

Franco Troiano

Multilingual services betrayed by monolocalism

The language industry's honour
saved by "glocalism"



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Cover image

"The Three Monkeys" are in fact four.
The first of the monkeys
makes no secret of trying
to protect himself from the eternal fear to
bravely take on what life doles out to him, before
the three others show their professional weaknesses sensorially.

This book has been
laid out and illustrated by the multimedia subsidiary
of the Eurologos Group, Littera Graphis S.A.
(www.litteragraphis.be)

*To my ever beautiful Orietta
who has been my wife for over four
decades,
who I love and who loves me, so much
that she knows where all my commas
are
even without reading the text.*

The French and Italian versions of this
book are available free on the site
www.eurologos.com
Along with other languages that are currently being put together.

Franco Troiano

Multilingual services betrayed by monocalism **The honour of the language industry saved by “glocalism”**

This book is about the outrage, very simple and plain to see to almost everyone, in the multilingual services market: companies providing such services on the market – all over the world – are still almost entirely monocalised. They are located in only one country and yet claim to provide their clients with over fifty commercially used languages, always supposedly to the highest levels of “quality”.

The problem lies in the fact that this quality cannot be structurally guaranteed by this plethora of companies. At the most, they can give a guarantee only for the language spoken in the country where the company is located. In fact, for all other foreign languages, these agencies, known as “letter boxes” in the profession, essentially and exclusively use *freelancers*. It goes without saying that offices localised in only one language (or almost) cannot, by definition, bring the slightest added value to these texts, especially concerning the accuracy of the translation, orthosyntactic phraseology, technical phraseology and geostylistic suitability: the four key factors for true linguistic quality.

It is therefore scandalous that these countless monocalised companies all claim to supply multilingual services of real quality, which is impossible for them to provide and/or validate.

How then can we face this titanic challenge of producing multilingual communication texts in our globalised world in an effectively controlled way?

The author, the CEO of an international company, provides us with a one-word answer to this crucial question: “glocalisation”, a neologism invented in California through the contraction of globalisation and localisation. It is of course necessary to have a global dimension to the modern and globalised world, but in order to produce appropriate communication and Absolute Quality, there is an inevitable need to have as many operational offices as languages promised to clients.

Business ethics and, more generally, a sense in economic activities is the backdrop on which this very rational analysis in this essay is based - an essay that could not be more glocalised.

The Author



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In 1977, Franco Troiano (1944) founded the Eurologos Group in Brussels. Presently, the group comprises three pilot companies (Eurologos, Littera Graphis and Telos) and more than twenty “glocalised” offices on four continents. Since the 90s, he has written and published several books on applied translatology, some of which are even available on the Internet. A practising Catholic, he continues to head his multilingual communication group, which, of course, is relentlessly creating new offices world over. Active in combating the nihilism and relativism of our time, he gives several talks, even in European universities, of which some texts have been published on his companies' websites.

From the same author (online www.eurologos.com):

“Traduction, adaptation et édition multilingue”

with J. Permentiers and E. Springael, TCG Édition, Brussels, 1994,
translated into 5 languages (EN, DE, IT, SP and NL)

“Destra, sinistra o centro? Sopra”

TCG Éditions, Brussels, 1994

“Traduttori, Tre racconti”

two editions in Italian, then translated into French, English,
Spanish and Dutch. TCG Edizioni, Milan, 1994 and 1996

“Jérôme”

written in Italian,
then translated into English, German,
Dutch, Spanish, Italian and Greek
TCG Éditions, Brussels, 1998

“Imaginary dialogue between Gutenberg and Saint Jerome” and “Imaginary dialogue between Gutenberg, Berners-Lee and Saint Jerome”

written in French and translated into five languages TCG Éditions,
Brussels, 2006

“Glocal”

written in French
and translated into five languages
TCG Éditions, Brussels, 2007

TCG Éditions

**All production can be delocalised...
except language production.**

The Eurologos Group is continuing to “relocalise”
the production of multilingual and multimedia services.

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Global communication requires “glocalised” languages

N.B: All words in this book followed by a small asterisk (*) can be found in the last sections in the professional and philosophical/theological glossary, where the precise meanings of the terms are explained.



For contact details and full addresses of our worldwide offices:

www.eurologos.com

www.telos-ontarget.com
www.litteragraphis.be

**EUROLOGOS GROUP.
WHEN LOCALIZATION BECOMES "GLOCALIZATION"**



**“To put meaning in one’s life may end in madness,
But life without meaning is the torture
of restlessness and vague desire—
It is a boat longing for the sea and yet afraid.”**

Edgar Lee Masters
(1868, Garnet, Kansas; 1950
Melrose Park, Pennsylvania),
“Spoon River Anthology”,
Poem: “George Gray”.

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**Transcendent tension alone
bestows man with humanity.**

Preface

Reality and words

My old friend Franco asked me to preface this book on the art of translation and associated services.

The starting point of this book is the contemporary world which is so closely connected as never before and warrants communication between different persons, tribes, peoples and nations, which speak their own language in their country of residence or use a common language in their own way.

The author wishes to get to grips with the best way of defining an "industrial" procedure that is "reliable" that would result in a translation, "a message" that would be the closest possible to the reality intended for communication at the very start. This could be either for relatively simple topics that deal with day-to-day life and needs or for complex or innovative topics in the field of science and technology and for human relations whose laws, rules and procedures are ever-changing following the evolution of the society.

There are several people in this world who are interested in this quest for meaning and sense. In this book they will find the impetus needed to confront and validate their intuitions as well as the effective accuracy of their results compared to those of others, each taking his / her own approach. They can therefore figure out a possible methodology of work.

Although the subject is pressing and current today, it is not altogether new. Since times immemorial, human beings tried to communicate about their life, body, soul and spirit and about the world that is entrusted to them. They have also shared discoveries and revelations coming from the "sky" over their heads. They have always known that there is one single Earth that has been given to one single family, the Human family, originating from the same point and having the same destiny. The treasures of "one", united humanity existed way before UNESCO decided to start making a catalogue of them.

One single example, amongst so many others, but what an example, can illustrate this tradition of translation that we may describe using a neologism of "fundamental translatology".

At the time when Greek Civilisation spread around the Mediterranean, starting from the 3rd century B.C., the elite among the small Jewish community that lived in Palestine decided to translate into Greek the "Tanakh", its scriptures written in Hebrew and Aramaic which were respectively the language in which the culture evolved and the vernacular of its people. This was not for proselytic reasons but to facilitate access of the Jewish diaspora which spoke Greek to these texts. The result of this was, by a process that ever since became legendary, the so-called Septuagint, the sacred text that is venerated even today in Christian churches and is considered to have the same value as the original texts and sometimes, even more precise signification of the Gospel transcribed into Greek. It is quite a paradox as they talk about Jesus, the Christ, a Jew from Palestine, whereas He and his disciples spoke Aramaic and prayed in Hebrew in these places.

This "process" is enumerated in detail by the so-called Letter of Aristeia which mentions a "client", Ptolemy II, a hellenophile Egyptian Pharaoh, "text suppliers", scribes and priests of the Temple of Jerusalem, "translators", 72 learned men, each ready to translate the texts and then get together in Alexandria in Egypt in order to compare their works and do a collective rewriting.

Legend has it that this was done without great difficulty as the final texts were very similar. However, the "guardians of the originals" living in Palestine were not entirely satisfied and their successors tried to further improve the translation and even redo it. On the other hand, a Jewish historian of those times, Flavius Josephus, vouched for the quality of the translation as an

independent and disinterested reader, although he described the Greek language used as bearing traces of the structures which were borrowed from Hebrew and the fundamental concepts of Judaism highly "reconceived" in Greek.

The moral of this story is that in order to have a result of good quality, attitudes, which seem totally paradoxical, are warranted, from those involved: of clients, appropriate decisions and patience; of translators, audacity and humility; of suppliers, discipline and awareness of human limitations.

To all those active in the field of culture and communication and who will read this book, I wish them to have the virtues that go with their function, to discover the truth and joy in their activity which is a work or art and genius.

d. Antonio Santi

Toulouse, 6 August 2010

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1 - Introduction

The eight short chapters of this introduction to the book outline the questions and possible answers that the twelve sections of this essay intend to address. We must prepare – with humility if possible – to progress in a professional sense and in the ethics* of the topic we discuss. Above all in a subjective and personal manner: it is always the person who can talk about truth.

1.1 - Multilingualism as a marketing precondition of globalisation

If there is one observation that cannot be contested, it is that globalisation is irreversible.

Moreover, it is so intrinsic to human destiny that it started with Alexander the Great when he went with his Greek armies as far as the Indian Ocean, while occupying all known lands at the time (it was the fourth century BC).

The current possibility of practicing business and economic exchanges in our level of globalisation depends, first of all, on the use of multilingualism: the languages of clients located around the world, naturally.

The information revolution and Internet have made this integrated and globalised economic phenomenon even more obvious, even from a cultural point of view.

We know this integration was clearly gaining pace in the years following the Second World War, with cinema and television which promised increasingly globalised end markets (they were already growing considerably).

Far-reaching commercial competition, despite the ongoing international economic crises, only helped to further increase the use of foreign languages in order to penetrate new markets.

The absolutely fundamental rule of marketing is that the use of different languages – in advertising, and technical and commercial communication – starts even before the conquest of each of the markets begins.

In short, everything must be translated and adapted to the many markets around the world if one wants to communicate and persuade, of course.

At the moment, over fifty languages operate in the so-called economic *logosphere** of our age. Soon, the number will be over a hundred, with the massive influx of so-called emerging countries into the productive and international consumer scene.

But how can every company's or institution's advertising, technical training and sales pitch be translated and adapted to over fifty languages and geostyles if there are only communication companies that are monolocalised in a single country?

As almost all multilingual service companies are located where only one language is spoken, their unsuitability for the task becomes obvious: translating into all the world's languages without knowing them or speaking them on a daily basis!

Indeed, this mass of the translation agencies should only legitimately work with the language combination(s) spoken in their own country.

This obviously antagonistic contradiction, almost inherent to the profession as a whole, has to be resolved. This book has been written in that connection.

The solution exists. It is called "glocalism": the honour of the language industry.

1.2 - Local language as a main factor of added value for any product

For selling, one must communicate with customers in their own language. Even the Americans have had to resort to translation and appropriate adaptation of their very traditional and almost universal communication in English: competition from Europe and emerging countries has forced them to do it.

The importance of the language of communication from the times where international supply was lower than demand (the 50s and 60s) can no longer be underestimated. Besides, the abundance (and surplus) of all types of products on every market no longer allows any negligence in communication to target markets that are so sought-after.

And, contrary to predictions by futurologists in the late 70s and early 80s of a *paperless** world, we have never seen such a surge in printed communication: either business to business or *even business to consumer* (b2b, b2c)*.

We have not seen the end of it yet.

Quite the contrary, notwithstanding the intermittent slowdowns due to economic crises^(o).

And if you speak about printed communication, you are speaking about languages. The languages of clients, naturally.

In order to sell, you must persuade. In the language of the future client, it goes without saying.

Various strong languages* have in this way defined the various marketing targets to be conquered.

Not only have languages been integrated into the end product while increasing its intrinsic value, but they have also brought polyphonic communication to the many *allophones** which exist in every developed society.

Persuasion has become multilingual and, as a result, products even compete on a linguistic and multilingual level. The added value of every product and service is not exclusively technological, it is also multilingual.

Markets have as such extended towards export and domestic sub-markets.

But have companies providing multilingual services undergone the changes necessary to produce the many languages and geostyles that are vital to this new international ultra-competitiveness?

This book shows how this discrepancy persists even after twenty years of the Internet. Almost all translation agencies – we will continue saying this – remain monolocalised in a single country or in a single language*.

^(o) I have worked for over fifty years (I started on 2nd November 1959 in a electromechanical business which repaired trams in the outskirts of Milan) and I have witnessed at least half-a-dozen “economic crises” which have so shaped and changed production on a global scale. Let me recall from my memory the sequence of these crises: In 1963, the first due to the initial backlash of the “economic boom”; in 1972, caused by the oil crisis; in 1978 which was said to be from the mining and steel restructuring not only in Northern Europe; in 1987, the post-modern stock market crash (Black Monday); in 1998, the “dot-com bubble”; in 2001, the “twin towers” crisis; and the current crisis known as the “financial crisis”. When will the next one be? As I write this, the onslaught on the euro due to the crisis in Greece is already taking place... This too will cost us dearly.

1.3 - The teleology of the three multilingual activities of modern communication

This book also addresses the global nature of modern communication activities. Basically, there are three of them: concept and drafting for the purpose of communication (these are usually done by so-called advertising agencies); multilingual services where the texts are translated and adapted, with the images and technical positioning translated into several languages and into several geostyles (the specific linguistic connotations that a language has in different geomarketing territories): we are of course talking about translation agencies here; and, finally, graphic designing and computer-aided techniques that contribute to the creation of the support base on which the well translated and adapted texts are published: mainly, print and websites.

Advertising agencies, translation agencies and the various graphic studios specialising in printing and websites carry out these three activities which consist of, fundamentally, the trilogy of services producing the majority of modern economic communication. These three activities are even generated by a logical and chronological sequence: first, communication content is found, then it is made multilingual for the target markets, and finally the means of publication is prepared (printing and the Internet).

We have already begun to see the unsuitability of the majority of multilingual offices in this introduction. The so-called financial crisis of 2008 (still showing its effect in 2010) has truly shown the catastrophe, of even advertising agencies. Here is just one example to show the failure of the structures of the sector – above all in mid-range and “high-end” agencies – at a European and international level: two of the largest leading international agencies in the Belgian market, which at the end of 2008 had no fewer than 300 in-house employees, merged at the start of summer 2009 while only keeping about forty admen* active: an 87% reduction of personnel in six months! And this is just one of many failures and dissolutions of agencies: communication markets have not just changed; they’ve been turned upside down.

As for graphic design, printing and website companies, the pulverisation of their production units is such that only completely innovative reconstructions will be possible and desirable.

Indeed, the teleology of these three activities, that is the underlying intrinsic capacity to realise a project, only confirms that they must be combined to achieve their common purpose. This synergic movement has already been built up and defined over the last ten years.

The economic reasons brought about by the markets’ crisis only act to speed up this profound overall restructurisation trend.

1.4 - The so-called financial recession only hides a profound restructuring of forms of capitalism and production

The current economic recession in the West is without a doubt the crisis with the most radical consequences that we have lived through in the past sixty years and that everyone has seen clearly since September 2008.

Behind the recession described as being financial, a general restructuring of the global economy and its production structure seems ever clearer.

This is globalisation, even more globalisation, my dear!

Global markets are accelerating their development, under the pressure of billions of Asian and Latin American producers, and the Western economy is faced with these confusing signs of turmoil.

And yes, everything will change, even if we knew and had even seen it coming: the problem is that when it does happen, we are all usually unprepared.

In the general inertia of established positions (this is also called the “Western decline”), everything seems new and unknown.

Those who had expected it – good entrepreneurs who, by definition, must always make predictions – are not surprised by the events which seem to scare everyone.

It is clear that the vast majority of businesses must change course.

Especially, as they do not have a choice, all the more due to factors that are now external but actually diagnosed on time.

Furthermore, we know: when the mind is not able to change reality, reality changes the mind.

This is true of almost all multilingual services companies that limit themselves with their monolocalisation whilst stubbornly wanting to produce all the world's languages.

"With quality", of course, and they have continued to falsely claim (and still do) this in their advertising material for over twenty years!

But times seem to really want to change because – this time – clients will also demand it. At least that is what we are beginning to see.

The big picture is naturally unclear to them, but the need for cost cuts, and rationalised growth, inevitably pushes their clientele in this direction.

The upheavals and radical changes in production methods are also revealing the requirements of a convincing choice, in at least a clearer picture.

And when we talk about the markets, there are no two ways about it: the era of glocalism has – we can say – arrived.

Increasingly, multilingual services companies are beginning to multinationalise and globalise their production as their activities require it.

1.5 - The limits of liberty, rationality and human vocation

Liberty devoid of limits is not liberty.

Even the most careful rationality can easily become rationalism, the ideological monster which appears to dominate our world, if we do not place it within a *weltanschauung**, a worldview, where man is and always remains a creature before being a creator.

Ideologically rationalistic tendencies on the cultural level are contradicted by a reality that is usually fairly obsolete and outdated: it is enough to say that our multilingual communication sector, in the supply market, is still usually monolocalised in a single country and relatively far behind – as we will see in detail – even on a technological level.

Not only does humility remain a necessity but modesty must also remain mandatory.

This book, therefore, attempts to limit itself even in its constructive approach, in its vision that can be defined as "compassionate" in the face of the implications of the limits imposed by the eternal evil that always affects human actions.

Do we not say that we must fight the disease and save the patient?

Even in this book, I will unreservedly analyse the evils in our profession without ever attacking directly or by name – as always – a single competitor, wherever they are located.

The fact that I try to draw inspiration from Christian socialism – why hide it? – does not infringe upon liberty or rationality. Instead, locating business activities – including, of course, our multilingual services – and setting our vocational goals in the pursuit of happiness (of justice) should encourage us, increasing the capacity for evaluation. And it gives it both well-known philosophical and theological examples.

What do theology and philosophy have to do with our economic and commercial activities?

If they do not relate with the dimension which so occupies us, if only from a quantitative and value-based point of view, what was the point of the countless thinkers and Christians giving their lives over thousands of years?

I will repeat this view of course (especially in section 11, on sense and eternal evil) so as to not appear to be a mere historical justificationist or tautological analyst.

Besides, no human activity can survive and stand the test of time and without the theoretical principles upon which it is based. It is therefore necessary that the economic activities continue to relate to their fundamental ideas.

This is what this book aims to do.

1.6 – Our markets devoid of daring but in quest of growth

The choice of the cover page of this book was determined by the first little monkey which, apparently, is an extra feature with respect to the three classical monkeys: the three usual monkeys are well known in the very human representation of "hear no evil, speak no evil and see no evil".

But the metaphor of our profession lacked, so justly, the most prevalent attitude that today's markets willingly display. That of fear. And the desperate quest for apparent security: in our declining economic and cultural world, specific to our present western culture, the little monkey which is protecting its jewels could only precede and complement the well-known trio. The "three monkeys" – as already mentioned in the initial epigraph – are, in reality four.

I discovered this little statue (for which I paid a few euro), when I went bargain-hunting in an antiques market in Brussels in 2008; I was bowled over by the genius of the unknown artist who simply cast this little master piece, which completely represents the supply markets irrespective of their fields. This anonymous and unknown sculptor certainly did not have multilingual services market in mind. But no other image could have better described the economic analysis and, especially, the cultural side of our activities and of those active in our profession.

Furthermore, ever since I put the little monkey quatuor on my desk, I reflected a lot upon the tragic destiny of the postmodern world which is constantly showing itself disbelieving (and nihilistic) and found the hand groping around amidst ... the simple fear to live and to undertake.

Innovation also finds in this image the miserable state of creativity: there is matter for youngsters to feel discouraged by this inexcusable over-caution inevitably heading towards a clearly illusory protection.

A world which has no desire whatsoever to seek to grow and which is terrorised at the idea of reaching out to the beauty which always fascinated Man. Such an intimidated world is likely to dampen the burning enthusiasm of the new generations.

Fortunately, the ontological and persistent nature of Man the builder and the entrepreneur shall never be erased. Even a colossal movement, as the one that is in the process of burgeoning and fleeing the responsibility of further enhancing the beauty and perfection of the universe created, can in no way hinder this advancement towards the victory of the spirit.

The fear that our era needs to confront is of the moral as well as material order. Not only the urge to work has all but disappeared (let us not forget that the average age of retirement is 56 years, even in Belgium), but – as we will see throughout this book for our professions – we even refuse to take on an international dimension whilst practicing a trade which is international, by its very definition, namely, multilingual services.

Persons active in our trade must remember the image of the four monkeys and feel the shame, especially for the first one.

1.7 – Businessmen running multilingual services agencies: the aristocracy of small and medium sized companies, in various respects

The episode where Beethoven met Goethe in 1812 in a park where he was doing courtesies to the members of the imperial family is known to one and all. The musical genius had refused to bow down in front of the noblemen who were passing by in the same park in Teplitz which is the present-day Czech Republic. He even blamed THE German literary figure (that he considered as an equal) for this act of deference that he judged as being unseemly towards these people who occupied the highest social status only by virtue of their birth, which is a matter of chance.

In the same way, we may wonder as to who are the real aristocrats of our era in which democracies have further messed up the social order. The real supreme aristocracy is, in fact, sought after freely by several social, cultural and professional categories for the medals to be handed out unequivocally. Beethoven's wish seems to have been fulfilled, at least in form.

In today's world, success, reputation and celebrity status, on a personal level, of course, have come to be considered a career. It is already something, one must admit. However, the criteria for awarding primacy in human dignity have remained quite blurred. Small businessmen, theoretically celebrated from time to time, as a whole – for strictly economical reasons, for their quantitative and statistical importance – continue to figure at the tail-end of the list, that is the anonymity of the social ladder. We are more ready to respect and glorify managers of big firms, on the express condition, of course, that their remuneration is invariably and disproportionately over-valued, just as these stars that come and go but attract media attention. Poor great Beethoven, whose clothes were completely worn-out often full of stains, would still agree.

The truth is that, businessmen, not only have difficulties rising to a certain social level which is hardly appropriate with respect to their intrinsic value, but, in general, are even under-valued, often underrated, due to their traditionally "wretched" relation with money (eternally dirty and dishonest).

Never, or almost, do we take into account the talent, the risk taken, unheard of sacrifices over several years, the dimension of existential solitude, the permanent fatigue to submit oneself to the market, the never-fulfilled mission of associating otherness to one's company, the structural insecurity of its activities, the intellectual worry of his personal existence in relation to the existence of his project, the permanent incompleteness of his company's positioning, the constant preoccupation of warding off obsolescence and bankruptcy from his company's horizons, the destiny of being robbed of his rare and uncertain profits by inquisitorial fiscal systems etc.

All these true scenarios which are inevitable these days in the life of a small businessman who comes out of the experience exhausted, even after heroic feats, whilst being encircled in a stoical solitude.

The small businessmen of our multilingual services agencies belong to this category of businessmen who "enjoy the privilege of freely submitting themselves to the bonded labour" of our trade. They are part of this category to some extent and make up for the aristocracy, the background figures, who animate and inhabit the pages of this book.

1.8 - Four sets of ultimate questions and the simple truth of allowing yourself to be “pulled along”

But why has a simple head of a small (albeit multinationalised) company been reflecting and writing a book about the know-how, organisation and technology of his profession, on ethics and even on religiosity in economic activities?

How is it that this small entrepreneur has found himself discussing, in a way, the four dimensions which since Aristotle have been attached to the four cardinal points of thought: Usefulness, Necessity, Truth and Beauty?

And how will he solve the classical equation with four variables (unknown), of the interests of capital, the market (clients), workers and company development?

And for what reason must he use his time, evenings, weekends and even holidays to work on trying to understand the ultimate as well as immediate purpose of these marketers, advertising specialists, translators, revisers, terminologists, graphic designers, webmasters, IT specialists or even accountants in companies located throughout the world?

And the answers are? I don't really know.

Frankly, I think that it is beyond me, as usual.

Recently, a competitor colleague confessed honestly that, after thirty years of running a small company, like me, he considered himself to be (coquettishly?) a victim of “bad casting”: I also asked myself if life in general can appear like a film in which we can only search constantly for the trail of impersonation.

Finally, the expression which came to me was “pulled along”: Mystery drags us into areas full of questions to which we “must” find an answer. It is this, in essence, which makes our daily life full of meaning and really bearable.

Perhaps we have found a word (that I wish I had invented), “glocalism” (a key word of our era), which leads us on an adventure which, by definition, is beyond us. It is beyond us naturally, and naturally goes past us every day.

All our primitive projectuality, our initial undertakings, our risks, our always insufficient culture, even our uncertain courage finds in this search, in which we see ourselves as victims of bad casting, a meaning which only a truly creative organiser can explain to us. In reality, we only have to allow ourselves to be “pulled along”.

Because life, our own, is our driving force.

As there is a plan and love that our liberty must follow and accomplish to its great delight. And this despite and against everything this book aims to describe, even in its shortcomings and perversions.

But also in its little highlights which make us part of a big picture.

2. The problem with *purchaser-clients: glocalised agencies in the jungle of suppliers**

**For practical purposes, let's start from the client's point of view and,
in particular, that of the purchasing manager, the purchaser.**

They must pick and choose a translation agency.

**Notably, they must choose a multilingual
services provider:**

the present and future partner

of their own company whose interests

**they must safeguard. All the client's interests,
naturally.**

2.1 - The preliminary and crucial question for choosing a translation agency

In order to make a good choice when purchasing, you must have – as you know – a numbered map, notably for prices, of the supply market.

In fact, purchasers believe it is quite easy to have market prices by inviting tenders from different suppliers.

The anomalous and abnormal features of multilingual activities are that clients are still almost completely ignorant about the structure itself of the supply market and, especially, the segments that make it up.

Indeed, how do you choose the best possible supplier in a forest of indistinct agencies of multilingual services roughly thought to be small, medium or large?

The responsibility for this ignorance is entirely attributable (or almost) to the supply market, to the multilingual services companies themselves. If clients are clueless about their professional purchasing choices for outsourcing*, it is because they have been badly informed by the countless suppliers. In Chapters 4.1 and 4.2, I go over the segmented structure of the supply market separated into five positionings.

As supply price is – especially during an economic recession – an almost inevitable categorical imperative, choices quickly become obvious: the lowest, or nearly lowest, price will have won the order. Basically, it is the main criteria, particularly for public institutions.

And – as we know – there is always a quote available that is shrewdly even cheaper than the others. The client, of course, is not really taken in by his choice based solely on chance and the lowest price. He thus keeps reserves in the face of a reluctant supply market that offers him, generally and for all sizes of suppliers, only one level of service quality, while offering monopolised production and/or checking, despite the large number of languages offered!

We can say that no other sector of activity – particularly one as advanced as that of communication – keeps its demand market so far from understanding its production and quality validation systems.

The client generally remains unsatisfied, unable to differentiate, for example, between a mere "letter box"* and the local agency of a multinational multilingual services company despite the many publications from the latter.

Its professional culture about multilingual production, as we will see, can only be vague due to a lack of up-to-date information provided by numerous, potential suppliers. Even if they are perceived, the various positionings remain trivial.

The insignificant and low esteem in which our sector of activities is held is due to this central lack of knowledge, which is essentially due to the translation services supply market (and in part to schools and universities).

It is also the primary and crucial issue of customer purchasing managers for multilingual production, given the fatal mystification or unwillingness of these companies offering multilingual services on these markets.

2.2 - What exactly is “glocalism” in translation and communication?

All production can be delocalised except production concerning communication. We can easily move IT production to India, both for hardware or software. We can move car production to China or Brazil.

However, we can not produce communication or write industrial documentation texts in a country where the language of the target market is not spoken.

For cultural activities we must – on the contrary – relocalise* as with the current monolocalised multilingual production, activities are intrinsically delocalised due to the fact that they are not carried out, and above all validated, in the natural country.

In an article in the Belgian weekly *Le Vif-L'Express* in 2008, there was an example of an advertisement for a bottle of champagne that had to be changed for three different markets.

