last possible detail: even deletions and corrections in the original document are translated, as long as they are legible.
- **Audio translation** Translation of audio tapes, videos, or DVDs is available, including transcription in the original language. A&E is also happy to provide voice-over and subtitle services.

Please see the translation work flow as well.