



I don't translate, I create!

By Vanessa Drexler

Anchor Academic Publishing Jul 2016, 2016. Taschenbuch. Book Condition: Neu. 270x190x8 mm. This item is printed on demand - Print on Demand Neuware - 'I don't translate, I create!' - This is the slogan of a translation agency called 'Sternkopf Communications' located in Flöha, Germany. The translators at this translation agency are specialized in the field of marketing and perceive creativeness their daily bread. But what does this actually mean - I don't translate, I create Undoubtedly, the translation of a text from one language into another is not an easy and straightforward process. On the contrary, the translator needs to invest much time and one or the other headache before a target text (TT) finally sounds natural, fluent, coherent and logical for the target audience. Different possible translation solutions will have to be considered, language as well as culture-related equivalents often are not easily at hand etc. Would it not be pleasant if machine translation (MT) was there to help with this process Nevertheless, as promising as this may sound, no machine or software developed so far is able to independently produce TTs meeting the standards of marketable translations, despite copious efforts to do so. This just goes to...



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