First, the French advertising market, where – surprisingly – it is forbidden to associate alcohol with the people who consume it. Then the German market, where there are no restrictions (for Germany, they added people celebrating in an equestrian circus to the image); and the Asian market where the same photo from the two other layouts* showing a young woman with bare feet, had to be replaced by one with the same girl but with sandals: apparently, in current Oriental culture, it is not allowed to use an image showing a woman's bare feet however they may be shown.

Knowledge – for example – of legal standards, which can be restrictive or liberal in each country, and awareness of target market cultural taboos (the sexuality of feet in the East) mean communication cannot be produced in a delocalised manner.

In order to provide multilingual communication, it is essential to have a multinationalised organisation producing and validating the texts and images.

In California, in the 90s, they even created a wonderful and simple neologism* to precisely show this concept: "glocalism", a contraction of the words globalism and localism.

At the time America, particularly on the west coast, was in the midst of the “dot-com bubble”, the crisis generated by the simplistic and primitive idea that all you need to “control the whole economic world of the planet”, is a computer and a telephone line... The keenest marketers and futuristic American entrepreneurs didn't have much trouble creating and spreading this new term which was derived directly from another concept, already famous from the 70s, which was: *think global and act local*.^(o)

With the accelerated arrival of globalisation it was therefore necessary to become glocalised.

^(o) In twelve years, the word “glocalisation” has very quickly reached more than a million hits on the Internet in the seven most used languages. My company's online quarterly e-Magazine *Glocal*, available in six languages, has for many years followed the massive change of this word in the use of many commercial activities.

2.3 - Who checks and validates texts done by freelancers? The falsification of external revision

In order to produce and control quality on the semantic*, terminological and geostylistic level as well as on the classic orthosyntactic parameter, you must have as many glocalised (globalised and localised at the same time) offices as languages promised to your clients. Why?

For the simplest of reasons: if you do not have these offices located in four (or five) continents, you can only use – at best – freelancers you cannot check who are living, in the best case scenario, in the target language countries.

But in these cases, when you receive the translated, adapted, or edited texts, how can you check them and validate them before delivering them to your clients?

It is virtually impossible for a monolocalised agency to do!

A company is – essentially – technically illiterate regarding all languages that are not spoken in the country where it is based. As a result, it is impossible for them to read and, above all, correct possible errors, inaccuracies and mistranslations in the texts they receive that even the best freelancers cannot avoid. Speaking of multilingual quality for the innumerable “letter boxes” (this is what they are called, as we have seen earlier) is something completely wrong, falsifying and vain. These monolocalised translation agencies can, in practice, only send their unfortunate (and cheated) customers the texts exactly as they are when they receive them, forwarding them without making any improvements.

Knowing that freelancers cannot write texts which are “perfectly acceptable”, it becomes obvious that there is trickery, deceit and counterfeiting on the part of all these agencies located in one single country and claiming to provide all the world’s languages as if they were the same as the one spoken in their own country, and as such able to be quality controlled and validated by their own company. However, there is nothing to say that the same inadequate treatment is reserved to this alone.

In fact, it can be even worse: there are monolocalised agencies who say, to cover themselves from this devastating objection, that the texts are checked and externally validated by a second freelancer. But aside from the fact that the time and cost of this operation generally means it is not possible to keep the budget within the limits of the market, who will decide which of the two texts received will be delivered to the customer?

This issue is well founded and is at the heart of the problem: in the pre-delivery final review and validation, there are often as many, or even more serious, mistakes introduced by the reviser as by the first freelance translator.

Indeed, the final reviser who performs the pre-delivery validation is likely – in turn – to make mistakes as well, even due to the fact that he is working on a text he knows more about than the freelance translator (who, on the other hand, has worked on it a lot longer and in more depth). It is the latter, in fact, who should validate the text on the basis of the revision. But this mode of production and external control – due to its conflicts of interest and irreducible competition – can never be subjected to operations that only colleagues working side-by-side within the same agency and under the same, single authority (the same brand!), can carry out.

2.4 - Should monolocalised suppliers be excluded from the multilingual service sector?

Why should a client continue paying translation agencies monolocalised in one country (or in only one language)^(o) a gross margin of 35-45% included in their prices for services not provided and – by definition – which cannot be provided by it?

Indeed, these multilingual service letter boxes (in reality they only “specialise” in forwarding to their customers the texts they receive from freelancers without any added value!) neither improve these texts received this way, nor are able to really validate them.

Moreover, these structurally handicapped agencies, because they are localised in one country despite their scope of activity as providers of multilingual services around the world, can even have the reputation of being economically competitive!

In fact, if the client calculates its total and final costs well, these are classic examples of “very expensive false savings”: especially for all the consequences of marketing communications that are generated.^(oo)

But, very often, these monolocalised agencies are not even cheaper, in price, than multinationalised and glocalised agencies.

A glocalised agency is just as local as a monolocalised agency: so why should we prefer a letter box agency to an internationalised agency?

Even if the client uses only the local language(s), those of the country where they reside, it is in their interest to choose a glocalised agency.

In fact, it is still a certainty that in the future the client will need other languages (this destiny is written all over the sky of its strategy, even if it has still not been clearly identified). So it is better to start laying the foundations of their business technoelect with a gradually built-up translation memory*, language by language and text by text.

This also means real savings both in the present and the future.

Especially since all segments translated and stored in the translation memory will not be invoiced thereafter (or will be charged at a reduced rate).

We will see in the next chapter how indispensable these translation memory systems* are as the only option to solve the problem of technicity in translation.

A good post-crisis purchaser is one that uses a supplier from the language industry that is positioned at the top levels of its profession: that of glocalisation.

It does not cost more. Often it is even cheaper!

^(o) I know of one leading agency which is monolocalised in Germany with seven offices: without a single foreign office!

^(oo) Consider, for example, the important and hidden, though well separated, costs to be incurred by the after-sale services to make good for the ambiguity or poor intelligibility of texts translated and left to their Fate.

2.5 - Why can a glocalised multilingual service agency also offer lower prices?

Apart from the non-negligible fact that multilingual services provided by the rare glocalised companies are generally – as we have just seen – no more expensive than those sold by the countless monolocalised companies, a good purchaser must carefully consider the value integrated into the goods received, even though it's not immediately visible.

The same multilingual products provided by a letter box and a glocalised company are in no way comparable. At least superficially.

We are faced with two types of services which cannot be compared.

In those produced by a monolocalised letter box, there are, for example, foreign translations carried out solely by anonymous and unchecked freelancers (who cannot be validated by the supplier even).

On the other hand, if the services are produced by a glocalised company, they are also checked and validated by its local office, that is to say the same company that signed the contract, under the same marketing responsibility, and finally even under the same commercial and legal framework.

Moreover, in the case of the letter box, it is not guaranteed that the text is actually produced – i.e. translated, revised and validated – in the target language country!

The level of linguistic and translational approximation of the professional culture of a letter box – we can often speak of troublesome primitivism – does not credit glocalism (they remain fraudulently silent) with its irrefutable benefits. Indeed, they often do not even know about what translationalists call “lexical and phraseological interference”^{*} of editors or translators who have emigrated, who are subject to these types of errors because of the non-native and vernacular language used daily.

The mysteries of language – that which writers and translators from all eras called the “unfathomable secrets of writing” – are not treated the same way by a team of linguists working side by side in their country where they talk the language daily, compared to a monolocalised agency that uses only isolated freelancers who structurally cannot be checked or validated.

Glocalised agencies can also and easily solve, for example, the famous and radical problem created by ambiguity, incomprehensibility or even errors in the original text (it happens more often than we imagine!) through a simple telephone call or e-mail to their own commissioning office, who are generally speakers of the source language.

Added to these unquestionable arguments, are the production costs, often drastically reduced (as in China or India) for the production of local languages carried out and validated in the countries at low cost.

This is why a glocalised agency offers – in principle – prices which cannot be beaten by any letter box.

Often, these prices are even lower than those of these infirm and handicapped monolocalised agencies who are shamefully dishonest in their practical and objective approach.

2.6 - The removal of the strategic choice resolved by the apparently lower bargain price

The economic recession has resulted in behaviour which is – as we know – completely abnormal and extraordinary. By both the supplier and client.

A monolocalised “multilingual” cash-strapped service provider, like everyone else, adds a sort of hopeless attitude to their professional and project-based nihilism which turns into a hunt for any budget at any cost. Can they afford to do this? Certainly : we have already begun to see that these prices are comparatively higher than glocalised agencies due to the fact that its services cannot be validated, and are as such free from significant additional costs. It is just that the client does not need to know (on this point, their silence is very telling...).

In these situations, the monolocalised letter boxes cut their prices to a level such that their only interest lies in achieving the highest turnover possible even with a net margin that would normally be considered a loss, if the services advertised were actually provided.

Moreover, they can still cut down on freelancer prices sometime with several methods which are often shocking and are not fit to be talked about!

Their lack of strategy, their hostile attitude on the professional level and their deep translational ignorance on the practical level demonstrate their economic nihilism where the only value is winning the order, or orders. In any event, their small agency does not have production, checking and validation problems: its role is to forward the texts while reducing costs to the level of a small dispatching* office. And what about quality?

“We don’t care”, they say without any sense of decency: by the time the client is able to see the lack of quality (if they ever do), the problem will already be a bygone one.

At which point, comprehensive insurance coverage kicks in: I will discuss this outrageous case in Chapter 5.4.

From the client's point of view, in addition to the usual ignorance (kept afloat by the vast number of letter boxes) is the general preoccupation of making savings. This appears in the attitude of their employees who now have to justify (and mystify) to their superiors daily about how indispensable their jobs are. “Did you see? I saved 21% on this order!” They don’t mention that the chair they bought only has three legs (sometimes only two). As such, it is the New Business department, ultimately, who will have to deal with the lack of competitiveness of their product in new prospective markets.

Making pseudo economies in sales – the same applies for sales and purchases – is something which makes the situation worse which managing directors or managers must punish immediately. However, in order to do this, they must really be beyond reproach in this respect: this is also not always the case!

In reality, during every economic crisis, we see a paradoxical overall contraction in communication activities: it is often the first budget to be cut.

It is a one-off, or very rare, that companies take advantage of these slowdown periods, or economic downtimes, to increase the size of their prospecting and advertising reach. The quantitative and frankly masochist logic of the lowest price – the most discounted – is as such commonplace.

2.7 - The anti-economic, irresponsible and narcissistic behaviour of purchasing managers

Particularly in periods of crisis, the role of purchasing in every company takes on special importance: it and it alone ensures the profitability of the company. On the defensive side, naturally. It is up to the New Business department, of course, which is in charge of business development: in attack, it goes without saying.

But where do you place the purchase of multilingual services?

Attack or defence? It is the CEO or, in any case, the person who is in charge of the real expansion of activities who must ensure that there is not a tragic inversion of positioning. It is predictable or fatal that the purchaser tends to place the purchase of multilingual communication in the savings category, which is in fact mystifying false economies. Naturally, there are always purchasers who are intelligent and above all dedicated to the strategic interest of the company.

In order for this to be the case, it is essential that they (the *purchasers*) are cultured (as far as necessary for their profession) and that they are not narcissistic (they are able to keep their workspace, sheltered from potential job cuts, if their role becomes useful and necessary for the real marketing of their company).

CEOs, general managers and managing directors, do not hesitate: immediately fire purchasing managers who care more about their own image than that of the company, of your company. Otherwise, you will make internal enemies who are too professionally ignorant and – above all – irresponsible regarding your strategy of having a presence in markets around the planet and conquering them.

Do not allow yourself to be influenced by so-called small budget savings (praised too much to actually be true) which cannot be endured by your company's projects: they are far too expensive for your expansion which is essential.

Deal with these basic problems: as any problem relating to sales is your direct responsibility. The future of your company is in danger.

Under your strategic management, your purchasers cannot devote all their time to their little games which are often fatally petty.

And, when your purchasing managers are in harmony with you and this line, do not hesitate to reward them, to give them a raise and to let them make a career from it: they are the future of the company and the post-crisis period.

They will have learnt how to make real savings if they can escape their unforgivable ignorance.

Teach your purchaser the difference between what suppliers promise and what they actually sell (and what they can actually deliver).

You may reply that in a period of economic crisis, any reaction based exclusively on determination is doomed to failure. There are two responses to this objection.

First, you do not have to limit yourself to determination "exclusively": the strategy of conquering new markets is never restrictive.

Second, why entrust employees, who are certainly fearful and minimalist – as we know – with the management of a strategy which goes against the flow?

3. The marketing actions of the ocean of monolocalised translation agencies

**The mystification of the strategic
positioning of letter boxes
localised in a single country
is the fruit of need for mere survival.
As such, they are even forced
to hide their own production methods
from their own clients!**

3.1 - Overclaim advertising to wrongly credit their multilingual production

There is always a reason for a given behaviour.

Why, indeed, can the plethora of letter boxes, that is multilingual service agencies localised in a single country, not talk about the truth of their multilingual production, even and especially with their own clients?

For a very obvious reason, if they did so truthfully, they would quite simply banish themselves from the markets!

How can they admit to their own unsuitability to provide their clients with texts that their monolocalised agencies by definition do not know how to read, correct and validate?

This is what they should say to the markets they present with their advertising promises of translations always presented with the high quality label: "For the language spoken in our country, we can have it revised by one of our linguists. However, for foreign languages, we can sometimes read them, if we have an in-house native speaker of the language, but as for checking, it is far from what we can achieve for the language(s) of our country.

As for validating them, for the sake of decency it is better not to talk about it..."

After this small, optimistic declaration of simple professional honesty, what client could reasonably continue to send them orders?

As such, the rules of these so-called linguistic agencies is, firstly, to never publicly explain the methods of their alleged checking and validation of multilingual quality: these agencies, which make up almost the entire supply market, would in this way themselves deliver to their clients (or prospective future clients) the basic reason for their professional inability to produce multilingualism.

Secondly, after having kept clients ignorant, contrary to what happens in other sectors, it is necessary to use the overclaim technique which is to flood their targets with advertising and to throw at them as many promises as possible with no mention of how they are actually achieved.

By insisting on this largely fraudulent tendency and over long periods, this even works, in reality, very well.

The client is, as such, deceived and plays the part of the fool in a slapstick comedy: having both paid high prices for services which they have not received and for the marketing and image consequences from texts received that are flawed or have hidden defects.

Not to mention having been treated like a child by these agencies, being told outrageous nonsense. All the more, since the negative consequences for the client, on the marketing and image level, can appear much later or sometimes, never: who can calculate precisely and quickly the implications of poor foreign language communication?

3.2 - The taboo of talking to clients about methods and means of production

In the long run, due to not being able to talk about production methods at all, the majority of these pretentious, monolocalised “multilingual” letter boxes forget, or go even a step further, by completely ignoring the problem and behaving, with the markets, in the same way as their own distraught prospective clients.

As I have already said, these clients should have been informed by providers beforehand, about these multilingual production methods.

Modern marketing and the requirements for providing total quality warrant it.

As such, in this complete silence, even in this field, we see not only the marketing principle that is not only still in action but which is also severely misconstrued, which says that they must not talk, which ends with no longer... existing.

Indeed, we often forget that it is not demand that drives a market, it is the supply.

It was Mary Quant herself, by slipping into her first mini-skirt in London, created only to highlight her legs (and not only them) that created the demand market for this mini item of clothing which propagated around the whole world for more than forty years.

If companies that supply multilingual services do not inform their markets about the key methods for producing and validating their quality, in the same way as practically every sector does for its own activities, it will be impossible for our sector to truly and significantly modernise.

Moreover, how can we continue to impunitively offer, for decades, "top" multilingual quality (which it is impossible to create with monolocalisation) without even presenting the methods and means for producing and validating them?

Since clients, in spite of this, are able to detect this small fraud (which becomes bigger and bigger over time), a highly detrimental practice takes hold with the general dissatisfaction on the markets: the “turnstile”.

Clients continue to change supplier in the hope of finding, the next time, the ideal partner. And the turnstile, as a merry-go-round, keeps turning.

In the meantime, the reputation and image of the professional can only deteriorate or is confirmed in their almost inevitable professional collapse.

With the practical and economical results of discounts which result in prices that are even more miserly and disgraceful (in reality, the prices are still high, as we have seen, because they surreptitiously transfer the cost of deceptive services that are not provided to the client).

Indeed, it is these knock-on consequences that are the most devastating factors in our profession. Commercial immorality is not something which only affects those who commit it, but they also, and not only Catholics say this, effect the general community, the truth and the Logos, of which we must actively be a part.

3.3 - Unmasking the cost price of “letter boxes”: the falsely low and discount price strategy

Every true purchasing manager knows the tricks of his profession. They are very aware, for example, that there is more supply than demand in advanced markets. In all fields for that matter. But this is in no way enough. Practices for obtaining reductions, advantages and framework agreements, they're all well and good. However, a good purchaser, a truly good purchaser, knows that prices on his market are never limitless and free of conditions. Often, a bad purchasing manager can be recognised by his indefatigable obsession for savings to the fatal detriment of service: there is always someone smarter in the market where there is no lack of forgers, fraudulent counterfeiters, the great free-riding imitator organisers of the seductive trick.

It is always the culture and precise information about the field in which the service is purchased that allow purchasing managers to control any negotiation by making sure that the order is to a top notch professional level and under the best conditions. In short, it is the eternal problem of actually purchasing a service with the best balance of quality and price.

In the field of multilingual communication it is essential to know that it is much better to simply deal with a single freelancer, directly, rather than a letter box for who the same freelancer works: it will cost you less and you will receive the same service.

But here is the problem, when you receive the text translated by this freelancer, doubt begins to nag you: “Is it faithful? Is it terminologically accurate? It is stylistically and geostylistically acceptable? Is it orthosyntactically correct?”

The same doubts, moreover, that preoccupy the monolocalised letter boxes, who in the face of these doubts takes out a comprehensive insurance policy (I will speak about this later).

If you make savings using a freelancer or several freelancers, there is no problem in this. However, you should know that you must send these texts to be validated by highly qualified revisers who are native speakers of the target language.

This often costs almost more than the initial translation.

As such, it is easy to calculate the deception of monolocalised agencies: their cost prices may be very low but their service is incomplete, a part-product and half-finished. What is the point in buying a pot without handles or a lid?

The only “advantage” of using a monolocalised agency is exclusively psychological: the same freelancer (or equivalent), the same unchecked translation, the same unvalidated service, but – and what a consolation it is – in addition you receive the promise of “quality assurance”. A generic promise with no description of the production procedure (and for a good reason), but a promise nonetheless.

Only one thing is different: the price compared to that of a freelancer.

3.4 - My amused sorrow at the collection of colleagues' errors used to measure the professional "perfection" of their "letter boxes"

This is something which has always amused me and, at the same times, saddened me, to see the sadomasochistic determination by the majority in the profession, agencies (fundamentally monolocalised) and freelancers, to collect and publish incorrect translations, orthosyntactic phrasing, style and terminology by colleagues.

Of course, there is a cruel pleasure in seeing your neighbour slip on a banana skin, particularly if they fall on their backsides: a comedian falling remains the most classic and funny piece of comedy – as we know – as is physical comedy or the pie in the face. Especially since it is not uncommon, that these collectors of appalling and absurd translations, that they include and decorate their report in the name of unfortunate victim!

This is the amusing side. For the sadness, here are some reasons.

First of all, it is rather indecent to laugh at a tight-rope walker who can fall from a single rope of words at least a dozen times (once per centimetre).

Secondly, we can laugh at anything, but with some care. For example, it is necessary that the audience to be entertained (why not?) knows that even the most qualified translator in the world – still sailing too close to the wind of error, as Cioran wrote, without ever actually making one - makes a living with one of the most dangerous profession in the world.

Thirdly, there is nothing in history more hypnotic than words. Rather than only mercilessly mocking the fatally absent-minded colleague, it is also essential that these "judgemental" agencies and freelancers make sure that their readers are aware that no writing professional (copywriter or translator) can completely avoid errors which any text could hold in store: publishing a sample of their own faults (even if they have been corrected later) would be enough, while not forgetting to sign them...

Fourthly, all of these followers of what has become the rather cruel national sport of the profession (particularly since it is almost free: they can publish whatever they want on the Internet, on Google, Facebook or on any other forum) must have the aristocratic attitude to not use the banana skins their colleagues have slipped on as proof (at least implicitly) to credit their professional "honesty".

Fifthly, rather than swaggering about while playing to the crowd with their skill as bad chroniclers from the back-alleys, they would do better to educate the clients and future clients about concrete methods to solve the problems in the system: for example, having a glocal office with revisers and terminologists who, with their simple actions could resolve the problems that have been pointlessly used so much to amuse people.

I have never been able to find an agency on the Internet which amuses itself making these collections, who afterwards becomes sad and shameful, all the while knowing about the word glocalism or the dual role of the linguistic reviewer-validator!

3.5 - No true marketing strategy: the policy of “reactivism” of shameless eternal wailing about margins

The method of making fun of guilty colleagues that we have just seen, as proof of non-existent professional integrity, is neither rare nor marginal, more a sort of behavioural trifle (more amusement than anything else). Because in order to produce multilingual services the only strategy based on logico-technic (technological) professional truth is glocalism. All monolocalised agencies in our sector are doomed to not carry out any overall projectuality. They are forced into the daily reactivity of all those who are subordinate to others: they are doomed to not follow any rational, relevant design in carrying out their objectives.

Indeed, after the rather dubious entertainment of unintentional sketches about banana peel that competitors have slipped on, the letter box agencies generally dedicate themselves to another vicious sport, which, of course is the logical sequel to the former. They indulge themselves heavily in complaining moans (naturally without motive), wailing about the “injustice” of the lack of prestige in their activities. In professional magazines, in their newsletters, in conferences, in conversations with stakeholders and in Internet forums, all that can be heard is the endless chain of sad tears and whining (once again from these monolocalised agencies). Their general snivelling is inversely proportional to the absolute silence about the essential pre-requisite for producing total quality in the multilingual sector: glocalism, naturally.

They shamelessly complain, in an infantile and irresponsible manner, about the “poor lot” of their activities. Rather than putting the crucial problem of the internationalisation of the production of services and revision performed under the same brand as the centre of their problems, they shamelessly flaunt their professional misery, which it goes without saying is monolocalised and for petty reasons.

Personally, I am ashamed that they are not! I belong, nonetheless and despite all my distancing from them, to the same profession and as such, I view myself in some way jointly responsible. In the same way, I am ashamed by the proposal put forward by the Belgian association of freelancers affiliated with the IFT* (and some letter boxes at the time) in 1989, to supposedly “regulate” the translation profession to the detriment of all translation agencies which, quite simply, they wished to eliminate: I even founded a professional association (Federlingua) which acted successfully against this villainous regulation which sought to eliminate... competition.

This is what happens, as the English Catholic writer Chesterton said, when you cut the support thread from which a spider has spun its web (as it is coming down). Deprived of its main structure, it inextricably rolls into a ball without being able to untangle itself and becomes caught, turning it into a fatally impotent, and morally silly, little puppet.

As such, deprived of an intrinsically essential strategic vision, the professional returns to insane nihilism caused by “reactionism” from deceptive, opportunist and profit-making motivations.

4. Multilingual services supply markets are still in a miserable state

**In 2010, after more than twenty years
of high-paced globalisation, Internet
and glocalism, almost the entire
supply market remains hindered.
monocalised and with the brakes on.
The pitiful makeup of these markets is
described in its five segments.**

4.1 - The makeup of the multilingual services supply market: the innovators and the followers

The supply market is still made up, basically, of two groups: the innovators and the traditionalists.

In any supply market, whether in terms of policy, culture or economy, you can only be among the innovators or the herd.

The strategy of the imitating herd often proves to be much more profitable as it costs, from the marketing and investment point of view, much less.

In addition, they make the most of not spending on re-engineering* by spending instead, on advertising and conquering new prospects in the market.

Often we see companies, who are in no way involved in the excellence and leadership of their own markets, achieve unprecedented economic performance.

It has – moreover – been a well-known marketing strategy, traditionally called “followers”, for a good thirty years.

Then there is a strategy which is much less used, that of leaders and innovative agencies which work to take the leading position or a place among the leaders in the market.

This undertaking is however subordinate to their honest positioning in the search of excellence, and not by the direct pursuit of economic results at any cost.

The economic performance, measured in terms of annual turnover, is for them a result which they must sometimes wait a long time for. This is also the reason why the follower strategy is often chosen and preferred. In Belgium, for example, monolocalised agencies are the uncontested leaders when it comes to turnover in the multilingual services markets. Often, even in other countries.

Two other basic factors play a role in this fundamental division between innovators and traditionalist followers.

First, the subjective entrepreneurial qualities and their capital.

And, in a sector which is as fragmented as ours: chance, sheer chance.

Next comes, dare we say it, the economic capacity available for investment which can also take into account capital already invested in foreign markets or previous takeovers (especially, naturally, for companies that are already multinationalised).

It can also arise that leaders who are in principle innovators, who are well multinationalised and quoted on the stock market, paradoxically assume the practises of follower professional behaviour (for example, using freelancers without validating them and boasting – yes, them as well – of the so-called virtues of the hyper-computerised “technical translators” who, in reality, are only kitted out with ad hoc systems...).

The reason is very simple: the economic performance that needs to be achieved, especially on the stock market, is cruel and as such, these rare companies are forced to make savings and conquer markets by following the most commonly taken paths.

It is in the client’s interest to pay close attention.

4.2 - The five segments and monolocalisation of the majority of agencies in a single country

After this initial distinction which is primarily subjective (companies who have decided to be innovative and the traditional ones that follow the imitators strategy), the real positioning concretely adopted on the market must be considered.

The multilingual services players belong to five different segments.

- a – The very rare multilingual services agencies belonging to an international group which already has large offices in the main countries. Often, these groups are quoted on the stock market and claim the position of international leaders (sometimes by improperly showing “consolidated” turnover on local markets – which are difficult to verify – on the international level). This handful of agencies (compared to the colossal, global number of agencies), which can be considered to be glocalised, have the distressing habit – widely spread among large companies – of using the well-known “announcement” strategy.
- b – The few agencies which have begun, sometimes only just, their internationalisation as they have become convinced of the unavoidable need to position themselves, in the long-term, onto the international level. These companies, usually, hesitate between the two strategies presented (innovative and traditional): the costs, the risks of their multinationalisation are the root cause of this hesitation. Think, for example, of the agencies in this segment which claim to be “glocalised” simply because they use... freelancers located in the target language countries... They forget that you must have glocalised offices and not only freelancers who remain uncheckable!
- c – The monolocalised agencies which are apparently without offices or ambitions but which are totally dedicated to conquering markets (they only flirt with them...) with no semblance of positioning. They are founded on a rather modest and effective cultural position (with generic content) but act in a highly archaic way on the marketing level in order to pursue the best results: overclaim marketing is clearly their strategy.
- d – The small agencies that are still monolocalised and eternal followers. They are the ocean of tiny offices that, in each country, ultimately characterise the image of the profession due to their numbers without making any effort: they are satisfied as long as they carry out enough orders for their own production needs.
- e – The freelancers, millions of them even in a small country – for example – like Belgium, (which has 10 million inhabitants) who work for agencies in the first four segments. However, sometimes they also work for companies themselves, in competition with the agencies for whom they are also the main suppliers.

In total, the vast majority of multilingual services companies are still monolocalised. In every country.

This is their structural inadequacy (apart from a portion of the first and second segment).

This is the scandal of the multilingual services sector, betrayed by monocalism.

4.3 - Internationalised and non-glocalised (or not truly glocalised) agencies

In the first segment, that of the very rare international agencies that have been world leaders for ages, their cultural and marketing positioning is neither always nor completely based on glocalism. It can also be said, with very rare exceptions, that the agencies in the second segment, those that have begun their internationalisation in the last decade, have the same attitude.

All these generally innovative agencies are very slow to state their (new or rather future) actual positioning. It can be said that they are well and truly on the path to glocalisation however their practices, the economic fears and, above all, their relatively translational culture prevents them from defining their strategy in a method other than simple turnover: you could say there is only one unit of measurement for them.

And yet, as we know, even giants are born small. And our era of globalisation has seen the death, often sudden, of real giants. In the way of many advertising agencies which became global since the 40s, with agencies localised in dozens of countries, these multilingual services agencies continue to rely on the work of freelancers close to their own offices, often without validating them.

There are three main reasons for the inertia of these common practices.

The first reason their glocalised agencies are not used, as logic and the strategy should suggest, is that the time for innovations is also proportional to the cultural levels in which the strategies are planned. And, compared with glocalisation, there is a significant conceptual deficit.

Many advertising agencies continue to globalise their production – rather curiously – via multilingual services agencies in our sector (even monolocalised ones!).

The second reason is found in the level of divergent economic interests between the various agencies. How many times are translation agencies forced to state the existence of international incompatibility, rivalry and even a permanent guerrilla war between offices of the same advertising agency located in the same country?

The third reason is quite simply due to ferocious price (and deadlines) competition from letter boxes which are, I repeat, the big winners thanks to their overwhelming numbers and the propaganda from monolocalised agencies: overclaim.

When capitalism is viewed up close, it in no way resembles the idyllic image conveyed by the fateful “advertising” of what is called “groupthink”.*

Since these almost glocalised agencies are truly innovative, they often talk about glocalisation but they even end up mystifying it.

As we have seen, they fall in love with the word glocalism even if they attribute it to their freelancers and not their offices which are glocalised or going to be glocalised.

4.4 - Freelance translators around the world: professional convenience or passion?

While you can – and should – generally criticise multilingual services agencies about their monocalisation, their failure to validate texts and their overclaim marketing, the countless freelancers around the world (no one, it seems, has even done a worldwide census) are almost always exempted from any critique of their professional performance.

They only translate – usually – into their native language and on the basis of an exact order - explicitly requested and sought after - from these same agencies. One of the weaknesses of these agencies is their complete dependence on the work of freelancers: this is the reason why they are so favoured.

Monocalisation is founded exclusively on freelancers!

Certainly, there is another conversation to be had regarding their know-how and sometimes their playing two tables at the same time: supplying agencies and at the same time in direct competition (sometimes suspicious) by supplying clients of these same agencies directly.

However, I only wish to talk about the quality of their services.

Their situation is extremely privileged: they work in comfort, in their own home (sometimes while travelling, on the beach or under coconut palms with their laptops), in control of their own time and movements. In short, their highly sought after situation as telecommuters, hidden from the war of the market and the stress of the company, should make freelance work a sort of ideal situation for producing well translated, perfectly checked translations (even if it is sometimes in solipsistic solitude).

Is this the case?

Project managers, who know them well and deal with them daily do not have a unanimous opinion and develop selective judgements.

The main objection concerns their vocational professionalism. Are they translators because it is a very convenient profession, because it provides them an ideal situation (especially for women)? Or, on the other hand, because they have carefully considered their professional choice? It is very difficult to translate lines of text hundreds of kilometres long, which stretch into the distance, for their entire life.

In other words, are these freelance translators personally dedicated to their professional calling or are they simply taking advantage of it without seeking perfection?

This is the crucial question then, concerning the passion for each job.

I will give an example concerning myself for the sole reason that it is rather negative.

For the first two years of my career in this sector, at the end of the 70s, I was a translator and even had excellent results due to my great determination. However I never became a true translator as I did not find my true calling in this profession.

How then could I carry on in this special activity for partial and not fully relevant motivations?

4.5 - The rare glocalised agencies: between innovation and mimicry

The Western economic crises, which keep rolling out in succession, are slowing down development considerably by actually causing recessions. This very slow and intermittent progression makes ongoing innovations advance hesitantly, which makes the process seem to last forever.

This is the situation for glocalised companies which, by definition, are always in the process of glocalisation: the number of offices to be opened throughout the world is so high that, despite the efforts made, major performances always appear to be modest. It is no coincidence that almost all agencies hold back from heading off on the adventure – which is not free and is long and full of risks – of internationalising.

However added to these external and objective difficulties is also the problem, much larger than you could imagine, of the retarding force constituted particularly by the ocean of monolocalised companies on all markets and on the most innovative competitors.

Glocalised companies are led, on the one hand, to present their innovations, especially those already achieved and set up. However, they are also led to reduce them and sometimes even hide them.

The result of this is mimicry towards the lowest level as the barycentre of the market is, and remains, always very low down.

You cannot create a revolution alone or with only a small group of activists.^(o)

As such, if you have several offices throughout the world, you must be careful not to fuel the widespread clichés about the subject such as, for example, the idea of increased production costs due to international organisation and longer time required.

Whereas it is exactly the opposite!

Likewise, if there are three quality levels for providing services, you have to tone things down a bit rather than showing the full range that any services producer could provide (naturally different according to needs).

Remember that on the market there is only – curiously – the general offer of a single translation quality level rather than, for every product or service, several levels offered. Especially when you know that linguistic quality is proportional to the amount of work put into the text to be delivered. Advertising agencies know this very well.

Mimicry, like any anti-innovation movement, is suitably adapted to outdated and past-loving tendencies from the traditional supply market.

However, even at a slower pace, glocalism is gaining ground over trivialisation.

^(o) It is not surprising that already glocalised companies are interested in the creation and development of glocal competitors: the reason is that their current number is still too low to be able to advance the marketing notion of glocalism rapidly on the markets.

4.6 - From the accusation of thoughtlessness to the unforgivable sin against the Holy Spirit

The lack of passion and intelligence concerning work and your own profession is not only a fault, but a serious error both from the strict marketing, moral and eschatological level.

In the Gospels there is only one unforgivable sin: that committed against the Holy Spirit.^(o) All can be forgiven except deliberate actions against the third aspect of the Holy Trinity, even if Christian mercy is founded on the immense pardon of the sacrifice of Christ, on his resurrection.

Why this exception? It is a sin against Truth, against the true and mysterious Intelligence about life and reality (and its transcendence). The Holy Spirit is not a pretty dove ready to fly off; it lives in the truth of things, in reality. It is even the divine essence of Reality. It's rather serious, it could be said. As such, Sin against the spirit of intelligence is unforgivable as it is devilishly opposed to mankind even more than against and before God (if you can put something before the Creator). And naturally, true work is always the activity that reality requires in order to be improved. This is why it is sacred. This is why it is unforgivable to subtract from it.

The seriousness of the accusation from a university professor, a translatology researcher who since the 80s has defined the heads of translation agencies simply a "leaderless", morons without a brain, matches the "unforgivable" judgement given by three of the four Gospels. Indeed, while a tiny group of professors and educators are constantly engaged in basic research in translatology, applied research is only relevant to heads of multilingual agencies: indeed, it is totally within the scope of their activities to carry out this type of practical (applied) research. Just as at the beginning of the 80s, the professor and researcher realised that all books published about linguistics were written by universities and not by professionals. I was particularly receptive to his accusation of headlessness.

It is for this reason that I have spoken about this in my book published in 1994 and, among others, on my company's website (and in its quarterly e-Magazine Glocal, written in six languages). It is for the same reason that I read, every three months, each publication from the World Bibliography of Translation, published by a giant in our professional sphere, Dr Phil. René Haeseryn, Secretary-General of the IFT*: unless I am mistaken (and I would be surprised if I was), no book, not even about applied research like this book, has yet been published by another multilingual services agency around the world. It is very upsetting.

It is another piece of incriminating evidence, possibly the most significant, of the parasitic, mediocre and devastating attitude of monolocalised agencies (and not just them).

It makes me even more ashamed. And I continue to dream of a less intellectually absent and more responsible profession: the sin against the Holy Spirit is obviously much more serious than the lack of leadership (which can always be attributed to a lack of natural talent...).

^(o) That it is "unforgivable" is stated in three of the Gospels: Mathew 12:31, Mark 3:29 and Luke 12:10.

5. Multilingual quality: how is it produced and by what means?

**What is it that defines
linguistic quality and,
in this case, multilingual quality?
And what are the essential conditions
a multilingual services agency
must have in order to be
able to truly ensure it?
“Chained Dancers“.
Do ISO and EN certifications
ensure total quality?**

5.1 - The five key-words which indicate and define translation quality

Orthosyntax, terminology (relevant), fidelity (semantic), geostyle and sociostyle: these are the five words indicating the essential and reference parameters in the evaluation of the linguistic and translation quality of a text.

5.1.1 – Perfect spelling, correct syntax and established terminology

We must not dwell too long going on and on about the orthosyntax of a text because, generally, there are only very small discrepancies possible in the assessments of grammarians and lexicographers: in the end, the text must be orthosyntactically excellent. As always, it is a matter of careful work and simple diligence. It is intolerable for a modern company to have texts which are not correct in terms of spelling and syntax, especially when computer aids work quite well.

A much more important factor for linguistic quality is terminology and technical phraseology.^(o) The relevance and accuracy of terms used give texts a significant amount of their quality. The intrinsic value of the text comprises its technical accuracy and the rigour with which the technolect of the sector and the company is reproduced in the target language. This value coincides with the technological and cultural know-how of the client for each language. However it is exactly on this point that there is generally a devastating combination of inadequate pre-evaluation by the client and overclaim from the eternal letter boxes. Overclaim does not hesitate to promise translations produced by a non-existent phalanx of “technical” translators, language by language, all presented as being “experts” in the client’s specific technological field. In section 7 particularly, I will talk in more depth about the main problem of technolects.

Hence the dire disappointment of clients when they see that these agencies that are responsibility-handicapped in terms of multilingual production, and even more so over the supposed and widely claimed availability of these wonderful translators and technicians, multilingual clones of their own engineers. While their engineers have been employed for years to create and develop (even linguistically) their products and can indeed specialise in their own field even linguistically.

It is also difficult to understand how all these so-called multilingual services agencies, rather than offering their clients the only solution which is really possible, namely, translation memories built-up patiently and progressively, language by language, the small sharks of our professional continue to present the still miraculous solution of all the already specialised translators (who are omniscient and illusionary) ready to be used.

Moreover, the production and validations of company technolects must always be an activity performed prior to any marketing plan for conquering a new market: the primary element of the sales force of the company for exporting itself.

The goodwill of every client is determined by the word-by-word and idiomatic expression by idiomatic expression creation of their own foreign technolect.

There are no shortcuts.

^(o) It is curious, by the way, that the expression “technical translation” has entered general usage. In reality, the accuracy requires that it is the terminology and phraseology which is technical and not the translation, which remains an operation that requires a technique, clearly, but which has nothing to do with the technical nature of the arguments translated.

5.1.2 - The primeval importance of semantic and geostylistic fidelity

When it comes to the semantic fidelity of translated texts, clients must aspire to much more and, at the same time, much less in another sense.

The word translation, in its meaning, is more than sufficient to aspire to complete rendering - nothing more or less - in the target text of all connotations in the source text.

On the other hand, it is impossible to miss the concern of clients in asking for alterations, for fear of seeing their text translated with the cultural constraints relating to a particular context in the target language.

These clients, moreover, have reason to fear this type of counter-performance given that monocalised letter boxes do not even aim to guarantee that the translation is carried out, and above all validated, where the language is spoken.

In addition, how many times have we seen clients request, and sometimes even specify, a “non-literal” translation? Though they are not translators, they naturally understand the significance of avoiding “word-for-word” or “carbon copies”.

Literal translation*, on the other hand, is part of the great and noble translational tradition which aspires to very faithful rendering (even on the morphological level, whilst being stylistically impeccable). “Literal translation” is an expression invented when the markets were dominated by beautiful but unfaithful translations created by good translators, often – in literature – by excellent writers but who were rarely polyglots: clients on the other hand insist on semantic and marketing fidelity of their positioning, the apple of their eyes naturally.

In effect, that which drives the faithful translation of texts is the reproduction of the strategic positioning of a company’s products which are to be sold in new foreign markets to be conquered. These clients, naturally, will even be prepared to pay more and a fair price for these total quality translations if an adequate professional culture, and in large quantities, is well presented on the markets. And particularly if there is a significant part of the supply market who offer multilingual services of true quality and which is truly competitive.

On the other hand, there is also overclaim concerning the IT performance which would be the panacea to this terminological and phraseological problem. As if the clients do not know that computers only return what is input into them by people naturally and, notably, by translators and revisers, eternal artisans.

For geostyle and sociostyle, it will not be necessary to go into in-depth analysis. To translate into Brazilian Portuguese and not European Portuguese, into Serbian and not Croatian, British English and not American English, you simply need to have offices on-site.

Here also, it is intuitive that the competitiveness of products also depends on the language and geostyle used (geostyles tend to vary more and more from their mother languages).

Clients and above all consumers of the products, for who multilingual texts must appear intelligible and attractive, immediately spot, and dislike, a language written in a different geostyle to that used in their own country/market.

However ignorance and public spaces are not easily defeated by the simple existence of the Truth: it requires force, a great force (marketing in our case) for Truth to be seen and Justice to reign (or, at least, used). Next to the scales, Justice also wields the sword in the other hand!

5.2 - Faithful translators as “chained dancers”

The essential and primary characteristic of a translation is its fidelity. If it does not render the structure and connotations, to the fullest, of the source text in the target text, then it cannot be deemed to be a veritable translation. Clients, naturally, are very keen that their positioning, strategy and even each detail of their texts be rendered in the target language. They want even the form of the communication to be maintained as close as possible to the morphology of the original text: the product (or service) must, in the language and geostyle of the translation, integrally carry the message that the copywriter meticulously inserted and highlighted in his careful and detailed editing.

And for good reason! The competitiveness of their sales over those of their rivals must invariably be ensured - the same rivals encountered more and more often on the international markets (and not only the local market of the producing and exporting country).

It must systematically be remembered that the client is by definition, and understandably so, anxious from the moment he entrusts his text to be adapted into as many styles as the number of markets to be conquered and/or interlocutors to be won over. They fear, clearly, faults and approximations in the translation; however they are also concerned about beautiful sentences which do not convey the meaning of the original text.

What then is the basic concern of good translators, revisers and terminologist who are involved in creating the eternal miracle of multilingual translation?

With almost forty years of professional experience, the best metaphor I have seen is that of the Czech translator, Martina Csolány, who represented a good translator as an elegant dancer in the target language but who is chained to the meaning, the whole meaning, of the source text.

The difficulty of translation is contained in this contradictory image which is like an oxymoron*: indeed, the great translato-logists of our times have always repeated that translation – in the strictest meaning of the term – “is impossible”!

The entire debate about the widely used (and popular) idiomatic expression of “literal translation” to indicate a poor reproduction – while translato-logists and major professionals use it as the accepted meaning of an ideal translation – is wiped out by this image of chained dancers. Artistic dancers, beautiful in their native (target) language, but who are humbly chained to the entire meaning of the source text.

Fifteen years ago, I had a graphic artist create an illustration of this metaphor for the website of my group. She created a beautiful dancer flying (translating) between a group of Western skyscrapers and Oriental pagodas. Jumping gracefully, this charming girl’s ankle is hindered by a solid metal chain attached to the tops of the towers (Western languages).

This drawing, emblematic of semantic humility of the foot in chains and the beautiful body of the girl launched, with stylistic harmony, towards the target Asian language, must be anchored in the imagination of all multilingual workers.

5.3 - The mystification of quality certifications with the ignorance of even the word and concept of glocalisation

Perhaps the most sophisticated method for mystifying the issue of multilingual quality assurance, when you are monolocalised, is without a doubt the acquisition of ISO 9001 or the European EN 15038 certification. Clearly, it is easier to obtain these certifications than to face the real problem, which is gigantic, of becoming internationalised and glocalised around the entire world with offices located in the largest metropolitan centres on the planet.

The aim of every multilingual services or inevitably international communication company (even a monolingual website is virtually pointless!) is always “megalomaniacal”: becoming glocalised throughout the entire world despite the small size of the company. Indeed, this even more multinationalised vocation of the generally largest companies on the planet is inherent to the type of activity chosen: that of producing written multilingual communication for all countries and all languages throughout the world. It's as simple as that.

ISO and EN certifications (the latter is exclusively European), despite appreciable efforts that can be seen, are not conclusive enough to ensure total quality in linguistic and multilingual matters. For example, the EN 15038 standard requires the translated text to be revised by a third person which cannot be routinely achieved unless there is a local (and glocal) office available to systematically carry out (under the same trade name!) this revision and final validation. The first condition of a standard for multilingual agencies must always be glocal multilocalisation. Moreover, the EN certification is fatally (too) significantly weakened as a result of many political negotiations: the interference of the IFT* representing freelancers. The same standard cannot be applied to freelancers, monolocalised letter boxes and glocalised agencies alike.

As such, ISO (or EN) quality certification is used – at least *de facto* – by a considerable number of small monolocalised companies as a label of total quality. Whereas multilingual production quality is only achievable if they have as many glocalised and operational offices around the world as – I repeat – languages promised to clients. However, as we will see, due to the taboo against talking about glocalisation, this is the unspoken ban on talking about quality; it can occur that the concept behind this word (like the word itself) is not even known (or common)! Moreover, under these conditions, it is not a case of informing and training clients in translational principles of production and validation either. For all of these monolocalised companies, these bans, unspoken and deliberate, are a categorical imperative in their peaceful, daily practices.

As such, it is up to the clients, through their virtue, intuition and culture, to escape the many and countless attempts at misinformation and mystification that the immense army of monolocalised multilingual services companies continue to add to the markets throughout the world.

5.4 - Do ISO 9000 and EN certification guarantee linguistic and multilingual quality?

We have already seen that all “certifications”, whether they are ISO, EN or any others, can never be applied in full to a cultural activity.

Can you really certify the quality of a creative activity in advertising communication?
Can you really certify the quality of a research activity, which is creative as well as is done for any product which is factual and can be measured technologically?

This is not to say that the ISO and EN 15038 labels are pointless certifications for a multilingual activity.

At the most, the ISO 9001 and European EN 15038 certification (the most used in our sector) should certify the method and structures already in place, set up and verified by the company. Indeed, the ISO is limited to acknowledging the methods introduced as complying with these principles of universal quality. It should be the case – for this reason – that only companies that are already glocalised and operating according to their founding principle from the production point of view are able to request ISO or EN certifications.

In relation to this, I even know that one of the world leaders in multilingual services which is among the highest placed in the sector on the global stock market who, for several years has been ISO 9001 certified, has abandoned this label as it considered that it was unnecessary or irrelevant given its services.

Communication activities, the three activities mentioned above (design, multilingualism and production in their final formats) are activities which always remain irresistibly artisanal. The fact that they make great use of computers, in no way alters this characteristic, “all too human”,^(o) which defines them.

The human factor that paradoxically holds the upper hand over all postmodern activities has special importance in our sector where personal know-how, and the know-how of people, remains a key factor.

Moreover, this characteristic which is declared to be and cultivated as a human factor reveals itself to be more and more decisive, you could even say emblematic, of so-called postmodern activities.

After having falsely – and even fraudulently on the level of willingness – chased after the most arrogant and primitive myths of scientism, industrial culture is in the process of revisiting techno-science and getting back in touch with personal abilities which no computer system or program can ever replace.

It could even be said that a backward-looking company can be recognised by the fact it boasts too much about its computer equipment – which is still indispensable.

Especially in our line of activity which is indomitably cultural.

^(o) Nietzsche, the great German philosopher of the nineteenth century is the author of this syntagm (all too human) which has become famous. It means the ontology*, the deep and irresistible nature that no deliberate effort can erase. Even if it is founded on nihilism*, the negative vision of thought from the famous writer (who become the image of madness): the one who wrote “God is dead”...

5.5 - The multipaternity of texts, especially multilingual ones, and final homogenised idiolect

The most common image of translation oscillates between a backwards-looking vision of a single, isolated translator and a vision of a techno-scientist where, vaguely, we think of an automated translation process carried out – basically – by a computer system (machine translation).

In fact, the reality is made up mainly of the first vision, massively credited by the innumerable herd of monolocalised so-called multilingual agencies.

The fact that they boast of “having thousands of specialised translators” who, in reality, are equally available (or unavailable) for any other monolocalised agency and, above all, for any other claimed and self-defined specialisation, continues to support and will continue to spread the cliché of an isolated translator.

The second vision, that of the techno-scientist and machine translation*, is less widely spread as now, after the illusions of the 80s, there is a fairly critical culture against the so-called “miracles of automated computer applications”.

Moreover, we now find ourselves faced with the abandonment (or failure) of several institutions and private companies which were launched, some twenty years ago and ever since, in the field of machine translation, without the possibility of convincing and marketable results.^(o)

However, the worst of the visions actually spread widely in the markets is instead a sort of ill-fitting mixture of the backwards-looking and techno-scientist vision. Indeed, as has already been said, they believe in the existence, in every language combination, of specialised translators, great technicians whose only desire is to translate, into their languages, highly technical texts from companies (and letter boxes keep on boasting about the easy – by which read hypothetical or highly inaccurate – availability). Moreover, any agency, either monolocalised or glocalised “has” the same freelancers which anyone can elevate to the rank of “specialised” more or less truthfully.

On the other hand, translations can only be produced and validated by internal teams at glocalised offices in the various countries (each for their own language): they are made up of a chain of translators, revisers, terminologists, homogenisers, project managers and, very often, graphic designers and webmasters needed for the task. Naturally, these chains must have translation memories built up over time, term by term. This is why we talk of the multipaternity of languages and the final homogenisation in order to harmonise the idiolect of the text for the unity of the style delivered, language by language.

^(o) The European Union is the only institution which would possibly have been able to succeed in obtaining a result for several language pairs to a quality level of 96% (that of Russian-English from the enormous feed-back work carried out by the American army during the period of spying during the Cold War with the Soviet Union). In the mid 70s, the public sector operating rights for Systran (the machine translation system in question) were purchased by the European Union. However, their in-house translators proved to be the strongest opponents of machine translation... (essentially through being luddites*). Unfortunately, after more than thirty years of a possible (and fairly easy) systematic process of correction and feed-back, it would have been possible to have at least a few language pairs that are currently very useful in modern translation.

5.6 - Short deadlines and the unavoidable necessity of native language revisers: the scandal of insurance

Before it is even begun, a translation is late.

As in the two previous communication activities, multilingual and graphic design activities, there is generally a convergence of delays and procrastination by decision-makers which have built up in the previous phases, orders in our sector suffer from an illness which is difficult, if not almost impossible to cure: the lack of deadlines that are long enough.

This characteristic, which is on the increase, speaks volumes about the legend of revisions carried out by other freelancers following the translations which are also subcontracted externally...

Indeed, there is nothing wrong with having translations done by freelancers, who are naturally external to multilingual services agencies.

Provided, however, that you have an office located in the country of the target language to carry out the revision and validation of the text to be delivered to the client.

Any text must be "signed" by the company which is contractually bound to the client on the basis of its brand.

We will examine, very briefly, an example of a possible complaint from a client. It is very enlightening about the shame which hangs over our professions.

In this situation, the monolocalised letter box can only send the complaints they receive to their freelancer, without being able to themselves complain about, with relevant findings, the work delivered by the external collaborator (who works more or less occasionally for them).

Only an internal reviser, whose native language is the target language, can deal with the client's complaints and – in turn – disagree pertinently, where necessary, with the freelance author of the text (they would have done so, if this was the case, upon receiving their translation!).

It is for this reason that freelancers who have been complained about, but not by the monolocalised agencies, become angry as the complaints received are not, for them, acceptable: they come from a third party and are never sufficiently justified (due to the lack of a linguistic, legal and valid interlocutor).

How can these monolocalised agencies deal with this surreal situation where the impossible complaint (and which can never be disagreed with) must find a commercial solution?

Monolocalised agencies – and not only them – pull their rabbit out of the hat in this situation: a comprehensive insurance policy is the answer.

The client is making a claim or complaining? The insurance pays!

As such, the honour of the profession is treated like a doormat. Not to mention the parasitic and often arbitrary nature of this insurance.

Even more so when the customer is not always right.^(o)

^(o) In the next section about possible complaints by clients, we will see the obligations of client-checking and the conflict of interests in their revisers.

6. Safeguarding the client's interests

**Total quality is in
the client's interest.
How can they ensure it, even
in the face of their own subsidiaries?
Ethics, metalanguage
and observation for the potential
complaint.**

6.1 - Multilingual and computer management of Total Quality

The Total Quality of communication – multilingual naturally – of a company or institution is a long-term issue and the three partners who play a role from day one: the client, the multilingual services agency and the client's subsidiary or the distributor/client abroad. If you do not have a multilingual communication strategy, or if you do not decide to prepare technolects, that is technical terminology and phraseology to be translated into several languages, you are fatally doomed.

If the three usual players do not work in harmony and with the help of translation memories, you are sure to come up against repeated failures.

Any other “solution”, such as searching for so-called “technical translators”, or even entrusting the subsidiary (or distributor) with the creation of leaflets, brochures and catalogues, causes the most bitter of disillusionment: it is enough to reflect about the slavery arising from monopolies granted to their own subsidiaries which end up, sooner or later, also altering the strategic communication line and positioning of the products to their own wishes...

Not to mention the destruction of the management of the communication strategy.

It is in the interests of the client's head office to keep the same linguistic services agency in order to – moreover – not destroy its global positioning and to not delegate the communication power to some fringe office.⁽⁰⁾

When the client keeps hold of the centralised management of the company's global communication, thanks to the use of a multilingual services agency for its own subsidiaries (once they can ensure that the same agency will not systematically play the same game as the subsidiary: you never know...), once the liberty of management is guaranteed, it is in his interests to set up translation memories.

And this in both the multilingual services agency and the head office of the same client, with the possibility of doing the same in local offices of subsidiaries or distributors/clients.

The glocal offices of a multilingual agency will naturally be equipped with these translation memories that they themselves have built up with translated texts.

It goes without saying that this structure of installations and equipment will need to be created language by language and market geostyle by market geostyle where necessary and involved.

If this is not done, things are being made unnecessarily complicated. One is forced to tinker.

Multilingualism is no cake walk: it is the number one problem of modern marketing. It is in the entrepreneur's interest to be personally involved.

Are there any other possibilities?

Truly, in my thirty-three years of experience, I am yet to see one.

⁽⁰⁾ Think of the many conflicts of interest that already exist or which are developing regarding the issue of local language and possible marketing monopoly in the targeted geomarketing country...

6.2 - The necessity of metalanguage, the language used to speak about language

To evaluate means to analyse, name and verify.

Any cultural process is founded on these three steps, on this division of linguistic reality into at least three stages. To do this, you need a basic metalanguage: in practice, this is a glossary – even a fairly basic one that is not too complicated – on the basis of which a process can be put into place.

Any critical reviser of a text, in addition to having a good knowledge of logical, orthosyntactic and stylistic analysis, must master the metalanguage of the service: the technical language to describe the components from that constitute language. How else can it be discussed properly? You must have a shared language (which already exists, even) in order to talk to your own subsidiaries and glocalised agency.

However, very often, client's revisers immediately (pre)judge the banality, primitive nature and approximation of their metalanguage with which they pretend to evaluate – with almost instinctive terminology – the texts they sometimes want to complain about. In Chapter 8.2, the most common situations are analysed to demonstrate this very serious inadequacy.

However, it is quite normal that these capacities are supported by a culture of multiple-level reading*: this is what linguists call the ability to understand a text on several semantic and expressive levels.

Indeed, the translator is perhaps the only multiple level reader of our times, where almost everyone “skims through” and then calmly admits to doing so (often even with some amount of pride).

Multiple levels of reading, on the other hand, involves reading every line and every word, and even behind the words and between the lines: reproducing all the linguistic and cultural connotations can only be done following a textbook example of multiple levels of reading.

And it is only the analysis and descriptive culture, capable of naming each segment of writing, in a precise manner, which gives the editor, translator or critical reviser the ability to attain professional excellence.

To be able to realise the final verification, that is the validation (whether it be editing, translation or correction), you must have a culture of metalanguage which alone allows the acceptability of a text to be evaluated.

However, the fact that we know the specialised jargon and have technical knowledge in the field in which we work does not give sufficient critical ability to be able to complain about translations. It would be a serious professional fault by clients to pay an employee who is incapable of correctly (and legally) lodging a formal complaint to their supplier. A housewife who takes back a faulty switch she has just bought to the customer service desk of a supermarket is far more cultured.

The glossary I have included in this book can be of great help to purchaser-clients.

6.3 - When discounted prices are not in the client's interests: catastrophic effects on a foreign language

Generally, when it comes to clients, philanthropy is not an option for companies. Especially monolocalised letter boxes, as we have seen, are actually more expensive than glocalised agencies.

When they seem to slash prices and even offer 20-30% discount, it would be better to ask why and closely analyse the services offered. First of all, what can be compared must be compared. And, above all, evaluated regarding the interests of their own company. We have already begun to see that even when it is only dealing with national languages (or more commonly the national language); it is in the client's interest to have the service provided by a glocalised company which, moreover, is already localised (just as much as monolocalised agencies it is worth repeating).

While the different prices favour the letter boxes – not always, incidentally –, the underlying reasons must be investigated. Increasingly, these monolocalised agencies are offices without internal translators: without even translators for the language or languages spoken locally.

They are agencies that not only despair, but they – and be careful, there are a great many – also consider their activities to be strictly commercial, as if they sell nails by email. Rather than swaggering about with their superiors and colleagues for having found an “incredible” deal, clients' purchasing managers would do better to understand the positioning and nature of the self-proclaimed supplier in their overclaim advertising. There are also “computerised” companies (as if the others aren't...) who even have translations done by non-native language students in China or in a poor country such as Paraguay.

The purchaser must never forget that, most importantly, they must behave like a good father and with reason and care before being a clever purchaser. In the jungle of the five positionings given in Chapter 4.2, there are even worse creatures than monolocalised agencies.

There are also dummy agencies.

However, there is a fool-proof method to evaluate a candidate multilingual agency: analyse the cost price achieved by the candidate itself. After having verified the actual existence of the list of items in the price break-up, accurate comparison and calculation become possible.

A brand image compromised by poor communication is not easily corrected, fixed and made up for. You do not play around with the CEO's communication. It is in their interest to go to visit the offices of the candidate agency: or even to visit and subject them – possibly – to a comparative test that can be downloaded from – for example – the website of my company (a few key questions): monolocalised agency; glocalised agency; agency that has begun to glocalise; commercial agency that only works with freelancers; agency that has translation memories; agency that has graphic designers for websites and printing... Already, the responses indicate how well they match the client's interests.

Be careful, foreign languages are difficult to check in a fool-proof manner. It often requires time and – as we will see – education. And, if in the mean time the texts have already been used, the damage to the brand image of the client and their sales is beyond measure.

6.4 - The pessimistic conception of the client added to the nihilist conception of the countless monolocalised suppliers

In each sector of activities there are companies of the future, followers, small teams without ambition and freeloaders who are fraudulent companies that infect the markets. It is fatal, it could be said. However, client companies must distinguish themselves from this classification, ranging from the heavenly to the hellish, especially when the trend is to fall in among the market devils.

And yet it is clear that, sometimes even for perfectly legitimate reasons, clients can also be considered to all effects and purposes as incompetent parasites. The fundamental reason is the lack of culture in the market and professional activities. And, as a market is always the meeting point between supply and demand, the pessimism of one party is inevitably passed on to the other party. Sometimes, they cumulate tragically.

It is true that the market which is the most responsible, that is the guiltiest, is the supply market (as we have seen): I have analysed – and will continue to do so – almost all the shortcomings and malpractices of multilingual agencies. Among them, there are also many who offer an overtly nihilist professional conception founded on an economist vision devoid of any linguistic culture: the top priority goes to billing.

However, if these agencies continue to exist, to spread and even sometimes to thrive, the responsibility of the demand markets is clearly to be blamed.

This is the problem of the unsuitability of the markets which affects the Western productive economy.

It is subject to an internal restructuring crisis of its method of production which has its roots in the lack of professional culture and the lack of will to face up to it. Alas.

The problem is cultural, even moral and religious. I will talk more about this in Section 11.

We can already say, however, that Western companies have an overvalued opinion of themselves. They think they know all about it and already have cutting-edge know-how. In reality, emerging countries are progressing much more quickly than we think and are becoming competitive unexpectedly quickly. This is thanks also to the fact that they are benefiting from a transfer of pre-existing technology and industrial culture that are ready for use.

These are the basic reasons for the current economic crisis and the “slowness” with which we are coming out of it.

As such, it is essential that our client companies change quickly and break free from both the laziness and obsolescence of the multilingual communication sector.

6.5 - Appropriately contesting with analytical claims, or announcing the potential complaint without substantiating it: only complaining

“To complain, you must analyse”, said a writer whose name I have forgotten (it may have been Victor Hugo).

“Of course”, would be the reply full of common sense.

However, paradoxically, when this happens, things do not turn out that way. The client, in the majority of cases, only wants to express their displeasure: their complaint, lacking analysis of “production defects” of the multilingual services delivered, is reduced to something close to the classic “announcement of a possible complaint”.

Very often, it is in this situation that all the errors made in the choice of supplier and contractualisation come to the foreground: a) agencies that at even just the announcement of a complaint (and not a properly formulated complaint), after dilly dallying following delivery, immediately involve, carelessly, their “comprehensive insurance”, avoiding an in-depth inquest into the issue and closing the file (before it is really opened); b) the client - often angry - cannot even correctly state what the faults are due to a lack of professional culture: the fateful lack of metalanguage to accurately describe the reasons for this discontent (which remains, at this point, unfounded: especially when aggressive anger often replaces accuracy).

As such, with the dispute raging and in what all marketing and commercial relations management manuals say is a great opportunity to seize to further develop, clarify and give substance to the client-supplier partnership, the discussion very often concludes with a random economic transaction, which rather curiously is paid for by the insurance. All the while starting the turnstile spinning again in which the client restarts their useless search for another “better” supplier: however, to choose another multilingual partner you need to have critically understood what caused the dissatisfaction and / or what was unacceptable in the previous service...

We have already seen that the attitude of renouncing by the monolocalised agency qualified as multilingual is forced by their technical illiteracy about the language of complaints.

They are not only incapable of responding to the announcement of a complaint received by their clients, but cannot even complain appropriately to their freelancer (without imposing unlawfully their desire to not pay their invoice: a series of bouts of anger then follows).

While the behaviour of the client is justifiable – at least initially – the monolocalised agency has been caught with their hand in the till: it not only does not know how to evaluate whether the complaint (or beginning of a complaint) from the client is well-founded, but – and most importantly – they cannot deliver a final corrected text. Even if they are able to read the text, their linguistic ability is insufficient to do this.

It is this crucial point that the client must understand is the root of the mistake: the inadequacy, structurally speaking, of the supplier. It should never again be a monolocalised agency!

6.6 - The ethics of the reviser to whom the responsibility of checking the translation is entrusted by the client

The natural desire of a translator who revises a text given to him, by a client, is that the checking ends up completely rewriting the text. In practice, his ego almost spontaneously leads him to substitute their own idiolect for that of the poor translator being checked.

It is only if they completely resist this fatal and instinctive tendency that they can accomplish their task of revising and validating the text: they have to earn their salary by respecting the translated text while improving it with surgical grafts.

Obviously, three conditions are prerequisites for this professional attitude reacting to the natural tendency that can only indicate that the reviser is an amateur and ineffective.

- a – The first condition is that the translation is acceptable from the point of view of orthosyntax, semantic fidelity and the requested geostyle. The only moot point for the text should be the phraseology and terminology used: the reviser must in practice limit themselves to a general check and – if necessary – lexicographic alterations. It is for this parameter that their technical ability is particularly necessary!
- b – The second condition is that the client's reviser understands the contract between the client and the agency, in order to properly evaluate whether the contract has actually been fulfilled. Be careful, this condition is met by the reviser more rarely than you might believe: they are so “connected” to the text to be corrected with their red pen (of fraternal hatred that is so widespread in the profession), that if their employer/client does not warn them to calm down before starting, the text will not escape its fate of being completely bloodied, often without justification.
- c – The third condition concerns the relation between the reviser and his own client/employer. The relation must not suffer from the possibility that the reviser's professional skills are not valued by the purchaser: in other words, the reviser must not be led into the fatal error for which they need to be able to say “lucky I was here”. This third condition adds on to others that I will not examine here, namely, that of the potential conflict of interests... (for example, the desire and interest, even from the economic point of view, in dealing with the translation directly).

Good revisers do exist. Quite simply, they are trained to respect the professional parity with the glocalised translator: in-house translators at glocalised multilingual services agencies are used to revising and being revised... As such, they are restrained in their role as revisers as they know the role of revisers and they also know how to focus their activities on a text to be perfected.

The ethics of the reviser is also an issue that the client must resolve before giving them the task of the final validation of translations.

In other words, the client's reviser must act in a surgical manner by intervening in the text and limiting themselves to only that which is unacceptable, particularly regarding terminology.

And then, they must not use their role as the final reviser to dishonour their client/employer without reason.

7. Technical language, the primary factor in modern linguistic quality

**Falsifications about the
production of in-house technolects
are still common.
How can monolocalised agencies
manage to mystify and trivialise
technical issues
of terminology and phraseology?
The ghost army of specialised translators.**

7.1 – Technicity as an asset for competition and as an advertising factor

In the past twenty years, advertising language has become increasingly technical and technical communication has had to gradually transform into advertising language. As such, currently, almost all communication is both advertising and technical. There is one reason for this: obligation to sell.

The categorical imperative of selling, of persuading the client, uses technological language as much as metaphorical and poetic language. Often, these two styles are mixed to the point that you could say that all factual industrial writing is technical and commercial.

Whereas before, technical communication was mainly intended for specialists, currently, it is used as a highly persuasive characteristic for the man on the street. In our highly techno-scientific culture, the detailed technological pitch becomes a major asset, with an expressive code above its practical intelligibility.

Communication that is not sufficiently technical, even at first glance is not very persuasive.

This is not to say that the technolects used must necessarily be precise and rigorous. On the contrary, competition is also created with technolects that are heavily supported by stylised texts. Gone are the uninviting and factual engineers' reports. Gone, or also gone, are exclusively pseudo-romantic, life-style and generic advertisements (particularly b2b). The marketing and advertising style has also conquered industrial and institutional documentation that is not directly intended for sales. The reality is that all company literature has become technical advertising.

The only problem that remains is to determine the degree of technicity in the texts. If only to calculate a small surcharge on the translation price to ensure at least a small profit. And certainly not to sign contracts with the client regarding their technolect, language by language.

This is not even on the agenda and we would also have difficulty talking to the client about it (who hates to think about solving a problem, the strategic problem, relating to their expansion), we can only continue to treat it as usual.

Moreover, it cannot be denied that “the impact on scientific practices and vice versa” of “non-systematic knowledge” is studied in the discipline called doxology*, along with Ad Hermans, a Dutch researcher at the Centre de Terminologie de Bruxelles in the 90s, who defined it in his latest book.⁽⁹⁾ However – despite the illusions of clients’ purchasers – no translator in the world could ever master all these technolects. And, obviously, not even a small portion.

Translation memories on computers are the only option that remains.

⁽⁹⁾ Ad Hermans, *Dictionnaire des termes de la sociologie*, Éditions Marabout, Brussels, 1992.

7.2 - The client in-house technoelect translated into each language

I have already begun to see how the preparation of a technoelect, that is the special terminology and phraseology of each sector, each company and each institution, must precede the project of conquering other markets (language by language). The translation or adaptation languages are not, as is commonly thought, single costs but are instead investments for expansion and exportation. And, like any investment, it is worth calculating its importance on the strategic level.

Unfortunately, only a small number of clients plan for the creation of glossaries, databases and translation memories – always language by language – in order to achieve significant savings in the preparation of their multilingual technoelect: these savings are even more substantial if, preferably, they intend to use a single, globalised supplier of multilingual services.

This internationalised agency with their offices in several countries can also accumulate many validated terminological segments over the long-term through these lexicographic memories and make savings in production costs: and as such in sales prices.

Instead of this procedure, which is for the diehards and has no shortcuts, the preference is usually for the wonderful and fraudulent illusion constantly offered by letter boxes (and not only by them) of “thousands of so-called technical translators”: it’s just what companies dream of in their fairytale world of impossible savings.

We will revisit an example of this undignified mirage fuelled by a large portion of our own supply market in the next chapter.^(o)

Not only are the specialisation and multilingual combinations countless, but freelance translators (and it is always them) are not always available (they also work for other competitors) and cannot specialise – even if they ardently wish to do so – as they run the risk of, true and tragic, technical unemployment.

As such, while clients fatally chase after the new myths baited with the deception of monolocalised agencies, the eternal freelancers who are “specialists” (or almost) in any technology depending on the job, they are the ones who can laugh.

And have the job of constantly tinkering with terminology.

In any case, all agencies attempt to employ as many translators as possible as close, in their personal know-how as possible, to the specialisations of the texts to be translated. This goes without saying, without announcing it to the world and without making a song and dance of it.

^(o) We should consider the absurdity of this wide-spread claim: to have these “technical translators”, in their tens of thousands, for each language (and geostyle), and by ever more specialised fields, the market must be full of engineers, unemployed volunteers, who prefer to work – possibly unsecure – as a freelance translator rather than be technically employed, who are, moreover, highly sought after by client companies, paid twice or three times (or even more) more for their freelance work.

7.3 - Classical translators, well prepared and equipped with translation memories

At the beginning of the 80s, I noticed several suggestions were being put forward to offer “specialised” translator training courses.

Translators, mainly with industrial experience, had suggested to higher education establishments offering degrees in translation and interpretation*, to add “technical classes” to their linguistic training, which were presented as being very practical. What technical classes? The possibilities were already catalogued in endless lists. Naturally. The number of technological specialisations, as is well known, are manifold: it is the culmination of industrial progress and the services sector.

Translation schools have fortunately not responded positively to or adopted these intellectually villainous inductive and improvised suggestions by these technical translators (who are searching for prestigious jobs in the education sector, moreover), who may have quickly realised, fatally - and increasingly - that their highly faddish specialisations rapidly became obsolete.

In the book *Traduction, adaptation et édition multilingue*^(o) that I wrote in 1994 with two managers from my company in Brussels, this idea of “technically” training translators has already been ruled out naturally.

Likewise, it is essential today to rule out what we have already called the “ghost army of specialist translators” in this book in the idea of “the madness of divided specialisations”, while at the same time noting the “multiplication of technologies and division of translators”. In today’s world, after more than fifteen years, the same themes remain on the forefront.

In reality, while these featherbrained suggestions of so-called technical training were being put forward, also in the 80s, the language industry had already begun to bring in the true and only solution to the problem of multilingual company technolects: translation memories.^(oo) What is needed are translators who are culturally well prepared on the linguistic level and with translation memories which have also been filled progressively with translated and validated texts in export languages. Sometimes, during this period where translational culture appears to be sinking rapidly, it is preferable to hire translators from classical philology faculties and not from translation or mediation schools (as they tend to be called these days).

It must also be considered that any translation agency, whether it is glocalised or monocalised uses, in any case, available translators who, more or less, are in some way “specialised” or who have some technical experience (see the term ‘doxology’ in the glossary).

However, this is not, and never will be, the solution to the problem of technolects.

^(o) Jacques Permentiers, Erik Spingael and Franco Troiano, *Traduction, adaptation et édition multilingue* (Mode d'emploi des services linguistiques et multimédia), TCG Éditions, Brussels, 1994 (pg. 56-62).

^(oo) My company – I apologise for talking about it in this general book – has published a very in-depth book (something beyond rare!) 124 pages long, which is currently free online in several languages on our website, written by a terminologist employed by my group: Sandrine Olejnik, *Traductive Eurologos (Technolectes, Terminologie et Traduction assistée par ordinateur)*, TCG Éditions, Brussels, 1999.

7.4 - The conquest of new foreign markets and the technological languages needed to do so

The acceleration of globalisation, which has been going on for over thirty years and thanks to the era of digitalisation, forces – as we have seen – the conquest of new markets around the world. Very good.

The problem, as we have begun to analyse, lies in the languages necessary for this conquest.

Think about the long-term – for your own company – in which you can design, synthesise, define and compose all the technemes* of a sector, profession or specialised company. Obviously, in order to completely reproduce this linguistic heritage, you must not go through the entire process in the source language (or languages) again. However, you must also establish connections with the languages that it has already been translated into or create new ones: technical neologisms* for the new languages.

The most common idea – impudently fuelled by the ocean of letter box agencies, monolocalised and supposedly multilingual – is the one which has always been wrong for more than thirty year that says using “technical translators” is good enough. Naturally, they would be highly available and already know everything about the client's special field. And in the client's own target language, naturally (as we have already seen)!

I will not go on – even further – about the absurdity of this idea: it should be obvious, now, if only it is considered briefly.

How then do we deal with it?

You must take a deep breath, prepare yourself for a big and inevitable decision and, above all, work on it while not thinking that the solution is already in the bag: there is a lot of work on terminology, phraseology and glossaries to be done.

It is not that difficult, but it must be done: language by language and geostyle by geostyle.

When this technolect is available for every new idiom, even when accomplished gradually, the client company will hold the key to enter the corresponding market. Indeed, the preparation of these glossaries is the operation which precedes any marketing plan for attacking a new market: it can be started – if necessary – even once the translation is underway.

This operation, which is inevitable and unavoidable, must be carried out with a multilingual agency, naturally a glocalised one, in a position to work in harmony with the local subsidiary of the client (or with their dealer). Are there any other solutions? None, alas!

This shows how far we are from the insane and even masochistic promises by all these agencies that promise already specialised translators!

It can happen, on rare occasions, that an available translator – usually a freelancer – who might “be familiar with it”, if not in the technological specialisation of the client in question, at least a bit about the general sector in which the client's company is active. However, this is very rare and extremely fortunate opportunity quickly returns to the normal situation for all the other languages and geostyles.

As such, we are back to square one.

7.5 - Public institution technolects: foreign languages being imported

The world has changed significantly in the past 30-40 years. Foreign populations are no longer marginal expressions of demographic anthropology in so-called Western countries. They have now become a significant component of a country to the point that they have brought about profound changes to cultural and economic overtones. And the demographic evolution of allophones*, which is much more rapid than in “indigenous” populations, will only continue to increase in the future.

Politics and public institutions have had to take it into account seriously. Like it or not. For ages these populations, which are well integrated economically into the social fabric of the country, have asserted their native identities explicitly or de facto. They have even managed to assert new identities which cannot be assimilated into their native communities. Often, they do not even speak the languages any more on an everyday basis (while still identifying with them on the cultural level).

Public institutions, from the more international to the local, must carry out a large portion of their activities – on several levels – in directions which support these large allophone populations, even from the economic and political point of view. Local institutions have as such discovered foreign language interlocutors who live in or who are already citizens of their own country. These institutions – originally meant to use only one language, the national one – whether they are provincial, regional or community based must often communicate in half-a-dozen languages. I have even had direct experience with two brochures for a military body in twenty-three and forty-four languages.

Under the same brand as typically local activities, like the tourism industry which does not have products or services to be sent abroad (but which must still be sold abroad), modern public institutions must cultivate communication with foreign language speakers and interlocutors as an essential activity which comes before all others.

Moreover, the most local and national politics and economies can only be approached and dealt with on global level.

It is very telling that countries, even the most powerful and independent, increasingly report their economic policies during international, continental and global summits. State interventionism is justified, more and more often, by decisions “imposed” by the G8 or G20, by continental summits or surrounding transnational economies.

And, naturally, these public institutions find themselves facing all the problems – with no exceptions – of export or multinationalised private companies: including that of special technolects for their specific sectors.

7.6 - The impossibility of miracles, “illegitimate” at their very source, by Saint Jerome

It is in the interests of monolocalised letter boxes to be religious, if I may permit myself a little bit of tomfoolery and a slightly impertinent digression, following this first part devoted to analysing multilingual production.

Since all these letter boxes cannot validate foreign language texts, they must place all their hopes in the constant miracle of freelancers who create texts commissioned to them but where their hand – sentence by sentence – is being held by the “perfect” hand of Saint Jerome.^(o)

Only, however, even Saint Jerome is “tired” – if you can say such a thing – of miraculously interceding: the number of combinations and texts to miracle up has become so high that his love for mankind and multilingualism, it appears, is no longer enough to accomplish these eternal transcendent interventions.

I, who have had – for more than thirty years – what I would call an intimate relationship with this saintly protector who is so close to our ployglottal modernity, I can state that he has entirely renounced actively intervening in the economic (factual) translations of our era.

Moreover, the small amount of faith modern man shows every day in his actions, not only the commercial ones, must have touched his feelings, which today are very troubled. These feelings are at the same time political (his former role as secretary of state), cultural (his many activities that today would be called translational) and mystical (his meditations as a silent monk): three quite rare characteristics.

It must not be forgotten that our Saint Jerome was a contemporary of two other personalities who count among the great spirits of Christian history: Saint Ambrose, the great Archbishop of Milan, and Saint Augustine, the great convert, Church theologian and master philosopher who is known and celebrated beyond his own time up to today (he is – also – a doctor of the Church). The dimension of these three giants of faith, culture and social action – in my opinion – makes the interventions of our saintly patron Protector “illegitimate”. However there has always been opportunity to actively envisage them (linked as they are to the work of immediate interests of monolocalised and multilingual activities) even more when they are so rarely experienced in a sacred and public dimension.

In truth, the three stages of Saint Jerome – first political, then eminently cultural and finally spiritually mystical – are the three permanent dimensions in which good translators must today live.

Their rather solitary, silent and research-passionate profession, which is scarcely seen, requires it.

^(o) Saint Jerome (born 347 in Dalmatia, † 420 in Bethlehem) was first – through his great knowledge, particularly in languages – the secretary of Pope Damasus, for whom he maintained relations with the people of the Iberian peninsula, Gaul and Illyria (like a modern minister for foreign affairs). Then, he translated the Bible from Hebrew and Greek into the Latin of the time, the Vulgate Bible. And finally, he withdrew to become a monk and founded monasteries in the area of Jerusalem. A Doctor of the Church, he was named Patron Saint of Translation: celebrated on the 30 September each year.

8. The tripolar partnership of total linguistic checking

**The imperative for the client
is to make their subsidiaries or dealers
truly linguistically useful.
How are errors and conflicts
of interest prevented?
Through active cooperation between
subsidiaries, multilingual agency and the client.**

8.1 - The false idea that it “is enough to have a text translated” and checked

You might think that I’m making things too complicated: “What a fuss, all you need is to have it translated and checked, everything else is just literature”. Indeed, the preoccupation with simplifying is the aim of progress and, as such, glocalisation.

However qualitative simplicity always comes about from mastering complexity. To achieve ease, the ease of implementation, much studying and organising is needed. And, above all, simplicity must be saved from primitivism, which is always more complicated than complex, moreover.

The (apparent) ease with which a great orchestra masters a piece emerges only after many years of individual and group study.

“Everything else is just literature”: how true, “to translate is to write” said the French writer Marguerite Yourcenar, a member of the *Académie française*. She knew what she was talking about. Translation is – in our case – producing industrial, marketing, functional, technical and advertising literature. Literature and nothing less than literature.

Industrial and commercial literature, the object of our multilingual activities, requires preparation, training and organisation. It is much more complicated and “difficult” than using computers with all their programs: which our employees and translators, increasingly, master.

This kind of consumption is easy. On the other hand, producing communication, particularly multilingual communication, is very complex.

This is an idea which takes some getting used to which, for professionals, appears obvious.

Copywriters, even clients' copywriters, and technicians who realise when writing a specialised notice or an instruction manual that they must also be advertisers (and not boring ones), know the difficulties involved in writing. We prefer to carry out factual tasks, such as working in the garden rather than lifting a pen or typing on a keyboard (or even looking for a synonym in a dictionary or a technical term on the Internet).

And, as the most common prejudice against multilingualism is widespread, a small analysis like this book is not a luxury. Above all since it is very rare (if not impossible) to read about it in the mountains of publications that can be found in any book shop.

Indeed, the primary goal of this book is to particularly force clients and future clients out of their laziness. To make them aware of their ignorance so that they train or educate themselves about the field of multilingual communication, their communication.

A sector, this one, in which there is a scandalous pretention about knowing the secrets: of the kind, as I am a consumer, a heavy consumer (passive) of communication, I think I know how to produce and check... That’s a mistake!

It is a widespread idea, but which is also false, just like “I’m pretty, I could be an actress”, or “I like advertising slogans, I could be an advertiser”, or “I speak some languages, I could be a translator...”

8.2 - The main clichés from amateur client-revisers

The first sign of primitivism and amateurism in a client-reviser is without a doubt a lack of professional metalanguage.

A good mechanic who must repair a car uses, even with his client, technical language describing the breakdowns and spare parts with complete linguistic rigour. Professional mastery is expressed through the precise technolect you use.^(o) Even if it is to modestly give all explanations using profane to widely used language: everyone is an expert in their own field.

Except, perhaps, those who check multilingual texts who - most often - speak with approximation which is discouraging because of its inaccuracy and lack of rigour.

Below are four common phrases widely used by client-revisers who are absolutely not up to their role as critiques:

a – “The text was translated by a non-native translator.”

b – “It is a literal translation.”

c – “The vocabulary is not rich and the style is basic.”

d – “The terms are not accurate: the translator doesn't know anything.”

A lot to get through, you could say.

For the first criticism, even monocalised letter boxes, for more than twenty years have no interest in using non-native language translators. This may be justified for translations carried out in third world markets where you can still translate into languages you have learned. Even that is not sure!

For how literal a translation is, I have already spoken about this: of course, while not translating word-for-word or as a carbon copy, you must translate the meaning of the text literally by being as close as possible - even morphologically – to the source text: naturally, the translated text must be stylistically irreproachable in the target language. But is this a problem?

For “vocabulary” (which here is a synonym for technolect terminology) which is not rich, this must be judged in comparison with the source text (a criticism of the source text and the author?).

The fourth criticism which says “the translator doesn't know anything” is the only one which is well founded: the translator never knows anything (or nearly never)! Why should he know the specific technolect and, above all, should the client-reviser claim to know it among the millions of existing specialisations? Have you prepared – and contractualised! – glossaries? Have you organised the construction – language by language – of phraseology and terminology to be used?

It is here that the extreme ignorance of those who check is verified who presuppose all the clichés this book is trying to demystify: a single translator, who is already an expert in the field of their company, who translates a source text which may be mediocre but who improves it through editing the original (translational rewriting), etc.

All this and many more irrelevant sundries without the scope of the contract.

^(o) Already in the first part of the Bible, Man was given the task of naming all things in order to rule and take ownership of them: Genesis 2:15-20.

8.3 - The tripolar and strategic solution: granting and leaving power to the client

The big problem with multinationals and globalised companies or institutions is that of keeping control of their strategic positioning and marketing control of their products and services. And this, while carrying out their glocalisation, market by market. If these multinationals do not have glocalised partners, these two desires are jeopardized. Often, they become antagonistic.

Indeed, they are caught between two opposite operational alternatives. On one hand they are subject to what is called the “exclusivity” of their subsidiaries or distributors who demand cultural monopoly (often for marketing even, improperly) for the countries and markets they are active in locally. In this situation, the head offices of these multinationals or globalised institutions lose real control of their communication. Otherwise, they fall into an interventionist attitude which fatally does not adapt to the characteristics of local markets. They keep central control of their positioning and products but in an abstract manner and often make major errors.

How then to escape the potential “slavery” of their own “native people” or from “external” interventionism in real markets, the tyrannical slavery of their own central management? The glocalisation of multilingual communication agencies is the solution to this dilemma which otherwise appears inescapable.

It is absolutely essential to create a dialogue, or better a “trialogue”, structure which at the centre remains securely anchored to the client and, on both sides, the glocalised agency that counterbalances the other “internal” role of the local office (subsidiary or dealer).

With this structure, the client keeps their strategic power while at the same time controlling the multilingual agency and their local office by protecting them from the two possible opposite and ineffective dictatorships.

As such, the potential conflicts of interests are minimised while respecting the golden rule of outsourcing multilingual communication activities.

Since it is absolutely essential to impose outsourcing of multilingual communication services. It is a categorical imperative of our era: every company must devote itself to its core business in order that their own activities, in which they specialise, are profitable. The historic know-how of these client companies is as such based on their productivity. Any other production, notably multilingual communication, must be removed from internal activities, while still keeping total and real control over them.

The strategic management of the communication of a multinational, globalised company or company in the process of globalising or, finally, a public institution must increasingly be multilingual, involves the initial issue of keeping the power to strategically control its positioning. Centrifugal forces, from both subsidiaries and multilingual agencies, must be structurally controlled. The solution is always tripolar.

8.4 - Conflicts of interests in client revisers: especially abroad

In our book (already mentioned) *Traduction, adaptation et édition multilingue*, published in 1994, there are several chapters devoted to conflicts of interest and the ethics of client proofreaders. All the problems analysed then are still current today and the solutions suggested are often ignored. And this is in spite of the fact that the book is translated into several languages and available free online on our website.

I will also put this book online, under the same conditions and in several languages: with no illusions, naturally. The mountain of useless volumes, born of the narcissistic futility of contemporary man, has for a long time had fatal and devastating effects. Books published each month by the publishing industry – even so, this highly tautological abundance should not be complained about, among the others – have for a long time exceeded reasonable saturation levels where nihilism returns at full gallop. People barely read any more, they say (but have we every really read much?). Even so, we cannot give up hope. What else can we do?

As such, translated texts must only be reread by good proofreaders. But what makes a good client proofreader? First, they must be absolutely aware of these conflicts of interest, in the German sense and philosophical meaning of “awareness”^(o), that is knowledge which already works to correct errors it is aware of. Above the justifiable, even if it is unforgivable, narcissism of the author, the translator places his text hidden behind foreign sentences. The reviser must absolutely avoid adding even a shadow of personal pride to this rebalancing task. To be a perfect final checker, they must even hate their own editorial “self”. Often, this is not the case: these proofreaders discover themselves to be translators or even copywriters by carrying out a complete rewriting of texts that they should only check. By introducing a concentration of errors, naturally and not uncommonly, it will bring dark humour to the contested translators: it is the hypercorrection* of proofreaders, virtually pointless, that translators wait for to demonstrate the impertinence of their rewritings which are often a sort of terrorism.

Next, they must avoid having an associated translator (or “monolocalised” agency on hand) who, luckily, would be willing to “do an amazing job” with “abominable” translations delivered by the multilingual agency from the parent company: “This agency, which is foreign, even if it has an office here, doesn’t understand our products at all...”

And finally, they must love their company, international organisation and – above all – management, who is in the process of working on a gigantic project: trying to build up, in a single strategic line of global positioning, a series of geostylised technolects, with the chosen multilingual agency, in order to approach as many markets as defined in the geomarketing plan (including their own).

It is in this pure role that his help should be deployed: especially on the geolinguistic and technical level.

^(o) Hegel greatly advanced this concept of identity between awareness and self-correction.

8.5 - The modern management of multilingual communication knowledge

Even small companies, inevitably globalised or globalisable, must – at least – resign themselves to structuring a centralised service for managing all their multimarket and multilingual knowledge.

Oh, nothing complicated or costly though. A few thousand euros or dollars (around twelve or fifteen thousand!) is enough: a storage server and multilingual translation memory (maybe a simple management program...). And above all, a brave knowledge management* manager: the same purchaser (if you have not already fired him) but modernised and rescued from the mythologies of the professional deception of the 60s.

Public institutions would in this way be able to avoid the absurdity of their call for tenders which are both psychologistic (the ineffective and inapplicable self-protection, completely mistaken) and obsolete (for over twenty years), during which time the allophones have reshaped the companies they should protect and develop. I had the cruel temptation to include a call for tenders in the appendix of this little book, to which our group did not respond, which came in the past few days from companies which are supposed to provide multilingual services.

The most useless and sadomasochistic bureaucracy, commercial stupidity and professional ignorance that exist are so shamelessly widespread that we didn't have the heart to submit a tender. In the next section about correct tenders, I will talk more about this.

The attack on foreign markets of globalisation is a long-term challenge. It would be better to begin at once. In truth, it is the great and only marketing challenge of modern companies. As markets are becoming increasingly multilingual: even emerging countries know this and are preparing for it (and have already achieved resounding success).

Multilingual glossaries, technical phraseology, multimarket databases, sales statistics, competitors, etc., these – all things considered – are small tools the purchasing manager (who must be integrated into the marketing department) must have. Since each company should not store all technical terminology that exists around the entire world, only that relating to their own productions, the task is absolutely the job of every modern marketing employee.

Naturally, this structuring must be linked to that of their own subsidiaries and their own multilingual communication services agency.

New CEOs, those of the eternal post-crisis period have decisions to make and work to do.

As this is post-crisis modernisation. It is the reengineering of globalisation and glocalisation.

And it is in this direction that purchasers must direct their know-how and decisions.

They must become attentive administrators of the knowledge management of their company or institution whilst tossing out their obsolete practices which, moreover, have never been really effective.

9. *Correct tenders: good foundations for submissions*

Calls for tenders, from both public institutions and private companies, highlight the pretty miserable degree of professional culture actually present on the multilingual services markets.

Practices that are illegal, unjustified and, above all, dictated by the endemic fear of services that are little known, are all in the specifications for submissions of these calls for tenders.

9.1 – Activity unnecessarily bordering on or totally oblivious of illegal action

Responding to calls for tenders from public institutions or, increasingly, private companies often give managers at multilingual services agencies nightmares. There are many who, for years now, do not even respond. The level of primitivism and pretentiousness of specifications for submissions in these calls for tenders is such that, very often, even the most glocalised and serious of companies do not submit their tenders: if only to avoid fighting with illegal, absurd or indecent requests.

On the other hand, letter boxes which are monolocalised naturally – which are often tiny or ‘ghosts’ – reply with the same casualness shown in the calls from these purchasers, especially when they come from public institutions.

As such, the winners from these public competitions are often paradoxically letter boxes that are not at all suited to face the multilingual and multiple additional requirements included in these calls for tenders.

I will analyse, in the next few chapters, some of the surreal absurdities which – thanks to the gradual intervention of private companies – are in the process, very slowly, of improving.

What strikes the managers of agencies is the level of unawareness of the lack of professional culture that these calls for tenders are riddled with.

However, these same managers, rather than resolving the cause of this professional ignorance in clients and preparing responses, either refuse to participate in these competitions or passively comply while meticulously taking care to ensure that they fulfil almost none of the conditions - often, as we will see, leonine - listed in the specifications for submissions.

I personally know one competitor (a letter box) who won a major public competition by attaching the *curricula vitae* of soldiers who were already dead (abusively required in the call as fateful technical translators).

“In response to absurd pretentiousness,” he confided in me, “you can only give surreal responses”: adding “illegality calls for illegality”...

For proof of the uselessness and danger of the precautions that encumber the specifications for submissions for public and private tenders, read the next few chapters.

I have gathered a few pearls from these calls for tenders that are some of the most common: it would be almost impossible to list them all. Even more so as new laws require public procedures even for small budgets, which have put their sad comedy into disproportion.

The multilingual services industry has existed for more than a quarter of a century in a highly structured and evolved manner. The calls for tenders that are now published are a professional insult to existing know-how. Clients’ managers must know this.

9.2 - The glaring example: request for translators' CVs

Why have public purchasers required, for more than a quarter of a century, the CVs of translators in their calls for tenders?

Since the current idea credited by the multilingual services supply market itself is generally that of a single translator who does everything, including the production of technical language for the technoelect in question, public sector purchasers think they can perform initial checks on texts even before they have been translated by “ensuring” the quality... of said translator.

Here are some irrefutable objections to this completely unfounded preconception.

- First. The ordering party must know that even the best translator in the world – who naturally has a degree and even a master’s degree - can make serious mistakes after and despite having hundreds of kilometres of translations to their name.
- Second. The same contracting party must also know that a good translation must have several people work on it: translator, reviser, terminologist, homogenisers and validator (the quality is a result of checks).
- Third. They must also take note that slavery has been abolished for more than two-hundred years and that every employee may resign (or made redundant) at any time. Freelancers, increasingly, are not even really hired.
- Fourth. Their pretentiousness of receiving the CVs is structurally illegal or unjustified: the party who signs the contract for the call for tenders is the managing director or head of the multilingual services agency and not the translator who is only – in addition – a subordinate of the applicant.
- Fifth. The act of receiving the CVs that are so pointlessly sought after only acts to weaken (or even nullify) the legal position and power of the only economically and commercially viable party: the signee of the tender (the managing director or head): in order to build a house, you do business with a company, not its builders.

It is not by chance if my competitor and confidant from the previous chapter, cynically but only as much as their public sector purchasers, attached the useless CVs of deceased “specialists”.

To ensure the quality of the agency applying, you must use a different method!

I have already reproached non-glocalised competitors for all their professional faults, but they are in a good position to begin and continue inviting future clients to acquire a professional culture at least equivalent to what they have to buy a good pair of shoes (which brand? handmade? ready to wear? and the leather? for forest walks? urban wear?).

It must be admitted that the idea of overprotecting the call for tenders comes from the preoccupation of protecting the client. However, as I will analyse in the next few chapters, this overprotection which comes from professional ignorance can only end in one of two ways: discouraging good glocalised companies from responding to calls, and – naturally – encouraging applicant letter boxes, that are monolocalised, to cheat on the specifications for submissions designed to be fatally inapplicable (with disputes looming).

9.3 - Specialisations of texts and mystification of “technical” translators

Instead of demystifying the insane promises of monolocalised agencies regarding their allegedly specialised translators – in every language and combination! – in specific fields, public (or private) purchasers included, you should request or rather require that translators – take note, not the company – have documented specific experience.

They do not find out, spontaneously, since the countless letter boxes do not inform them, about the techniques of modern translatology which have been established for more than twenty years: translation memories, for different brands, which must be filled, company by company or institution by institution, in order to create the client's special technolect.

Now, in the fearful arrogance typical of an all-powerful and megalomaniac public sector employee, they require performance which is quite simply utopian in their oversized specifications for submissions.

For example, that of adding the request for the useless and illegal CV, the nonsensical and even impossible documented experience: every translation is unique.

Why this useless techno-scientific debauchery?

Clearly, it is because professional ignorance puts these purchasing managers in the situation where they themselves, by improvising, invent the procedures and commitments for a profession (that they think they know).

But also, and above all, it is to protect themselves against possible complaints from their superiors in the, very likely, event of mistakes (often already experienced in the famous turnstile still in operation).

In reality, they still attribute the same rules to communication professions (that they do not know very well, I repeat) that they apply to physical and only technological products. If the position of suppliers must be attacked – I indulged myself in doing so in this book – clients' purchasers must also be reminded about their professionalism.

They also belong, nonetheless, to communicators sectors.

Their ignorance, despite being largely justified due to the dishonourable practices of suppliers who misinform them and do not train them, remains even so an absolute outrage to the detriment of clients, their employers.

Who will explain to the management of client companies that the preparation and construction, language by language, of the technolect of their products can only be carried out with the help of translation memories, and this without any miraculous method like that of the unlikely or non-existent “technical translator”?

The Internet amply shows, in the same way that translation memories have for a long time revolutionised the industry, translation techniques debunking the countless stupidities perfectly demonstrated in many calls for tenders.

9.4 - The requirement of surety bonds and “financial guarantees”

Agency managers receive specifications filled with requirements that are not only illegal, but useless and clearly incompetent. Often, in addition to these specifications that are generally inapplicable, there are also extravagant requests and ones which even go against the proper operation of a small company (not only multilingual services).

The even more abstract and inappropriate intervention by lawyers can be seen in the specifications for submissions: they introduce clauses typical of large contracts into said calls for tenders, that future clients must sign contracts with suppliers who have no involvement whatsoever in cultural activities (it can be wondered even for these types of contract if relevance is a must).

What may be justified for contractual amounts amounting to millions (of Euros, pounds or dollars), becomes ridiculous if applied to small companies (sometimes tiny companies) that must provide economically limited, very limited, services. This happens particularly in the public sector.

However, the lawyers, who are even more ignorant about our markets than purchasers, apply standard clauses (or make them apply) prepared for the so-called defence of the interests of the client institution or company that are even calculated exceeding their economic security and on the general (and generic) level.

These clauses – generally financial guarantees – would also be ultimately inapplicable or clearly leonine (private companies refrain from this: they know that agencies are all undercapitalised, like all small companies).

The most surreal situation is guarantees for translations generically denounced as being faulty. It must be noted that all companies in our sector, even in the event that they acknowledge an incorrect translation, never reimburse more than the total of the contested invoice (they cannot do otherwise, without declaring bankruptcy). The introduction into non-physical, but cultural, activities of reimbursement that is immeasurable compared with the relatively small amounts involved, increases the still possible and probable level of contractual disputes and generally makes the same activity virtually impossible to carry out.

In this situation, the obligation that is sometimes required of taking out insurance as “cover” for possible errors increases prices excessively and degrades the activity to a professional level that is insane or unachievable.^(o)

You cannot ask a symphony orchestra to pay for an insurance company policy to “cover” the performance of a piece being judged unacceptable – by whom, is another question – to reimburse the audience (who, perhaps, applauded even so).

^(o) In my book which has already been mentioned, *Traduction, adaptation et édition multilingue*, written by myself and with two other managers from my company in 1994, we talked about an extreme and paradoxical situation to illustrate this point. In the event of a translation of two words, YES and NO, to be placed on buttons that either launch or do not launch a nuclear bomb, a possible translation error cannot give rise to reimbursement for damage caused by an order made wrong due to a translation error. The “prudent man” legal principle keeps potential damages to the amount of the translation invoice...

9.5 - The futility of test translations, the self-mutilation of “*divide et impera*” and the taboo of references

There are three other anomalies often seen in these calls for tenders.

First of all, the futility of test translations: for more than thirty years, as far as I know, test translations have never really been able to be used to decide between tendering candidates.

The reason is very simple: when you agree to carry out a test translation, everyone takes particular care to the point that they are almost always acceptable or excellent. However there is nothing to say that the means and methods used for the test will be the same as will be used in the future supply. As such, test translations are not convincing for making selections. On the contrary, they only serve to keep experts occupied by the awarding client to check the uselessly test translations. And, above all, they serve to annoy tenderers who must submit to this ritual that is utterly inane. Indeed, it is not uncommon for these test translations to be large, even consisting of several pages. What is more, they are never paid for!

Next, the regular dividing behaviour of contracting clients must be noted which aims to... “Remain in control of their translation budget” by almost always applying the very old Latin adage from the Roman Empire that is in this case unsuitable, “*divide et impera*”.

In reality, there is nothing more anti-economic and less strategic than dividing your own budget: firstly, for the reason that translations are not added to translation memories and run the risk of not being homogenous (this is even certain!); and secondly, for the reason that by dividing the budget between several suppliers, clients must give up obtaining large reductions on the same overall and cumulative budget. As for guarding the *imperium*, and keeping control of the services they receive, it is a complete illusion: in no way is it with these methods and arguments that multilingual services suppliers can be controlled: for example, no purchaser (in the public sector) has ever visited a tenderer’s offices!

And finally, we will briefly examine the taboo of references. Very often, in specifications for submissions, there is a ban or major limitations regarding the use of client’s name – and their brand and logo - in advertising from the tenderer and in their direct prospecting.

Why? Truth be told, I have never understood this, even from the point of view of confidentiality which is always founded on content (and not the packaging).

This taboo is even more curious and incomprehensible if you consider that these same contracting clients are often then ones who request highly documented references for previous work carried out by the tenderers (or by their employees).

Finally, the attempts to control the tenderers (first and foremost!) – falsely and abusively – and to overprotect their own contracting company or institution reveal a distressingly operational marginality, atrocious professional incompetence and an immeasurable cost for the client.

Not to mention that a communication group like my own which, in order to submit a tender, must submit itself to the useless humiliation – after more than thirty years of experience – of still carrying out (free) test translations!

9.6 - When the primitivism of the demand market slows down the innovation of glocalisation

As we have seen, all these expedients which fill calls for tenders and make them primitive, pretentious, unjustified and, above all, pointlessly difficult and extravagant, do not serve to select the tenderers.⁽⁰⁾ As such, it is work that is basically useless and which many agencies – among the best, it goes without saying – refuse to submit themselves to (the cost to participate in a submission is not negligible!). And I am not talking – I don't even want to – about false calls for tenders organised to cover decisions already made...

As such, the demand market, which is scarcely determined by the supply market due to the general didactical inactivity – as we have seen – of the galaxy of monolocalised letter boxes, come into play but receive a role, in turn, that is just as negative as that of the majority of its suppliers. However, in the past few years, private companies – and in part even public institutions – have begun to put out calls for tenders that are consistently better than the ones in the past.

There are two reasons for this reversal of the trend, which is still only a first step.

Firstly, due to the pressure of multiple and oft-occurring economic crises: clients are forced to communicate on several markets to conquer them or to set up permanent relationships with them.

Secondly, the necessity to outsource as much as possible those activities that are not part of their core business*: modern institutions and companies must concentrate on activities centred on their specific know-how and they must outsource all others, the peripheral and outlying activities.

As such, what should these clients do, instead of going on putting out for years and decades calls for tenders that are bizarre, lopsided and above all ineffective which only shows their repetitive backwards looking practices, to the point they seem practically eternal?

This book has also been written to answer this possible question.

First of all, when you move towards reality – and as such its truth – you must begin by avoiding errors that are clearly evident.

And then, you must leave behind common methods and anti-professional habits. How? Alas, by informing oneself. For example, by the critical reading of a book like this one and by studying it diligently (however there are others: see the bibliography).

If not, you can only position yourself like a brake, another one following on from the brakes already mentioned and even removed in this essay. When the mountain (multilingual services companies) will not go to Mohammed, it is – they say – Mohammed (in this situation, the ignorant client who wishes to bring culture to their market) who will go – quickly even – to the mountain of knowledge and good management.

⁽⁰⁾ I am sorry to again mention my company in a text not meant for advertising. However, the situation is so rare (if not unique): already on the homepage of our website there is a link to access a section in some depth written many years ago entitled "Correct tenders": still pointlessly preaching in the desert?

10. Combining texts and their images: the advantages of the integration of *printing* and the *web*, and the direct localisation of programs

**The trend of integrating and bringing together
different, but related, activities is not
a recent phenomenon.**

**Already in the 80s, multilingual
services companies had begun to
integrate printing... (pre-press).**

**Next came the
turn of localisation of
programs and the Internet.
It is cheaper, quicker and
allows for better quality control.**

10.1 - The integration of graphical and Internet activities into multilingual writing

No, this combination of printing and the web is not a recent phenomenon: for printing, it began in the mid 80s (with the arrival on the market of the first Macintosh computers) and for websites a little less than ten years later, with the massive spread of the Internet and multilingual websites.

Why did these marriages or reunions happen?

First, thanks to layout and illustration technologies which have moved the barycentre of these activities outside of printers who were the sole providers (in the graphical era known as glue and scissors).*

And then, thanks to the fact that communication has become increasingly multilingual, the most complex activity (that of our sector) has become the priority and the inevitable lead for others (especially for software localisation).

Since the issue of speed of execution has become – in the meantime – an even more imperative priority, the fate of integration of these activities was also written in the sky. Another reason, and not the least, was and remains the fact that by reuniting graphic design activities to linguistic services, there is more time available to carry out quality checks, for the final validations (multilingual and graphical), practically until the printing or uploading phase (even at the last minute).

The overall production costs, obviously, are also reduced: no more going back and forth between one side, the writers and translators, and the other, the old filmsetting department of the printers.

The almost simultaneous completion of the design and editing, translation and illustration with layouts, allows cost cutting which will, even in the future, further these integrations. As we have already begun to see over more than a decade, even design activities (advertising agencies) will often be integrated into multilingual, printing and web activities.

This has already begun to take shape in new companies – especially in view of the eternal post-crisis and globalised competition – capable of producing advertising design, multilingualism and the final printed and Internet formats.

Yesterday, following my wife in a supermarket, I had the opportunity to share a few words in the café with a Vietnamese couple (the wife was one of the *boat people* at the end of the 70s). The husband confided in me – in perfect French – that he was very worried about the West: “Here, in reality,” he told me “people do not want to work productively for more than four hours per day; the coast is clear for Asia, if things do not change.” The fatigue of the Western people is essentially spiritual, as we know: they almost all believe themselves to be more productive (and tired) than they really are.

On the level of production methods, this translates – at the very least – into a bridging of specialities and therefore into an increase to their profitability, not to mention a reduction in prices.

10.2 - The civilisation of images and multilingual words

All communication has radically changed in the past twenty-five years. The images that books, televisions and newspapers of the 70s-80s – I remember them – naively predicted replacing words (and even concepts), not only did not kill written texts, but even multiplied them.

As such, a new printed civilisation emerged with every azimuth always richly illustrated: the texts themselves have had to perfect their layout to the point that they, in some way, have acquired the connotation of a block-image. What was called, before the computer revolution, the “shading” of the printing, that is the mix of black and white you are reading, is now called the layout.

There was even a period of advertising communication that was mainly founded on the lettering of texts as images and illustrations.

However, above all, it is multilingualism and geomarketing for exports that have increased and multiplied what is known as b2b communication, business to business: the printed and “invisible” advertising known as below-the-line*, for major products for mass consumption (b2c, business to consumer).

As the quantity of so-called above the line advertising messages, above the line of public visibility, has inevitably arrived at a level of saturation at the maximum threshold of the ability of human perception, the communication developing without limits is that which is printed and via the Internet.

Television, cinema, dailies and periodicals, radio and posters can only hand over produced communication to translators and copywriters.

And it is in the interest of this communication to be designed and illustrated directly by the same chains of writers, translators, revisers, terminologist and homogenisers.

Graphic designers, web designers, web developers, webmasters and editing managers have as such arrived to join the panoramas of our multilingual services agencies.

For almost more than a quarter of a century, and progressively.

It was first the new technologies that allowed and imposed this.

It is currently the speed of execution and savings in production cost which require it.

However, the increase in the options for quality control which will also, in the future (and already today however), make the integration of these three communication activities obvious.

Even in the advertising sector, after a good fifteen years of divided specialism and destruction of activities, they are quickly returning to reforming professions.

This is what purchasers must also discover, for example, be visiting tenderer companies to truly select them.

10.3 - Copywriters, translators, graphic designers, webmasters and IT engineers: all together

As we have seen in the linguistic chains, several specialists of modern graphic design are involved – always in the same teams – in creating websites, e-marketing back-offices, software localisation and, naturally, in creating validated booklets, catalogues and leaflets.

From final proof and comparative checking, by printers, to the production of manuals, displays and other brochures.

How many times have our multilingual services companies also delivered finished and printed products to clients (naturally in several languages) on pallets (for turnkey use), by shipping them directly to their subsidiaries or distributors...?

The full A to Z service can only spread. Even, and especially, to realise cost cuttings and time saving that are increasingly required by the post-crisis world.

When I talk about a profound restructuring of means of production hidden behind the financial recession for our sector of activities, I mean precisely this type of integration of associated and linked services among them, in a synergetic fashion, by modern technology.

Indeed, the most advanced multilingual services agencies are equipped – in addition to the Internet and networked translation memory systems – with the most powerful Macintoshes (the latest 27" iMac, for example) and the whole range of graphic design programs (InDesign, QuarkXPress, Photoshop, Illustrator, PHPeclipse, Dreamweaver, PowerPoint, etc.).

These include ones for localising software (Corel Catalyst, HTML QA, Http QA, etc.).

It seems obvious that it is in the interest of every modern company and those who want to remain modern in the future, to form stronger links with this type of partner: it is the answer to the economical and technological challenges that the international industrial restructuring has already begun, mercilessly, to organise.

This too is glocalisation.

However, in order to achieve this, it is essential that multilingual communication companies are able to position themselves for the greatest of requests that can really be asked for by the outsourcing of client companies.

They must be – or become – specialised and glocal.

A syncretism movement, returning to polyhedral unity and, let it be said, highly cultivated professional humility, can save our companies of the future.

Clients' purchasers have, here too, much work to do: they must take a closer look at their supply markets and not continue to apply the obsolete exercise of angling in an endlessly unknown ocean.

10.4 - Glocalised multilingual localisation: the synergy of editors, translators and graphic designers in partnership with the client

The word glocalisation naturally contains the term localisation, which indicates the aim of every company (or institution) sets out – implicitly – as a requirement for the design, translation and production of final formats, to carry multilingual communication. I am not talking in this book about turnkey interpreting services and conferences which are analysed in detail, among others, on the website of my group.

However, increasingly, the word glocalisation also indicates how this overall objective must be achieved. Even better, it even indicates that this objective can only be achieved if you have as many offices operational and covering all communication productions, as languages promised. As such, you must choose one of the well-structured glocalised communication companies on the market.

You must first find them (they are very rare) and then invite them to present themselves. However, before coming to a decision, you must visit the closest office while getting – if necessary – in contact with their head office: if you need to pray to a Saint, better to also address the chief and superior. If only for safety and out of respect for hierarchy. And then, you must make use of the training services that truly glocalised agencies deliver to their future and current clients.

One must remember: the issue is the expansion of their client company on the world markets or their own multilingual universe which is necessarily limited.

Truth be told, the issue also and especially concerns the survival of your own company: failure is not only other peoples' concern. There are not an infinite number of slots: they must instead be numbered and the number of worthy candidates increases every day. Even for public institutions.

If you do not enter into a permanent partnership with a glocalised company – due to the unavoidable necessity of outsourcing requires it and they are not more expensive - you are taking a big risk.

In summary, it is essential that editors, translators and graphic designers are organised, office by office around the world, so that they can work side by side in synergy.

Naturally, it is always the closest office, that which shares a language with the client company, that is the office subject to the same jurisdiction and managed by the overall project manager of the job to be carried out and that will become the reference agency for all languages. However, updates from the head office can only strengthen the projectuality at stake (moreover, the local office of the glocalised agency makes it compulsory, at least for large projects). The local must converse at all levels with the global.

Glocalised communication company offices, in their triple modern structure, already have these future production and service models.

However, above all, it is essential that even the client can leave his cavern where professionalism is often still fixed to shocking obsolete forms of cultural activities. The search for excellence in total quality is only made possible by a leap in the value of the culture of players in our markets.

This is the basic reason for the size of the next section, number 11 on Meaning, Beauty and Evil.

10.5 – Software localisation: IT engineers with linguists (language by language and on-site)

You must not localise software. You must, quite simply, glocalise it. Indeed, how can a “multilingual agency” localise software, or texts, if they do not themselves have a productive organisation – under the same brand – that is glocalised?

The same production arguments for multilingual texts apply, even more so, to software to be localised for the same markets (plural!).

The definition of standards for local markets, whether electrical, IT, measurement systems or quite simply on the geostylistic level, must be carried out on-site. Or at least, by a glocalised company that has an office on-site: always under the same brand.

This last point, being under the same brand, is central both a) from the legal perspective, b) for production times, and finally c) production cost control.

- a – A glocal production structure integrated under a single contract and subject to the legislation of the client’s head office also ensures true confidentiality and solid contractual founding (all production can be carried out *intra muros!*)*.
- b – Production times are reduced to a minimum: something very precious if you consider the lifetime of software is already very brief (sometimes they cannot be localised before they are replaced).
- c – Production costs cutting is perhaps the greatest result of glocalisation: the integration of engineering, linguistic and graphic design activities allows savings which, added to the time saved, makes localisation more accessible and practical.

Engineers, localisers, translators, terminologists and project managers in this way talk to each other within glocalised agency offices and embody the era of linguistic engineering: they converse about the software, the software used for the localisation itself, they discuss planning, traceability, localisation kits, online help, compilations, bug fixes, testing, etc. In short, they work side by side more like the ancient artisanal method than the futuristic technological method. And more economical as well.

The big problem of localisation is, in effect, that it is too expensive for clients who tend to avoid it. Even to the detriment of competitiveness and the market share of their software.

As such, the cost cutting is required. There are two solutions for this: glocalisation and integrated services. This means they must have as many offices as languages and geostyles to be localised into and, also, these offices must be operational for the three activities needed for localising software: IT engineering, multilingualism and (web) printing.

11. Meaning*, necessity and beauty in the face of eternal evil

**The search for overall meaning
in the life of men is not only
justified, but is still the
first and final goal of
any truly professional action.
Can the metaphysics of the
quest for perfection be excluded
from human necessity and
even our own professional activities?**

11.1 – Do multilingual activities have existential and metaphysical meaning for entrepreneurs, employees, public sector workers or freelancers?

Particularly in our communication activities that are similar – even if they seem unrelated – from Logos*, the meaning of life lies within the walls of the multilingual house.

Every man lives to seek meaning in the same way that they breathe.

This is how they understand death: the place where Meaning vanishes, the void of insanity appearing in its place.

Often the interests, direct and immediate (of invoicing, for example), are incarnate in this nihilism created by the eclipse of Meaning by becoming totalitarian and prevailing over every other love. We even stop talking about meaning that the rationality of the real yet imposes.

This is technically, and incorrectly, called “opportunism”. Who cares about the professional and, if “necessary”, existential truth in this case. The categorical and featherbrain imperative would be to invoice only, we repeat.

Moreover, are we not justified in doing so by consensus and the demand for discounts from clients who "are always right"?

And yet, we have seen how it is even possible to completely mystify the concept of service to “client who is always right”. It is sufficient to renounce the fostering and innovative calling of entrepreneurship.

When entrepreneurs, and even employees, completely fall out of love with their projectuality and professionalism, which still remains one of the attitudes necessary for any marketing activity, the ideological nihilism has already won its subtle and silent war.

As such, Meaning, with a capital M, risks disappearing. In these situations – when they occur – we talk about metaphysics with the contempt that swindlers judge to be “naive”. Remember Dostoyevsky’s *The Idiot*,^(o) the naive person who leaves the dramatic comedy as the only person with sense and reason.

No, like this and in this pseudo-logic, there is nothing beyond what can be sold: beyond the physical, which the Romans called “res”, there is only what can be defined as “illusions of incorrigible idealists and of useless, obsolete religious”. And this in all economic sectors.

The law of reification*, even and especially in multilingual services, thus has a free field. At the very least, we risk thinking in terms of actions and operations.

Moreover, don’t forget all the sidewalk philosophers and “toutologues” (specialists in nothing) who constantly remind us that life is meaningless and its aim is nothingness. They also urge us to deal with the fact that “truth does not exist” and that everything is relative...

However, Meaning is always there. It is eternally possible, if you look for it, if you give yourself the passion of seekers of the truth and the absolute.

It does not matter if you are an entrepreneur or employee: you are first and foremost human.

Our linguistic communication activities very often force us to reflect, directly, upon the meaning of things: we always remain communicators, mediators and never empty sophists*.

^(o) Fyodor Dostoyevsky, *The Idiot*, (first edition 1869), Actes Sud, Paris, 2000.

11.2 - Communication as a factual necessity and creator of Beauty

The very essence of the capitalist system is communication.

You could even say it is its intrinsic nature. All other systems only reveal, on the other hand, their closed design, self-referencing, totalitarian and, finally, pauperism.⁽⁰⁾

The result of all these uncommunicative and anti-capitalist political-economic systems has always been shortage. The poverty of countries that were more or less dedicated to them is proof of this. There is no need, after the implosion of Communism in 1989, to hang around (re)establishing the universal demonstration of this fact.

But more can be said. The ontological root of capitalism is quite simply religious: in the Bible itself, there is the divine commandment which grants man the right to take ownership of creation and to perfect it.⁽⁰⁰⁾

With the beauty of the world created by God, Man inherited the irrevocable task of increasing its characteristics, charm and knowledge.

To what else could we dedicate our life, other than discovering even more about nature and culture, by developing conquests and perfecting all services to ease the life of the planetary community (while at the same time making them more spiritual and true).

It is a primary characteristic of the human nature to be attracted by beauty, the richness of authentic things, culture and art.

These are the four factors, the four basic factors of communication.

And this is the basic reason for the use (which is frequently abused, moreover, as we have seen) of the term quality.

For the countless army of monolocalised agencies, the word quality is all they can talk about.

To cloud the issue and fool the client, obviously. But also because of this obscure and irrevocable tendency to perfection, endlessly, of eternal beauty which everyone values. Even monolocalised agencies.

As such, on first glance, you could say that the communication of our professions (advertising, multilingualism and printed/web formats) is justified by the factual needs of reputation and sales. In reality, it is about much more: it is clearly the natural draw towards all that is beautiful which drove the primitive, ancient, classical, modern and post-modern man to action.

How then can you deny the creation of Beauty, the increase of Innovation and the production of excellence everywhere?

How, in addition, to deny Beauty from being the leaven for all things in life?

Despite the slowness of transformation and active resistance particularly from the many letter boxes, the draw of excellence exists in our multilingual activities.

⁽⁰⁾ Think, for example, of the central concept of liberty expressed by Karl Popper in his book *The open society and its enemies*, Éditions du Seuil, Paris, 1979.

⁽⁰⁰⁾ The Bible, Genesis 2-3. Paul VI, in his encyclical *Populorum progressio*, Vatican Publishing House, Rome, 1967, wrote that "Every worker is ... a creator," 27: l.c. 271.

11.3 - Why did God destroy, in the Bible, the Tower of Babel and its single language?

Everyone knows the story of the Tower of Babel, told in the book of Genesis in the Bible.^(o)

The most common interpretation is the following in which Man was building a tower in order to reach, like a small god, Heaven: God punished man by “destroying” their skyscraper of undue pride... There is at least one other explanation which is just as important and essentially religious, which is perfectly relevant for multilingual communication. In the spectacular tower, immortalised by people like Pieter Bruegel the Elder for example, they spoke only one language in a single culture which became fatally “incestuous”: it was essential – in the divine project – to “multiculturalise” the Earth by populating all parts of it.

In this second short story, we see the mark of laziness in Man in barely working to become master of all areas of the world. We also see the strategy of pushing Man to diversify culturally, we see the intention – finally – of multiplying languages in the future and have different expressive forms. As is always the case, a cultural project can only – to begin with – be the fruit of an action that represses natural tendencies, naturally negative, from which Man cannot escape (he can only control them). In order to overcome nature – which the greatest modern Italian poet, Leopardi, called a “cruel mother” – culture must take its place, as they say.

However, the divine project does not end with the “destruction” of the lazy and apathetic tower, celebrating the most shameful laziness. This then is the transcendent and celestial role of multilingualism: to rediscover and recreate the unity which, in the meantime, has been enriched with cultures by mankind. The various civilisations, in their intrinsic beauty, must contrast even further, exchanging their products, enriching each other... Making, through multilingualism, the whole of Creation communicate is the true “intelligent design” of the cultural and economic construction of humanity. A few thousand years later, it seems as if we have read the same subject in the UNIAPAC (International Christian Union of Business Executives, France, 2008) brochure (pg. 121). On page 14 of this small book (The value of values), we read: “Here then is how the spiritual experience illuminates the three Ps of corporate social responsibility: Planet, Profit and People”.

The recreation, in the form of nemesis*, of the destruction of the Tower of Babel – following the complete scattering of humanity around the Earth – stands as one of the most sublime and religious projects that can be imagined. It is not by chance that the intrinsically arrogant, miserable and artificial project of Esperanto* melted like snow in the sunlight. Never before has the value of each language seemed so magnified: by the practice of multilingualism, naturally.

Why, moreover, would we think that the design of God would have had an ontological aim of separation and not – always richer and more sumptuous – of community? Think of the miracle of speaking all languages at the liturgy of Pentecost.*

^(o) The Bible, Genesis 11:1-9.

11.4 - The love of creation and the wonder of the multilingual communicator

The various types of Darwinists are still working to “scientifically demonstrate”, as they say, that God does not exist^(o) (despite the fact that Darwin himself never dared to claim this). They should consider the origin, divine and transfigurational, of the passion in the creations of – often silently – a great number of managers and employees in our profession. It is a love of creation which, as small as it is, can only be seen with the simple wonder, always transcendent, which every multilingual communicator in our profession demonstrates in front of existence.

It is the voluntary obtuseness of immanent materialists* that alone prevents them bowing to the strength of fruitful astonishment, in the face of the infinitesimal beauty of a bud.

This type of wonder, irresistibly poetic, induced by reiteration, if only to slacken the resistance to reificationist, positivist and materialist tendencies that our culture that seeks to dominate, wants to impose upon us. Do they not say that we must have, even at the age of senility, the eyes of children, wide-eyed at the meaning of things?

The best of creative people and creators are always eternal children.

It is no surprise that Finkielkraut, perhaps the greatest living French philosopher, in writing his latest book *Nous autres, modernes*,^(oo) immediately admitted that the aim of his teaching at the prestigious École polytechnique de Paris is “first of all to straighten out metaphysics, that is the fundamental relationship to the being which manifests itself...” The problem of modernity, modernism and transcendence are at the heart of this work of over 350 pages which marks a key and cardinal point in the intellectual debate of our period. Finkielkraut shares a basic affirmation in his analysis from 1977 by Roland Barthes, the celebrated modernist author of *Degré zéro de l'écriture*, in which he wrote: “Suddenly, I became indifferent about not being modern.” The modernist *par excellence*, just before his accidental death, completely changed direction in his image of a great communicator.

Multilingual communicators, which include our translators, must as such – if they are not dominated by nihilist and opportunistic ideologies – love their professions deeply. There aren't so many professions that are so completely abstract and potentially spiritual as our activities which work miracles in producing, geostyle by geostyle, this same message of beauty. In the throng, there is no expression more stunning than cultural expression.

However, in order to preserve this natural attitude of wonder and marvelling at existence, it is essential to actively cultivate this vision belonging to the beatitudes of the poor in spirit and lovers of modernity, not modernism. Translators have the opportunity to spend their entire life always reproducing, in stimulating texts that are never repetitive, the knowledge of otherness.*

^(o) Just as being unable to demonstrate God's existence, His non-existence can never be proved either. Hence Pascal's famous wager*. We can only witness his Power and Beauty. Do they not say that the music of Bach speaks of God in every note?

^(oo) Alain Finkielkraut, *Nous autres, modernes*, Ellipses, Paris, 2005 (pg. 7-14).

11.5 - The unfair dictatorship of market opportunism in the face of professional truth

The modern drift towards what is known as “happy opportunism”^(o) submerging our secularised* societies is hardly helping to protect our activities from nihilism, soft but generalised, which dominates – even more, ideologically and externally – the culture of economic sectors. In order to promote professional truth, you need to have compact high ideality that is totally distinct from relativism*, identified as one of the greatest cultural problems of our era.

Moreover, through its tautological nature, relativism is very difficult to resolve and cure: each time the spirits of good will and inclination searching for conceptual unity (specific to every existence) get their hands dirty, they end up coming up against endless and useless parasitic and shrivelled up discussions.

These are centred on the eternal return to the vicious concept that all positions are equally comparable and valid... and as such relative.

As such, what could be easier and more logical, than supporting the notion that each multilingual services agency can pursue its own individual method to ensure, for example, so-called excellence in quality*. Whilst simply proposing, the methodological equivalence of their construction of the so-called quality compared with the quality that is objective, advocated and set up by glocalists!

Even more so when this unfair dictatorship on the theoretical level is added to the merciless one that people dare to call the law of the market (and the “client is always right” deception).

The debate within the profession is as such a thematic superficiality and marginalisation, that relativism is an ideal cover for, never putting the true issues of basic research on the agenda.

The act of having, in addition, falsely determined the market's reaction, thanks to the deceitful practices of overclaim advertising and the radical deficit of true translational information, is far from being debated.

The most dispiriting mechanisms of commercial opportunism are still the same. How then can we get out of this infernal blockade so that the dialogical and rational hope can regain the upper hand?

An aggravating factor is the fact that carrying out eminently intellectual professions should bring you closer, not distance you, from the mysteries* of Logos.

^(o) The greatest educator of the Twentieth century, Monsignor Luigi Giussani (Desio 1922,) Milan 2005, Italy), founder of the Catholic movement *Communione et Liberazione*, perhaps the most cultured in the world (as it is the most active) with a presence in over 70 countries on every continent, spoke about “gay nihilism”. He often repeated an analysis by the excellent French theologian, Teilhard de Chardin (1881 -) 1955) who highlighted how nihilism had taken even the “will to live” from modern man (www.clonline.org, in English, Spanish and Italian).

11.6 - Legitimate business ethics in multilingual services. Are morals and profits compatible?

In the past ten years, we have discretely talked about business ethics* and economic morals. In parallel, the notion of company culture* has spread in all its forms and a great proportion, especially relating to multinational companies, have developed specific applications for their own activities.

Could it be that morals are returning to companies?

The previous economic crises, the financial one which caused the largest recession that we recall and which is still devastating all activities, and the one of cheerfully profligate States, especially in the south of Europe, have their origins and operational causes in immoral banking operations and intractable debt (welfare galore).

All of the media has as such been forced to talk about ethics in economies far more than usual. Often even on the front page of newspapers as well as news magazines.

Pope Benedict XVI himself has spoken on the subject several times and, notably, in the grand encyclical *Caritas in veritate*, recalling and developing the social doctrine of the Church. This, naturally, condemns unequivocally the parasitic and speculative (and even villainous, it goes without saying) practices. The fever for easy profits and too high state spending always leads to injustices, and very often even to monstrous economic crises (subprime mortgages, in this case).

The problem that arises – and has already begun to arise in the international public opinion – is that of the compatibility between morals and profit.

Since adding value to Creation is the vocation of any activity. As such, making profits should be the material and divine aim of activities. However, these activities must truly increase value in the world and not impoverish it with miserable speculation.

The fact, for example, that no bank manager, in Europe or in the most advanced countries, or administrator or financial consultant has ended up in prison (have not really been the subject of an inquiry or been worried), does not particularly encourage this ethical optimism. And yet, all these financiers have been held responsible – *vox populi*, from the simplest citizen to the greatest of experts – for the economic catastrophe that is still unfolding. Politicians have shown themselves to be very generous (with future taxpayers' contributions of course) in bailing out "bust" banks in 2008-2009.

As such, the relationship between morals and profits has not really been resolved if you consider the compatibility between ethical principles and the profitability of companies is not really and truly a current topic.

Indeed, politicians, very naive obviously, have not even been able to recover the huge bail-out packages in spite of the large profits still posted in 2009 by all these absolutely dishonest financial institutions but who are treated as if they were unemployed and homeless.

And yet, the hope of truth and justice is still there.

11.7 - Why Pope Benedict XVI wrote – in apparent absurdity – that work can only be free

Just as the saying goes, war is too important a subject to be left to generals alone, you could say that managers must not be given exclusivity over the majestic theme of work capital.

Especially for decisive questions, it is essential to listen to what the great theologians said (even more to the philosophers who always remain subordinate to and serve theology: *philosophia ancilla theologiae*, the Romans quite rightly said: Philosophy is the handmaid of theology!). Benedict XVI, more than being simply the Vicar of Christ and the Supreme Pontiff of our modern era (we are not obliged to recognise this, in fact...), is also a very great philosopher and theologian: on this second point there is, on the other hand, quasi-unanimity.

What did he write, our Pope, in this latest world best-seller encyclical *Caritas in veritate*, on work? Quite simply that it should be free!^(o)

Has he gone mad? One generally works in order to earn money.

No, stating the obvious that is already tritely accepted by everyone just to please people is not the Pope's prime concern. He goes all the way to divine concepts – justice in the economy and work are included – and philosophical formulations. He highlights that the deeply eschatological* commitment of the man who invests all his being in professional activities cannot be materially rewarded.

Certainly, man must be economically rewarded and justly so, of course, but the essence of their commitment – however small or modest – cannot be materially quantified.

Indeed, how can you calculate the absolute value of the humblest of professions carried out in the creature-like grace of a service to love and to the community (social)?

All of this relates to the holiness and gratuity of complete liberty.

This is the Christian concept of work which creates and values all talents, at all levels.

And which condemns any parasitic exploitation by magnifying the honest and generous devotion of the worker. Whoever becomes, in this way, even only objectively, the biblical worker in the vineyard?

It is Western culture which must recover this idea of projectual gratuity which alone creates originally, in its genetic makeup, the source of work.

On the other hand, we see a West which consumes more than it produces by accumulating oceans of state debts. The honour of each man is instead to always produce more than he consumes: and who would finance, otherwise, the future of his own children?

When we read the celestial “advertising notice” on the fateful grotto in Bethlehem which appears to *men of good will*, we encounter the same idea.

The nihilist and scientific idea seeks to completely eliminate this grandiose idea of work from the life of humans, subject to the pneumatic draining of their will to live.

Work is born in from this original and uncompromising desire.

^(o) Benedict XVI, *Caritas in veritate*, Vatican Publishing House, Rome, 2009, (34, 35, 36).

11.8 - Subsidiarity, not savage and nihilistic liberalism

Now, it is essential to clarify what the economic concept is to which the fateful men of good will must devote all their daily work efforts, whether in our sector of activities or more generally in any other field. Especially today where Communism has virtually disappeared^(o). Indeed, Liberalism, which is gaining ground on the socialistic-communistic visions which have imploded and have revealed themselves to be more or less totalitarian, has just created, for example, the current financial recession with colossal consequences (for very vicious reasons – as we have seen).

Already in 1931, Pious XI wrote about the concept of subsidiarity in his encyclical *Quadragesimo anno*. It is a very old economic and political vision from the Middle Ages, notably from the epochal experiences of monasticism which introduced economy to the European Renaissance. We often talk of the cultural (and religious) role of the countless monasteries which saved ancient civilisation through the transcription and translation works of all the texts of Greek and Hebrew culture in addition to Roman literature and literature in many other written languages. We neglect, on the other hand, to talk about the over 10,000 Tuscan (and, more generally, Italian) companies (!) that, at the end of the Middle Ages and beginning of the Renaissance were exported and founded in Northern Europe and England.

On this topic, there is a remarkable work of over 500 pages written by a Dutch-speaker from Antwerp, Anne-Marie Van Passen, a professor at the prestigious Hoger Instituut voor Vertalers en Tolken (Higher Institute for Translators and Interpreters), who describes in her book *L'ore di ricreazione* (Leuven University Press, Belgium, and Bulzoni Editore, Italy, 1990), in meticulous detail the chronology of this great economic, and cultural, movement of European unification and integration.

This economic and technological movement, in addition to the artistic movement, was very important, even in its quantitative scale. The monks were among the rare and great travellers of that period who travelled for religious and economic reasons: indeed, the monasteries sent their “messengers” from one end of the continent to the other in order to coordinate with other monastic orders, but also to exchange their economic experience, on the technical and entrepreneurial level. Monasteries became the centres where the principles of subsidiarity got a foothold and were the basis for proto-industrial development, which has a strong community and social character.

The principle of subsidiarity, initially integrated even by the EU, stimulates the creation of companies while forbidding state and community bodies from interfering in and impeding – as is done by modern interventionist state socialism – their development. Jean-Paul II and Benedict XVI, with their recent encyclicals have returned and advanced these principles of subsidiarity by integrating them, even more, into the Social Doctrine of the Church.^(oo)

^(o) Socialism which is only – even historically – diluted Communism, heavily diluted Liberalism, can only suffer the same fate in an equally diluted lapse of time...

^(oo) The Catholic Church published a work: *Compendium of the Social Doctrine of the Church*. It is a colossal reference work of over 500 pages, with a Christian idea of the social plan (Vatican Publishing House, Rome, 2004).

11.9 - The eternal evil in business: to ardently fight against it whilst being aware that it cannot be totally eliminated

So-called modern (modernist) culture insists on challenging the first truth to which humanity is subject, ontologically, which the Judeo-Christian tradition names “original sin”. The idiosyncrasy of contemporary man towards the word “sin”, whose existence he would like to end, notably through psychologism and general relativism, does not admit – or attempts not to admit – the existence of evil.

We prefer to find “external” justifications, such as, for example, those which come from the psyche or society.

Rousseau, the philosopher from Geneva, had already claimed in the eighteenth century that man, in his “natural state”, and also said the same in *Émile*, would be perfectly good, however it is the civilisation of the society that makes him evil...^(o) With this claim from the middle of the eighteenth century, we can point to and date the birth of the modern sociological* and secularised concept that appears to dominate contemporary culture.

In reality, evil has always existed.

It is freedom, intelligence and mercy of man which establishes its permanent existence. It is their rational desire that judges it through meticulous analysis while giving themselves to the reason of Logos and the discretion of the Holy Spirit.

And, finally, it is charity which combats it eternally in the certainty of fighting it, as far as possible, without ever pretending to have eliminated it: its root always grows back in the mind, in the “demonic” side of each man. Imagination, human thought, his genius and his talent – everything that makes man great – is often, always, impregnated with evil.

This is why it is essential to track it down and constantly report on the war while forgiving those who are dwelling in or have given in to it: all of us (more or less)! Kierkegaard, the Danish writer known as an “existentialist” before the movement had begun, in his brief life during the nineteenth century, spoke of the “devil” installed deep in what he called the modern “socialite”, actively sought – even in the pre-television era – by the already modernist “mass-man”.

As such, in business, in accomplishing our professional activities, we cannot just hand over the control and upper hand over our behaviour to the inertial forces of things which inevitably, try to lead us towards the evil that is already within us.

However, this stubbornness in relentlessly disputing religious ideas, including original sin, reveals – paradoxically – an underlying trend in our era of seeking to reclaim a deeply religious idea of life: this shows the etymology of *religare*,* to link existence and that which exists in a single, unitary vision.

In our universe of ideas which become muddled and oppose each other, we can still detect an attitude for a great return - in an antinomic way - to the eschatological tradition.

^(o) Jean-Jacques Rousseau, *Du contrat social* (first edition 1762), Le Livre de poche, Paris, 1996.

11.10 - The truth and the eternity of the person as the centre of life and work

Pope Paul VI, who was carefully cited by Benedict XVI, in *Caritas in veritate* (op. cit.), said that “man is the source, the centre, and the end of all economic and social life.” The idea that activities intended – before all else – for economic profit, that we usually think and practice, is surpassed by this small remark which brings meaning to the central focus of his plan.

The anthropocentric view of life, in the chaos of the techno-scientific ideology in vogue, can only be reminded authentically by the Church, still *Mater et Magistra* and by its profoundly rational and humanistic culture, as it transcends barriers!

All other ideas, which could replace man at the source, at the centre and at the end of economic and social life, can only lead to devastating results.

For example, the reluctance for the transition, even progressive, to glocalism demonstrates, in our sector of activities, that we have radically distanced ourselves from the centrality of man, not only in our multilingual services, but from the overall meaning of all life.

The only two images of this book, the cover with the four small monkeys (of which the first is the most emblematic) and the pig that grew two small wings (trying to fly at least a little), show the limits and aspirations that express the frailty and, at the same, the grandeur of human nature.

This can only be dedicated to Truth and Eternity.

Indeed, it is the person and not other ideological or pseudo-economic entities like profit at any cost, like social class, or even corporations, it is always and only the person who is the centre of any activity: this does not mean – it goes without saying - that the person or company should not make honest earnings.

This is why Liberalism on its own is not entirely acceptable (not even mentioning the fascist or social-communist concepts which claim – in our time – to be “liberal”). The only safeguard against the anarco-liberalist drift and against interventionist state socialism is the social and Christian doctrine of subsidiarity. Especially against state collectivist tendencies abusively called the “Welfare State” which is spreading – quietly – in the majority of European countries.

There is another name – perhaps more widespread – that of social liberalism which could be taken into consideration had it not been too contaminated by this adjective “social” which has been bandied about at the state level in Europe for the last forty years.

The individual, free and responsible, can be understood through his community, as humans and transnationally (universally). As such, the individual acting in subsidiarity can only work for their own good and the success of the general interests, the Common Good: the overall increase of wealth.

Even and especially in communication and multilingual activities like ours.

11.11 – The Devil’s advocate defending the practices of monolocalised agencies: the problem of the single brand

In this final stage we will attempt to ask the question, in the classic manner of the Devil’s advocate, which could jeopardize the entire conceptual, logical and marketing structure of glocalism as honourable ramparts of the ancient language industry.

Why could monolocalised agencies (the eternal letter boxes) not continue to provide multilingual services at a new level of excellence?

Why could they not join forces (as there are already international examples of this) to provide their national languages to the multilingual network which would be created?

Why could these monolocalised agencies, even the honest and willing ones, not move to a single brand in order to provide their clients with multilingual services of real quality?

All the arguments in this book (each one of them) apply, and sometimes even in a repetitive manner, provide an answer to these three naturally interlinked questions.

The key word for answering these three insidious (and diabolical, as always) questions and, above all, to avoid writing a new book, is the word “brand”. The same and single brand, this is the fundamental basis of all modern, past and future marketing. This word contains all the legal, professional, know-how, organisation, economic development, necessary and sustainable development, legal quality guarantee, single commercial interlocutor, homogeneity of means of production, recourse and territoriality in a partnership, concurrence, productive responsibility etc. connotations: already a dozen of these connotations unavoidably contained in the marketing word “brand”, which is indispensable and necessary for all commercial activity.

Obviously, superficially and fraudulently you could do without brands: the Devil’s advocate could, in a modern sophist and cunning manner, argue in favour of this productive option, devoid of subject, of quality control content and which, naturally, is highly litigious.

I could add at least another dozen titles to the dozen objections I listed above (I will spare you the relative arguments) already justified in the over sixty chapters of this essay.

Moreover, it is enough to think, even quickly, of the inadmissible idea of entrusting a paramount and major piece of writing for any linguistic supply to a competitor. Since the only and single characteristic that establishes the fact that we are not competing openly – in our sector – is the fact we have the same brand.

It’s as simple as that. Moreover, the practical experience of the past twenty-five years has shown abundantly, both at the EU level (with the EEIG, European Economic Interest Group) and at the level of these letter box associations that these attempts to regroup several multilingual services agencies have a rather shaky, if not negative, report: these European groups cannot only bear the brunt of the initial shortcomings of their disparate members!

And yet, the EEIG is still a new company, and as such a new brand, even if provisionally for the task of a multilingual services submission.

12. Postface

The final proofread of a book that has just been written inevitably creates the desire to put the finishing touches to it, better contextualise it, clarify it and style it to avoid repetition.

In short, to rewrite it...: a privilege which is not granted to small entrepreneurs who are always overworked.

My competitors know this.

They have, in spite of everything, my respect as they are at least recognisable in the same extreme and moving contemporaneity. Perhaps, as far as the serious issue of secularism.

12.1 - What you cannot help but think of your own competitors

What to say to all your competitors with who you have gone through, even so, decades of meticulous daily life, always close to the same work and the same essential mystery? First of all, there is the unity belonging to entrepreneurialism freely assumed, and in a scale that is rarely nobler: that of a model of man in action characterised by a complete and utter projectual responsibility that is often, very often, a passion.

Who else could truly say as much but for small entrepreneurs, authentic heroes of our era, even more when they are still subject to the same fiscal pressures which have become monstrous, who are exploited and who are almost never celebrated?

Their plight is generally unrecognised, indefatigable creative ants in our modern society (that reserve the headlines and other media to depict useless and marginal puppets); we approach it objectively in a rare cultural density.

Even without seeing each other directly or often without knowing each other personally, the relationship that the open and free market forms over long periods of competition – often also invisible – creates unsuspected identification links.

The positioning we adopt with our own company on the market can never diminish the entrepreneurial content which only defines the limits of the destiny of the freedom of the modern human: that of not being subordinate to anyone!

Men and women who only or should only have God as their master.

They should not - even so - slavishly thank anyone: their dignity as truly independent humans makes them rulers of their, apparently, small fulfilment.

Fulfilment, indeed, is never small.

Only afterwards can other value judgements be added according to the professional choices that these competitors have made (often also induced by the markets).

It is not rare, in addition, that they have to devote time and energy that is difficult to calculate – those which they still have – to training, and not just professional training, of young employees.

And how many sacrifices must they make – all alone, most often – to create and follow the careers of managers and even intrapreneurs.^(o)

It is thanks to all these highly entrepreneurial commitments with risks founded only on their own efforts that much of the actual fight against nihilism is objectively accomplished. At least on the economic level of our small companies.

The appreciation is sizeable.

^(o) At the end of the 70s, a couple of British researchers – Gifford and Elizabeth Pinchot – invented this neologism (intrapreneur) which has become so important in our era. The same Gifford Pinchot, in 1985, published a best-seller in the United Kingdom, which used this term that has become historic as its central theme. People who had absolutely no inclination to become entrepreneurs were found, and continue to be found, to get involved and train themselves as intrapreneurs in a career which, over time, inevitably becomes entrepreneurship.

12.2 - The wolf under the cloak of professional associationism

I cannot finish the final roundup of my competitors (world over, I must say) without talking about professional associations which safeguard the interests of our activities.

There is an event, in *Parallel lives* by Plutarch,^(o) in the chapter about Lycurgus, where the tragic story of a young Spartan is recounted who, having hidden a small wolf under his cloak (or a fox, if I'm not mistaken), heroically suffers in silence, in front of everyone, while the animal ate him entirely.

This short story is to me a metaphor for the participation of many offices of my group, glocalised in different countries, in our European association (but also overseas): indeed, several multinationalised multilingual services companies registered with these professional associations still refuse to admit the almost perfect futility of their participating in the life of said associations. In them, multinationalised and glocalised agencies, are housed under the same cloak that covers the "wolf" of monolocalised letter boxes.

Creating national and international associations, made up of both glocalised agencies (or in the process of multinationalisation) and monolocalised companies, is like trying to mix the sea and oil. You always end up considering problems with the sea as eternal points on the agenda which overshadow all other possible discussion. When you bring the level of the makeup of an association down, you can only be devoured in silence, by the most commonly found and voracious wolf, that is shrewdly hidden (shrewdly by their standards) in contact with the living flesh of activities.

However, the thing that is even worse is the fact that, on the marketing level, this masochistic strategy of mixing with letter boxes leads to a definitive relinquishing of really presenting and cultivating the glocal (and multinationalised) positioning on the markets.

On the contrary, the glocalised companies or those in the process of multinationalisation only end up transforming themselves paradoxically into supporters (often involuntary) of monolocalised companies.

They, in reality, end up hiding their courageous and honest glocal or glocalised future positionings under the same mythical cloak: as such, everything falls apart and becomes paradoxical.

The lack of eschatological and translational culture fatally leads to the misplaced "heroism", "useless and masochistic" described by Lycurgus, the great Spartan moralist. The true solution to the issue of modern associationism would, as such, be to form the only professional association that does not yet exist, opposed to those of freelancers and monolocalised letter boxes at the European and extra-European level.

These are associations that are similar and numerous in the same falsified positioning.

When will there be an exclusive association for global and glocalised companies?

^(o) Plutarch, *Parallel lives*, (written around 100 AD), C.U.F., Belles Lettres, Paris, 1999.

12.3 - The major error of being politically correct: you must never talk about it

Before putting down my pen, I must recall the only criticism I received for the release of my first book which I wrote with two other managers of my company,^(o) more than fifteen years ago. After a long series of praises for the book, our university professor ended his definitive criticism of a chapter (the seventh) that we “should not have written it”, quite simply.

In my 2007 postface for the updated edition of the book for the thirtieth anniversary of my group, I decided to republish this chapter in full on “the cultural and political environment” which should not have been written. What was is about?

The chapter was devoted to cultural and political aspects of our sector of activities. We dared to talk in our book, which “should” have limited itself to being the “Instruction manual for linguistic and multimedia services” according to the opinion of our highly respected critic, about extra-professional themes that technical and professional books “should not talk about”.

“It isn’t the way things are done”.

This concerns the subjectivity of the author. His personal and even intimate opinions which must absolutely not appear in a professional essay which must keep a tone and to limits of “total objectivity”. In short, it is not “politically correct” to contaminate the “science” of an analysis and “rigorous” description with opinions which should not talk about the public debate in a specific field.

This is a summary of the explicit and implicit motivations of our professor and critic belonging to the gallop of “groupthink”. I wonder what this type of critical reader would think about a book on glocalism or a section (the 11th) similar to the chapter that they judged to be irrelevant is preceded and followed frequently by considerations that are “politically incorrect” and even theologically external from any rationalistic “relevance”. “It isn’t the way things are done”.

Why can Man, who naturally is human before being a plumber or translator, not talk about these ultimate and essential issues?

And why should Man not link (*religare!*) these dimensions that are also a key to the issue of practices in these activities? And again, why should Man not – like any human, living being – ask in a free discussion about these themes on the public stage? And finally, why should a book – little matter if it is primarily professional – not deal with the spirit (our spirit) and the Supreme Being (the Supreme Being of all of us) and speak about translation memories alone?

The criticism that I considered baseless from my good professor, which rattled in my head for fifteen years, finally, is the same that has incited me - if I may say so - to write this small book.

What – at the moment – am I more afraid of?

As you see, you who are reading this, I thought about finishing with a small A4 page remark: it seems though that I have to write another.

I absolutely must talk about what I consider to be the cultural and spiritual deviation that is probably the most serious of our era: that of secularism coupled with relativism: the root of our culture that is on the decline. And then, I will truly have finished.

^(o) J. Permentiers, E. Springael and F. Troiano, *Traduction, adaptation et éditng multilingue*, op.cit.

12.4 - Secularism as the most serious and pernicious problem of our era

Currently, I worry about the same objection raised in 1994 by this techno-scientist professor.

The ideology of groupthink, this *politically correct* idea which was the basis of this only negative criticism, can only continue - not just in Europe - to develop and deepen. It has even become the crossroad for all of the most masochistic and anti-liberal ideas – I am weighing my words – of our era.

It has changed, from a taboo of not talking only about cultural politics, into a taboo of not talking, in public it goes without saying, about ideas and concepts which create all others ideas and concepts.

We must limit ourselves to engineering or industrial management – claims this curiously totalitarian ideology – and must prevent the philosophical and theological “interference” which are on the other hand “intended” for the personal sphere (of the professional). Public space must be preserved, sterilised from any contamination, particularly by religion: the eschatological considerations are not even relevant for business ethics. Here in Belgium, the theme to be discussed – for example – is that of the elimination of the letter C from all names of historic institutions: the C of Catholic, naturally. It must disappear. Oh, it isn't that this C is useless: quite simply it doesn't have the right to be mentioned in something public. That it remains shut in and silent inside the consciousness of people and in the stones of the churches (or also the synagogues, mosques, temples, etc.).

In the authorities of the human *polis*, where you must “deal with things”, one cannot even introduce eschatological or metaphysical themes. “It isn't the way things are done”...

This ideology where primary and ultimate ideas are forbidden and subject to the ostracism called secularism: “since we are secular (and not devoted religious people), if you write a book about a profession, you better not bully us with immaterial principles. We only talk about techno-science, the concrete and tangible... In secularist authorities we do not talk about anything other than, quite rightly, things: any other message, about salvation or transcendence, must remain strictly limited to the individual's private space: in other words, “you can think whatever you like as long as you do not put it out in public space.”

Secularism – and not secularity – as such subtly presents itself as the most liberty-curbing thought of our era: it emasculates everything and kills all possibilities at their very roots.

To make a more general and current comparison, you could give the example of the latest nomination for the new Belgian Archbishop, Monsignor Léonard, who has replaced Cardinal Danneels. The country's media was very hostile to this choice. The reasons for this opposition, which dated back to the 90s, are to be found in the very Ratzingeresque positions of the new Primate of Belgium on many themes: rather than rejoicing in this ecclesiological unity (who else should an archbishop agree with than his Pope?), the media, for example, hardly appreciated his consistent attitude of participating in public debates (with no direct power, naturally, other than that of his simple and celestial opinion). The secularist idea is here quite politically prevalent: they prefer positions judged to be very, overly distant and “civil servant-like” of the previous cardinal, even if they are theoretically rigorous.

Why should we not look for and ask about the relationships between things and the absolute in a free debate? Between creation, glocalisation and multilingual quality?

13. Professional, philosophical and theological glossary

**It is worth weighing your words,
particularly those about the metalanguage of multilingual services.
Those words that secularist ideologies
have banished from public debate,
common sense and culture must reintegrate.
These are the words to know and recover
even in terms of the clarity
of their meanings.
Our general freedom depends on them and so
does our professional liberty.**

Aa

Above-the-line

Literally: above the line of advertising visibility and audibility. Range of advertising activities covered by public media (press, radio, TV, cinema and posters). General advertising, the image and notoriety, are - primarily if not exclusively for major brands - above-the-line media. The new Internet media is between above- and below-the-line (see **Below-the-line**).

Acceptability

In linguistics, acceptability is a concept that stems from various factors, the most important being grammaticality. There are different levels of acceptability for a text or utterance. In translation, the acceptability of a text is determined by whether it is grammatically correct and, on the semantic level, if there is a complete reproduction of meaning in the target language. For the socio-stylistic aspect, acceptability is determined by the aesthetic intelligibility developed in the text, which goes as far as claiming, and thus paying for, a stylistic level of adaptation quality or "zero-error" editing quality, i.e., well beyond just translation quality. Terminological acceptability is defined by the relevance and precision of the technical phraseology of the text (see **Techneme**, **Technolect** and **Terminology**).

Acme

The highest point in the melodic line of a sentence.

Acrostic

Form of verse where the first part of each line spells out a word. Generally, to highlight the device, these letters are printed in upper-case.

Adaptation

Transposing a text, or more broadly a work, into another language, making sure that the sociostyle, graphical presentation, and the content of the message conform to the characteristics of the target audience in the source text. This accordance is only possible if it is done by translators, copywriters and graphic designers, in order to give due weightage to all the elements in the target language that were originally established in the source language. Adaptation quality differs from translation quality and publishing quality. (See **Translation**, **Editing** and **Publishing**)

Ad man

Slang for advertising specialist.

Adversative

An utterance that marks an opposition. For example, an adversative phrase begins with *but*, *although*, *even if*, *however*.

Advertorial

Informative advertisement in the form of an editorial. Also called a Publication report.

Allegory

In the group of metaphors, an allegory is a concrete or personal representation to present ideas or concepts through symbolism (for example, the scales symbolising justice).

Alliteration

Repetition of identical consonant sounds in a sequence of words. English literature has many examples of famous alliterations:

*When to the sessions of sweet silent thought
I summon up remembrance of things past,
(W. Shakespeare, Sonnet 30).*

Alliteration generally produces an unpleasant effect when it is not deliberate. When used cleverly, for example in advertising, it is rather catchy.

Allophone

A person whose (native) language is different than that spoken in a country. The position of foreigners has become very topical in all developed countries in the past forty years.

Allusion

A stylistic device that introduces a polysemy, which allows a different meaning to be suggested. An allusion can take the form of an equivocation, pun, or anachronism. For example: *to wash one's hands of it*.

Alterity

Philosophical concept defining "otherness". Since the taboo of incest and the destruction of the Tower of Babel, open society and multilingualism have been created.

Amphibology

Syntactical ambiguity, generally unintended, that creates polysemies that are very embarrassing to translate. For example: *He took a train to the south of the country, and marvelled at the different landscape, which he had not done in a long time*.

Anachronism

Chronological error in a sentence. An anachronism can be intentional for a stylistic device such as an allusion.

Anacoluthon

Phrase in which two successive clauses appear with often no logical relationship between them. The initial construction is suddenly abandoned to begin a second. This stylistic device is particularly despised by translators when it is unintentional or clouds the clause.

Anaphora

A device which consists of repeating a word or group of words at the start of a phrase: *It was tennis in the morning, tennis in the afternoon and tennis in the evening, all weekend*.

Anomalous

An utterance that can only be interpreted in the context of a semantic or poetic code to which it relates.

Antiphrasis

Device where a term or expression is replaced by its opposite, often with ironic intent: *Naturally, she always understood everything (= She didn't understand anything)*.

Antonomasia

The use of a proper or collective noun to express a general idea (as a Solomon for a wise ruler).

Apheresis

Elision of one or more phoneme(s) from the beginning of a syntagm: *round* for *around*, *coon* for *raccoon*.

Apocope

Elision of one or more phonemes from the end of a word: *oft* for *often*, *caf* for *café*.

Apposition

Grammatical construction in which two usually adjacent nouns having the same referent stand in the same syntactical relation to the rest of a sentence (e.g. *the poet and Burns* in a "biography of the poet Burns").

Art Director

Head of layout, graphic design and general design of an advertising document (abbreviated to AD). In audio editing, i.e. the recording phase, the art director is the head of the artistic interpretation of dubbing created by the speakers or actors. They are assisted by a native language translator who ensures good pronunciation, elocution coherence and perfect adherence to the text.

Attitude

General disposition of a person towards a product, service or brand. *Attitude type*: collection of public attitudes that, through a simplification process, are brought into a standard and meaningful model (socio-cultural categories or market segments).

Audience

Group of people who, over a set period, are exposed to an advertising message. *Cumulative audience*: audience gained through repetition of the message. *Potential audience*: group of people who could be reached by a format during a campaign. *Actual audience*: portion of the audience actually covered in the target group. *Effective audience*: portion of the audience who have the typological characteristics of the target group. Audience also applies to readership.

Bb

Barbarism

A common error in translations. Being led to use words without realising, under the influence of the source text, by also interfering in the morphology of foreign words. Sometimes, barbarisms even escape several proof-reads and revisions. The use in French, for example, of the expressions *Le Premier* to mean the prime minister, is a barbarism (influenced by the Dutch word *De Premier*). The same goes for the use of the word *challenge* rather than *défi*, being influenced by English.

Baseline

Concluding headline placed at the bottom of an advertisement or section of a brochure that summarises the advertising strategy of the company.

Below-the-line

Range of promotion actions carried out below the line (of advertising visibility and audibility). These actions are as such conducted “outside” of public media: press, radio, TV, cinema and posters (See **Above-the-line**).

Body copy

The main text of an advertisement or leaflet; usually called the copy (See **Copy**, **Baseline** and **Headline**).

Borrowing

Use of a foreign language word without changing the original spelling (e.g. maestro, art nouveau, chauffeur).

Box

Typesetting, often framed, which is ready to be integrated into a page layout.

Brake

Negative motivation that pushes an individual towards not doing something. For example, the preparation of sales pitches or writing of mailings must taken brakes into account and quickly pre-empt them.

Brand activation

The arrival of the Internet, with its social networks and mix of several communication channels to attract new consumers (who are increasingly difficult to spot) has led to the modification of former below-the-line techniques: they are increasingly the most common route for brand (and product) activation. We no longer talk, quite simply, about below-the-line, but instead about 360° communication using several types of media.

For example, in addition of the traditional press, radio, television and posters, we use combinations – often surprising – with the Internet, mobile telephone, video sharing sites, online gaming, e-mail, events, public relations, etc. Advertising has changed significantly since the 90s (See **Below-the-line** and **Advertising**).

Briefing

Set of instructions and recommendations sent to the editor, translators and publishing manager by the client in order that they can carry out the work correctly.

Business ethics

All moral rules which preside over the activities of a public institution, company, sector or submission for a call for tenders.

Business-to-business

Direct communication from one company to another company. A direct advertising technique primarily for products and services that are not meant for the general public. The technique is complex and uses a mix of below- and above-the-line advertising where direct mailing and telemarketing play key roles. The role of writing in *business-to-business* communication is essential. Abbreviated, it is written 'b2b' or 'b2c' for business-to-consumer (for mass consumption).

Cc

Caption

Initial phrase which begins an article, advertisement or copy. More modern usage than "incipit". Also the explanatory comment accompanying a pictorial illustration.

Carbon copy

A so-called "literal" translation that reproduces the structure of the source language in the target language. It is a word for word translation so feared by the client who is, often with good reason, concerned that the text should not be transposed by an amateur, by picking up the first equivalent word from the dictionary. Furthermore, it is well known that natural languages and word to word translations are incompatible. (See **Literalness** and **Literal translation**)

Character

Smallest unit of composition, corresponding to the representation of typographic space. The character is particularly important as a basic element when calculating the price of composing a text, which is calculated per thousand characters.

Circumlocution

A periphrastic utterance that expresses a point you wish to remain hidden. For example: *He died following a long and painful illness.*

Climax and catacosmesis

Stylistic devices where elements are arranged in an ascending (climax) or descending (catacosmesis) progression.

Colophon

List of the names of the publisher, director, chief editor, printer and information about copyright, edition, etc. of a publication. In general, the colophon is printed at the beginning or end of a document (generally a magazine).

Communication territory

Relational dimensions and fields using a specific communication technique. A market population, defined in a subjective way, where – generally – advertising works for the image of a brand and direct marketing is used for its promotion.

Computer graphic designer

The former graphic designer who glues his bromide paper and produces the lettering for titles has transformed into the computer graphic designer with mouse in hand. Since the mid 80s page layout has been carried out exclusively on screen.

Concept

General and abstract representation of a product or service. The creation of a concept for a brand (or product/service) consists in the shaping of its strategic identity.

Copy

Abbreviation of **copywriter** and **body copy**. Typewritten text of an advertisement or an advertising brochure (See **Body copy**).

Copyright

The author's rights and consequently the banning of reproduction without prior authorisation. Not to be confused with copywriting.

Copy strategy

Document which defines the concept, focus and pitches of advertising or a direct marketing campaign.

Copywriting

Conception and editing of advertising or marketing texts according to the rules of the trade, marketing objectives and the pre-established positioning of the product/service. In translation, the copywriting quality requires the text to have high translatability. Copywriters are sometimes also translators (See **Editing**, **Rewriting** and **Translatability**).

Core-business

The specific activity of a company. Since the 90s every public institution and private company must concentrate their activities on their core-business, i.e. the specialisations of their activities. Naturally, they must externalise the others (See **Outsourcing**).

Core target

Within a target, a group of prospective clients more likely to respond positively to an offer.

Corporate image

Collection of conceptual, visual, stylistic and referential characteristics of a company. In addition to the definition of brand image of a company or product, the attributes conferred on a company by consumers, clients, suppliers and the environment (corporate identity).

Correct tenders

Public institutions and private companies often publish calls for tenders in order to select one or more tenderers in the market. The adjective "correct" highlights the issue of legality, fairness and professional level of these calls for tenders: usually they are judged to be unacceptable.

Company culture

Collection of connotations relating to marketing positioning, production organisation, national and international reach, behavioural principles and, more generally, the moral vision of the management and personnel of a company.

Creativity

Aptitude for the spirit of invention, innovation and of introducing new and original ideas. The Ancient world categorised it in the part of rhetoric called "inventio". Writing and translation are, naturally, key factors in editing creativity.

Dd

DE

Acronym for Designer-Editor (See **Copy** and **Copywriting**).

Dealer imprint

The area, often outlined, reserved for the address of the retailer or brand representative in a printed leaflet.

Deadline

Final date and time for the production of an editing operation (See **Going to press**).

Delocalisation

The delocalisation of a linguistic product stems from the fact that you are writing or translating a text into another language in relation to the language spoken in that particular country, in which the writer or the translator of the text lives. If, for example, you write (translate) into Italian or into Japanese outside of Italy or Japan, you are causing the delocalisation of linguistic products. The harmful consequence of this delocalisation is demonstrated by the numerous lexical, idiomatic, or conceptual alterations that the translator or reviser unwittingly introduces into the text. The same translator or reviser, who lives abroad, but who continues to write in his or her own mother tongue, is influenced by the language in daily use in that country. In effect, they tend to unconsciously retranslate foreign expressions into their mother tongue. Furthermore, each language is evolving, more so than you would believe. In time, translators who have emigrated inevitably lose their grasp of terminology and even the style of their native language. This is the main reason that pushes monolocalised agencies, who become innovative, to found their strategy on the “relocalisation” of their linguistic production through the creation of offices in target language countries (where the languages are spoken). This way they can ensure the linguistic quality of texts! (See **Glocalisation** and **Relocalisation**).

Design

In marketing: a creative process which aims at studying and creating visual works (shape, colour, material, font, graphic design, etc.) intended to define the aesthetic and functional identity of a product or its packaging.

Deverbative

A noun derived from a verb. *Achievement* (from *achieve*).

Dialect

Even a homogenous language changes with time, creating divergent forms due to socio-cultural variations and speech communities. These varieties of the language are called dialects. They can, in turn, achieve – as a reverse process – the status of a language.

Direct mailing

Direct advertising via mail that consists, for the advertiser, of sending advertising and editorial documents directly to potential clients they have identified. (See **Mailing**).

Dispatch

Collection and distribution service of a company. A monolocalised agency is a dispatch when they have no in-house translators and only dispatch all texts to freelancers and forward them to clients, carrying out no linguistic intervention.

Doxology

According to the classification of lexicographer Ad Hermans, in his *Dictionnaire de sociologie* (op. cit.), doxology is the discipline that studies the general (generic) cultural level of modern man – so copywriters and translators – with no special training or specialisation.

Drop initial

First letter of a page, chapter or paragraph that is written far larger (and in bold) than the text in order to typographically illustrate the page. It has been shown that the use of a drop initial increased the readership rate of a page by up to 15%. Monks copying in the Middle Ages were already well aware of this principle. They also created the most beautiful decorated lettering ever drawn (miniatures).

Dubbing

Recording texts to accompany an audiovisual work (film, animation, slideshow, etc.) in one or more languages. The translation technique varies according to the text type: it takes duration of sequences (voice over), melodic rhythm (songs) and lip movements (lip dubbing) into account.

Dysgraphia

Inability to write caused, generally, by a mental disorder. Not to be confused with the general and relative dysgraphia of our times caused by a certain loss in the habit and familiarity of writing: we call on the phone or send text messages.

Ee

Ear

Areas on the right and left of the front page of a publication (journal, periodical, house organ, etc.) in which the titles of articles appearing inside the publication are printed.

Editing

In industrial culture, editing means all the operations necessary for the publication of a commercial message (informative, advertising or, in general, marketing). In the editorial field, editing consists of rewriting - the task of a skilled writer (the editor) - a text intended to be published. Even the author of the text can participate in correcting the final version. Multilingual editing means all the translation operations necessary to produce a document in several languages. The term editing is often used as a synonym of publishing. However, the term publishing covers the graphic, typographic (production of prints) or, generally speaking, the mastering operations (audio/video recording) carried out to produce the CDs (See **Publishing**).

Editor

Writer responsible for editing (See **Copywriter** and **Editing**).

Ending

Final phrase of an article or copy.

Errata corrigé (usually shortened to “errata”)

Latin expression literally meaning correction of errors. List of corrections to be made to a publication.

Eschatology

A discipline that is not very popular these days, where people tend to live – generally – for the now. Eschatology deals with the ultimate purpose, origin and mysteries of man. In short about God and the role of eternity in our life. Or even better, of our life, even daily life, in relation to God, His laws, death and our freedom... In truth, everything leads to eschatology and eschatology is linked to all aspects of our life. If only we would think about it.

Esperanto

An artificial language, aspiring to replace all other languages in a universal bilingual utopia. It was created in the previous century based on a combination of almost all the major languages around the world. The idea it is founded on is naturally techno-scientific (or better, techno-science) and is a typical example of the failure of modernist utilitarianism which dominated over the twentieth century. Currently, the existence of Esperanto has been completely forgotten.

Ethics

Moral conception consisting of behavioural principles and rules intended to make interpersonal life honest and civilised. Ethics also apply, naturally, to economic activities (See **Business ethics**).

Etymology

Study of the process by which languages and words change over time and across cultures.

Euphemism

Stylistic device which aims to take the sting out of a notion. **Understatement**, **circumlocution** and **allusion** are the most commonly used forms. For example: *Translating your 95 page text in one day? That seems difficult to me.*

Excellence

While quality is always relative (it is defined by comparing the promised and actual product), the excellence of a supply is defined in absolute terms: the best caviar in the world (or among the best), the fastest PC with the highest performance technology, highest level multilingual service ("zero-error"), etc. Excellence in translation and multimedia publishing can only be achieved by international and glocalised translation agencies that have operating subsidiaries which are capable of ensuring an internal linguistic check using hi-tech equipment for pre-press and mastering (See **ISO**, **Overclaim** and **Quality**).

Expansion (coefficient of)

The increase (or decrease) in the number of words caused by the translation operation. The coefficient of expansion is the relationship between the number of source and target language words.

Ff

Final copy

Document (camera-ready) ready to be scanned (See **Model**).

Financial guarantee

An insurance policy that some public institutions or private companies (very rarely) require in their specifications for submissions for public tenders or competitions.

Flatplan

Miniature presentation of all pages of a print on a plate, they are often arranged in a book. Current layout and position programs automatically create flatplans.

Flyer

Leaflet or unfolded and independent sheet given out.

Freelancer

Independent professional working for companies on the basis of a fixed contract on an order. Multilingual services agencies and advertising agencies, for example, use many freelancers. Monolocalised agencies boast of having thousands of freelancers "available" (who are also "available" for other letter boxes).

FTP

Acronym of *File Transfer Protocol*. Protocol for transferring files via the Internet, with an access code.

Full bleed

Printing is full bleed when it covers the useful surface (or part) of a page. In effect, it is the trimming after printing which means the bleeds (printed) can be kept which would otherwise be lost when cut.

Gg

Geo-style

The geo-style of a language is made up of characteristics specific to a certain country (or geographical area). For example, there is British English or American English, Castilian or Argentine Spanish, Lusitanian or Brazilian Portuguese. Even when referring to "Dutch", there is Dutch or Flemish (as is written and spoken in Belgium), both places being less than 100 km apart! The process of globalisation seems to favour, in an apparently paradoxical manner, the characterisation of languages and it seems to make the strategic divergence of linguistic geo-styles (Czech, Slovakian, Serbian, Croatian, etc.) more favourable. Since language is increasingly a valuable factor in quality and the competitive geo-marketing sector, it is necessary to possess the ability to produce it (and to check it) "Where it is spoken". This is another reason at the base of the strategy of relocalisation of linguistic production, which has enabled the growing multinationalisation of glocalised multilingual services agencies.

Gist

A translation done entirely by software without any human intervention. Often the level of intelligibility of this gist is insufficient, to the extent that this type of translation (automatic) is unusable. This depends of course on the (source and target) languages and above all the "machine translation" system used. Multilingual agencies generally have Systran, the world leader in automatic translation. Their translators and terminologists work on texts to make them intelligible and of high quality (See **Machine translation**).

Glocal

This neologism comes from the words "global" and "local". This new adjective combines the opposing signifiers of the two words: the concept of global and of local. In effect, "glocal" comes from the English word "glocalisation", which appeared in marketing language at the end of the 90s in the United States. "Glocalisation" describes the creation of services aimed at international markets but designed to be adaptable to each local culture. The concept of the relocalisation of language production (Producing them where they are spoken), which is at the foundation of the strategic positioning of multinationalised companies' activities, is nothing but the "glocalisation" of linguistic services. After twenty years of globalisation in the world economy, the "Think Global, Act Local" strategy of the 1970s can only achieve a new concept of production specific to global and, at the same time, very local activities: the glocal aspect of communication languages, for example.

Going to press

Going to press is the final deadline before sending the files to the printers (See **Deadline**).

Graphical era (that of glue and scissors)

Towards the middle of the 80s, the invention of DTP (Desktop Publishing) radically changed the production method of graphic design, illustration and photocomposition: these three operations were integrated on computers. As such, it was the end of photocomposition by cutting and gluing images and photos that had also been cut and glued onto a mock-up.

Grey terminology

Terms or idiomatic expressions belonging to phraseology – often specific to business – which have not yet been published.

Groupthink

Groupthink has been talked about, especially in newspapers (by journalists and very rarely by real and pseudo-philosophers), for around twenty years. There are two basic meanings associated with this word. First, the idea of conformist, reductive and simplistic design that is generally not specified but occasionally defined by critical users who wish to stigmatise opposite viewpoints. As such, everyone wants to attack everyone with the accusation of groupthink in the more beautiful and least rigorous of relativisms. Then, there is another definition – less widespread – which concerns the very common ideology of secularism and political correctness which has become the example of groupthink (See **Secularism** and **Politically correct**).

Hh

Header

Text introducing an article, generally written in bold.

Headings

All titles, subheadings and insert titles of a text.

Headline

Title at the top of an advertisement or article.

Hiatus

The occurrence of two vowel sounds without pause or intervening consonantal sound in two different words (or in the same word) forcing the speaker to pronounce them with their mouth open.

Homonym

A single word which can mean two things or refer to various people, or even a “virtual synonym”. They are often synonyms; their semantic equivalence is rarely perfect.

House organ

A finished company publication for internal and, particularly, external communication (clients, prospects, purchasing advisors, professional environments, public relations, etc.). Company periodicals, which can be in various forms, increasingly tend to highlight the convergence of the typically internal human relations function and the typically external past image and positioning function. House organs are increasingly published online.

House style

Style guide chosen by a company and, more particularly, the typographical and graphical style for company writing.

HTML

Acronym of Hyper Text Markup Language. Code used to create hypertext links on the Internet.

Hyperbole

Stylistic device which uses deliberately exaggerated expressions: *He eats like a lion*. Hyperbole is used in advertising: *the sales conditions are scandalous (= exceptional)*; *rock bottom prices*.

Hypercorrection

The fact that texts are never perfect can cause the writer or proofreader to keep making changes forever, beyond the grammatical, terminological, or stylistic need to do so. This excess correction is known amongst linguists as hypercorrection. It can mean, not uncommonly, the paradox of worsening the text by introducing, for example, syntax variants or the loss of exact meaning of the original.

Hypertext

Text saved in computerised format which - through the use of a word processor program – can redirect the reader from one word to another. By clicking on a word which has been underlined, you are sent directly to the part of the text corresponding to the word that had been specially formatted. Particularly used on websites.

Hypocorism

The use of “pet names”: *Babycakes*, *Sweetiepie*. Hypocorism is also used for ironic, sarcastic, paternalistic or aggressive aims.

li

Ideogram

Stylised drawing of an idea or object. Often used in designing logotypes.

Idiolect

An individual's specific phraseology in a given situation. Idiolect comes from the word technoelect and determines a person's specific style.

Idiotism

Expression of an idiom. The idiom is a collection of countless (idiomatic) expressions belonging to a particular community which cannot be translated word for word into another language. For example: *It's raining cats and dogs.*

IFT

International Federation of Translators. Global association primarily for freelance translators.

Immanent materialism

Philosophical concept according to which nothing exists except that which can be directly and materially observed. All that is abstract, which cannot be observed by the senses and which is not positivist and phenomenological does not exist (or should not exist).

Institutional advertising

Advertising intended to create or develop the image of a company, rather than to stimulate sales in advertising goods or services.

Internationalised agency

Advertising, translation or graphic design (printing and websites) agencies who are already internationalised or in the process of internationalising. Often the positioning of these agencies is that of glocalism (See **Translation agency** and **Glocal**).

Interpolation

An insertion that divides a clause and has no grammatical relation to the clause: "*I'm off*" – *he said* – *and he left.*

In-house

Internal collaborators within the company. In-house translators, graphic designers, writers, art directors, etc.

Insert

Leaflet placed inside a magazine. Loose insert: a stiff paper advertisement that is not attached to pages of a magazine.

Inside back

Inside of the back cover of a publication (Inside front: inside of front cover).

Interference

When two or more languages are used together often, lexical or syntactical interference frequently occurs. This phenomenon, which describes the errors brought about by the influence of one language on the other, is a classic problem in translation and can be solved by rereading and revising the text several times. A poor translation into English of the German sentence *Ich danke Ihnen dafür, daß Sie gekommen sind* into *I thank you that you came* is the result of a syntactical interference between the two the languages. The radical solution to this problem is glocalised production.

Interpretation

Interpretation is defined as any oral translation from one language to another, which is aimed at an audience. Translation, on the other hand, is any written transposition into another language. Eight types of interpretation are listed: simultaneous, whispered, consecutive, liaison, by sight, teleconference, mixed, and sworn interpretation. (See **Translation**).

Intra muros

Literally “within walls” in Latin. Activities, notably the production of texts, carried out within glocalised offices, so not outsourced to freelancers, which guarantees their confidentiality. The only method to ensure that texts are truly confidential is to keep and process them within the company itself, within its walls.

Image

Set of perceived and projected representations by which the public identifies a company, brand or product.

ISBN

Acronym of *International Standard Book Number* (standard international code for books). The ISBN number, granted to every editor, must be printed on every published work. (See **ISSN**).

ISO

Acronym of *International Standard Organisation*. The term ISO 9000 refers to five international standards. The standard ISO 9000-1 provides quality assurance guidelines: the three others (ISO 9001, ISO 9002 and ISO 9003) are the references for assuring company quality systems and are granted with a certificate provided by registered organisations. Whereas the standard ISO 9004 is used for internal quality control, ISO 9001, 9002 and 9003 refer to the external quality control in contractual situations (customer-supplier relations). In the United States, the ISO 9001 standard is called ANSI/ASQC 91-1987; in Spain UNE 66901; in Sweden SS-ISO 9001; in Italy UNI EN 29001.

ISSN

Acronym of *International Standard Serial Number* (standard international code for magazines and periodicals). The ISSN number, granted to every editor, must be printed on every published work. (See **ISBN**).

Jj

Jump (or breakover)

Part of an article on the front page – on the right-hand side and/or bottom – of a newspaper or company periodical that continues inside the publication.

Kk

Know-how

It can mean professional expertise in general as well as the techniques and technological systems of a company.

Knowledge management

Multilingual communication is part of this. It is managed on the basis of translation memories and digital terminological databases for each language. The client's head office, subsidiaries abroad and glocalised agency offices must work in harmony in managing and developing knowledge management.

L

Language industry

The increasing globalisation in world economies accelerated significantly from the 80s onwards and thanks to the arrival of digitalisation and the Internet. The resulting development in the use of languages produced an industry that produces both linguistic services and software (translations using translation memories).

Layout

Illustrated draft copy, most often using markers, and more generally, the graphic arrangement of various elements (titles, text, pictures etc.) of a brochure, poster, logo etc. (See **Mock-up** and **Rough**)

Leaflet

Advertising document consisting of a single sheet of paper that is often folded.

Letter box

Refers to translation agencies monocalised in a single country who sub-contract texts to freelancers which they deliver to their clients, without being able to either read or correct them. They do not have – it goes without saying – internal revisers to be able to check and validate their multilingual productions (See **Translation agency**).

Line block

Document consisting of lines or solid areas without any gradation of tone, which can therefore be reproduced without screening.

Linguistic engineering

Modern translatology, especially in the 90s, increasingly turned to information technology and telematics to develop new multilingual production techniques. The most successful results of linguistic engineering are localisation and translation memories (See **Localisation** and **Translation Memory System**).

Lingua franca

A fairly rudimentary mixed language consisting of grammar and vocabulary from several different languages. Often found in multilingual communities in port cities. Also called pidgin.

Linguistic check

A linguistic check is the initial sequence of the “quality loop” which consists of at least two other operations: the correction of identified mistakes and final validation of the text. The linguistic check of multilingual texts is achieved by working within several parameters, which must of course be contractualised (if you want to be sure of being served properly). In fact, a linguistic check, or more often linguistic checks in the plural, is the keystone of linguistic quality (and of its eventual layout). Simple ortho-syntactical checking can be used as easily as pertinence checking (during writing), semantic accuracy (during translation), checking of terminology and idiomatic phrasing, geographical or social style checks, textual suitability in relation to the layout of the text, etc. This can be implied in a contract but it is better to specify it. (See **Multiple-level reading** and **Quality loop**).

Lip synchronisation

Synchronised film dubbing where the sounds of words are timed to match the corresponding lip movements. Text translation for lip synchronisation differs from that done for subtitling. Subtitling is linked more with segmentation of visual sequences than with lip articulation.

Literal translation

A reproduction in another language created, blow by blow, from a dictionary, word by word, is usually called a literal translation. Clients request non-literal translations as, naturally; they are very concerned about literal translations. In reality, talking negatively about literal translations as if they were some vulgar carbon copy is inaccurate and incorrect: in effect, literal translation is part of the great translatalogical tradition that wants a translation to be faithful and even morphologically close to the source text. The definition of “literal translation” was invented to stigmatise the tendency to produce the famous “beautiful and unfaithful” translations. Modern translatology considers literalness in a translation to be the best for technical text multilingualism (See **Carbon copy** and **Literalness**).

Literalness

Form of translation, which consists of producing a version very close to the morphology and structure of the source language. Not to be confused with a word for word translation or a carbon copy. A literal translation is, in fact, a reproduction, which remains both accurate compared to the original text and stylistically irreproachable with regards to the target language.

Despite the common view that it is a bad translation, a literal translation is the most suitable for technical and commercial texts (and not only these). A translation that is not faithful is not a translation (See **Carbon copy** and **Literal translation**).

Litote

Stylistic device, a form of allusion based on negation to the contrary of what you wish to say: "Not a bad singer" or "not unhappy".

Localisation

Process of adapting software with a view to marketing it on a specific international market. This process, simple yet complex, consists of translating the user interface, resizing dialog boxes, incorporating specific national characteristics (if necessary) and checking the results to ensure that the program still functions perfectly.

Logo

Abbreviation of logotype. Trademark, symbol, etc., (of a company or institution), which often contains the shortened or lengthened name of its brand in its design. Example: the apple of Apple or the IBM logo in horizontal lines.

Logophobia

Fear of speaking in public. A typical reason why a potential interpreter may turn to translation.

Logos

Logos is the word, reason and mystery of life from which everything originates: Christianity explains how the Creator embodied Logo through Jesus Christ in human existence. Multilingualism has Logos in its ancestry and origin. But also at its end and final aim.

Logosphere

A neologism invented by the French writer, Michel Tournier, in the 80s. The meaning he gave it was the universe of words and concepts specific to poets and novelists.

Ludditism

A workers' movement in Great Britain at the beginning of the nineteenth century opposing the introduction of machines which were thought to be the source of unemployment. The name Ludditism is derived from Ned Ludd, a worker who destroyed a textile machine in 1779. The initial opposition of European civil servants to machine translation is reminiscent of this movement (See **Machine translation**).

Mm

Machine translation

A computer system set up for automatic translation (See **Gist** and **Translation memory system**).

Marketing

Coordination of activities and studies that aim to identify, anticipate and satisfy consumers' needs in order to obtain the greatest profit possible from the company's capital and thus to offer the best products at the best consumer price. The notion of marketing covers numerous activities, from the idea for a product to the after-sales service. **Marketing-mix**: combination of business activities involved in the marketing of a product (pricing, packaging, advertising, distribution, promotion, DM, PR, Internet, etc.).

Market segment

Portion or sector of the market which, for technological or commercial reasons, is open to new solutions. As such, market segmentation changes constantly.

Mastering

All the technical activities that enable the recording of the matrix (analogue or digital) of a master and which make use of acoustic and/or video equipment mixed in the studio. After the assembly and dubbing, the master is then used for publishing CDs or (publishing) DVDs. (See **Editing, Dubbing, Lip Synchronisation and Publishing**).

Meaning

The dominant ideology, or ideology that wants to be dominant in our era, advocating, covertly if not openly, that life has no meaning. There are only a few “philosophers” that explicitly support the idea of nihilism or its watered-down version: “weak thinking”. Generally, on the other hand, we do not talk about it: it is not done. Modern nihilism does not discuss meaning. It is even very vocal and debates about everything and anything, provided that it does not go beyond the limits of what is “politically correct”; “decency” does not search for the ultimate meaning of life. Most often, they avoid even the word “meaning”. We live, as the Theologian Theillard de Chardin said, in “gay nihilism” (marking that for him, before the 50s, the adjective “gay” had not yet become a word).

Metalinguage

Technical language or system used to discuss another language or system. Judging the quality of a text is not possible without metalanguage or a specialised glossary, which precisely defines the structures, morphology, and analysed terms. The creation of this interdisciplinary glossary is intended to supply a professional, philosophical and theological metalanguage.

Metaphor

Stylistic device in which two objects are compared by means of analogy: This law opens the door to abuse.

Metonymy

Stylistic device in which a word referring to an attribute replaces the thing that is meant (in which the cause replaces the effect, the container the content, etc.): *He drank a glass.*

Misprint

Typographical error where one letter is substituted for another (in the old fashioned hand written form).

Mock-up

Printed plan ready to be reproduced (photoengraved by a camera or scanner) and created by putting together the photocomposed texts, photos and illustrations. (See **Final copy** and **Layout**).

Modernism

The search for modernity is written into the human genetic code: the first anthropomorphic being to stand on two feet looked, in surprise and wonder, at the sky and began to walk towards modernity. Later, the biped became a techno-scientist and, above all, lost his wonder at the natural world and became convinced by positivist materialism; they became modernist, not modern. In other words, they continued to be curious and even to create, but forgot that they were a creature.

Monolocalism

Despite the world economies increasingly globalising there are many companies that remain monolocalised. There is nothing wrong with this: you do not have to multinationalise. Unless the nature of the production of your activities requires, since the 90s, what is known as glocalised multinationalisation. The example of multilingual communication activities is, in this case, obvious: as languages can only be produced and validated in offices located in target language countries, you must have as many glocalised agencies as languages promised to clients. Monolocalism is as such antagonistic to the production of multilingual services.

Monosemy

Statement or word that has only one meaning. Opposite of *Polysemy* (See **Polysemy**).

Motivations

Psychological reasons that push individuals to respond or not respond (desire, prestige, fear, etc.) to an advertisement.

Multilingualism

Multilingual services are the activities of glocalised agencies who supply companies who need to outsource these services in order to concentrate on their own core business (See **Outsourcing** and **Core business**).

Multinationalisation

Operation allowing a company to create several other operational offices in countries other than that in which the company is located. While globalisation is an irreversible phenomenon a large number of businesses, even amongst the very smallest, cannot help but assume international dimensions whether it is by exporting their products or services, or by increasing their number of international offices. Companies who produce multilingual services have, by definition, a multinational calling. However they risk remaining on the side-lines due to their intrinsic and obsolete inadaptability to their requirements: there is nothing more absurd than producing a leaflet in Chinese in Paris or a Spanish website in Berlin. The multinationalisation of linguistic services production is therefore becoming indispensable and unavoidable (See **Monolocalism** and **Glocal**).

Multipaternity

Characteristic of a text where the writing and translation were carried out by multiple people. Added to the creator and writer are the translators, revisers, terminologists, homogenisers and validators. The idea that a pragmatic (industrial) text can be written or translated by a single person comes from an obsolete concept and organisation and, in any case, is unrealistic today.

Multiple-level reading

Detailed reading, on several different levels (semantic, stylistic, morphological and lexical) to which every good translator commits themselves to in order to learn the vertical and horizontal dimensions of a text. In-depth reading is always the initial phase of a translation.

Mystery

This word has become rare. It is used in the situation where it is assumed there is a mystery until the moment when men discover the "truth of the facts" (for example in an unsolved murder). In principle mysteries, in our positivist and materialist culture, should not exist: all that concerns metaphysics, beyond what is tangible, does not exist. Man should and can know everything, without limitations, claim scientists. It all depends on the individual, on their own unlimited will. No reality controls or can control them, etc. It is also curious (though understandable and consistent) that the word mystery has become highly prized in so-called esoteric culture, of obscure or secret enigmas which are still widely used in a certain type of cinema and horror literature (literature that represents a cheap appropriation of the irresistible draw to transcendence).

Nn

Nemesis

In Greek mythology, Nemesis, daughter of the Night, was a personification of justice and order in the universe. She fatally struck those who exceeded their natural and ontological condition with her vengeance. The word nemesis then gained the meaning of the inevitability of your own fate which will tragically come about when you attempt to cheat it.

Neographism

Deformed spelling of a word that does not affect the way it is pronounced: *See you tonite; there was an ennoormus crowd at the entrance.*

Neology

Several thousand words, which hold the same esteem in all languages. To a lesser extent, it is also possible to see the disappearance of the words from usage. Language evolves more than you might think. Neology is therefore the art of inventing new words. Since you cannot create new expressions without any philosophical rules, specialists must carry out the creation of new technical-idiomatic words, especially if the words in question are multilingual words employed in technological usage or in international products or company brands (industrial neology).

Nihilism

Philosophy that denies any absolute value in life: the lack, for them, of a foundation in the existence of transcendence is the basis for it. Friedrich Nietzsche, the great German philosopher of the nineteenth century, took up this theory (which had already caused terrorism in Russia) and furthered it greatly. It brought him to his famous saying "God is dead". In reality, the great German philosopher, considered to be the epitome of nihilism, died in Weimar on 25 August 1900 while God was, and remains, still alive. Emblematically, the thinker died completely insane, well after having philosophically hugged a horse in Turin. Although he was gifted with staggering intelligence and impressive culture, by deliberately denying the existence of the Creator, it is inevitable that this giant of thought lost all sense of reason. Currently, nihilism has become a banal issue for shop assistants. It has been transformed into insipidness of all philosophical discourse. The modern notions of political correctness, cheerful superficiality of television and unsatisfactory theories of secularism have taken over to the level of a mass nihilist culture (See **Politically correct** and **Secularism**).

Notoriety

Ability of a brand to be recognised by the public. *Assisted notoriety*: recognition of the brand in a list that contains the brand. *Spontaneous notoriety*: spontaneous mention of the brand when the product type in question is mentioned.

Oo

Omnibus word

Word that can mean anything and so can only be understood from context: *Pass me that thing, please.*

Onomatopoeia

Spelling of words whose sound imitates the sound of the noise or action designated: hiss, bang, tick-tock. Note that very often such a word must be translated: COCK-A-DOODLE-DOO becomes COCORICO in French, CHICCHIRICHI in Italian, QUIQUIRIQUI in Spanish, KIKERIKI in German and KUKLEKU in Dutch.

Ontology

Philosophical study of the Being itself. Aristotle (and Scholasticism) defined it, with the name *transcendentia*, by indicating its nature "the thing in of itself", as being beyond its appearance and attributes.

Orphan

First line of a paragraph appearing at the foot of a page (column), for which a modification of the photocomposition or the text is needed.

Outsourcing

The externalisation of services. Modern companies must concentrate on the activities that are their core business and scope of activity where their know-how allows high levels of profit (See **Core business**).

Overclaim

Where an advertisement promises too much. The systematic overclaim of “letter box” translation agencies has done a lot of harm – and continues to do so – to the image of translation agencies.

Oxymoron

Stylistic device in which two contradictory or incongruous terms are placed together: *A weak tyrant; cruel kindness.*

Pp

Page make-up

Stylistic positioning and proportionality of graphic elements, photographs, and text on a page. (See **Layout** and **Preferred position**).

Paperless

At the beginning of the 80s, there was an exceptional acceleration in computer digitalisation which has revolutionised global production in twenty-five years. And it is continuing. Futurologists of the era devoted all their time to both enthusiastic and featherbrained predictions. One of these was that there would be offices without paper. We know what happened: we have never seen so much printed paper...

Paralogism

Fallacious argument, albeit in good faith.

Paronym

Word or sequence of words that have a similar spelling but different meaning: *Collusion* and *Collision*. *Excise* and *Exercise*.

Pascal's wager

Blaise Pascal (1623 Clermont-Ferrand,) 1662 Paris), the great French scientist, theologian and philosopher invented a wager (which has become famous) where he defended that it was reasonable and much more appealing to wager, found your own life, on their existence of God rather than the contrary. Firstly, as we do not know how to produce evidence of the existence of the Creator (or inexistence); it is preferable to wager on the positive hypothesis. Secondly, it is better to live with the idea that God exists, as all religious tradition over thousands of years (and at every latitude) has shown the good cultural foundation of transcendence. And even so, what if he does exist?

Payoff

Brief concluding sentence in a video or printed advertisement that is placed either above or below the trademark. Often, the payoff consists of the follow up of the logo and summarises the activity and positioning of the company (See **Slogan**).

Pentecost (speaking in tongues)

In Acts of the Apostles (2:1-11) the miraculous episode (festival – if you can say that – two thousand years since the Pentecost) is described where Jesus' disciples suddenly began to speak all languages that existed at the time. The Catholic idea of the universal nature of the message of Christian salvation was portrayed through the overcoming of the Hebrew religious concept founded, at the time, on it being limited to the “chosen people” (the Jews).

Pictogram

Stylised drawing representing a message without the use of words.

Pidgin

See **Lingua franca**.

Preferred position

The area that first attracts the eye on a page. During layout preparation, the preferred position to be taken into account is generally located in the upper left of the page.

Presentative construction

A form of syntax which allows a part of a phrase to be highlighted: *Here is the document I was talking about yesterday. There is a fly in my soup.*

Press proof

Final version to be signed by the client (or editor) for their agreement before proceeding to printing or putting online. Where necessary, the translation agency can also take the responsibility for signing drafts ready for printing.

Production manager

Specialist in prepress and expert in printing and forwarding procedures. In effect, they are the crucial link between the design and the production of a print. They are as such able to work – from the project phase – from forwarding to design and bring their precious know-how, founded on experience. In addition, they monitor the quality-price relationship by influencing the design and ensure that every phase of the production of a print is achieved perfectly. In Belgium, they are called the *chef de production*. Be careful, a production manager – like graphic designers – is supposed to consider texts only from a graphical point of view.

Proof

Printout or photocopy of writing submitted to the client or production manager before the final edition (See **Press proof**).

Proof-reading

Revision process of checking and correction that a translator carries out on a text which has already been translated by someone else. It must be noted that the target language must be the native language of both translators. It is also necessary that the first translator has the final word as to whether his colleague's corrections should be applied to the text. He will only introduce them after checking the precision and relevance of the reviser's amendments. After all, the proofreader can make mistakes too! It is acknowledged that this double check is generally sustained by the natural and well-known jealousy of the first translator, who will only apply corrections if they are systematically appropriate, terminologically precise and stylistically justified. Texts which are intended to be published are often revised several times: by a technical expert for the terminology, by the copywriter who is at least bilingual (to ensure the fidelity of the reproduction of the meaning and style) and by a language coordinator (in order to ensure homogeneity).

Polysemy

Word or statement having multiple meanings. (See **Monosemy**).

Positioning

Image or perception of a brand, product or even a company in comparison to other brands/products from the same field or a competitor.

Psychographics

Description and analysis of the psychological and behavioural profile of an individual or a group of consumers.

Psychologism

Psychologism, which has become a mass phenomenon, appears to want to dominate our modern culture. The absurdity of some verdicts (like the acquittals in cases of murders due to “temporary insanity” or the conviction of a burglary victim for “flaunting their wealth”) radically reduces the pretentiousness of the press and, above all, afternoon television. The psychoanalysis of Freud, which is rarely read and very poorly interpreted, has become a *de facto* replacement for the idea of sin: people go far more to psychologists, lying on the couch, than confessionals on their knees. As always, psychology is fine (it has always existed) but not the degraded version of modern psychologism.

Publishing

All activities linked to the publication of advertising material, carried out by either a company or institution using different formats (paper, cassettes, CD, DVD, websites, etc.). Multimedia publishing refers to publications that are integrated or in various formats. Publishing thus consists of mastering (the audiovisual recording from which CDs can be copied), pre-press (from the illustration and page layout on DTP right up to the production of the films), and editing, in other words, all the writing activities (copywriting, rewriting and scripting) that precedes the layout, shooting and sound recording. The term publishing is often used as a synonym for editing, even if the latter has more restrictive meanings. (See **Editing**).

Purchaser-clients

In new forms of industrial organisation, the purchasers are the purchasing managers – in their various marketing denominations – of the latest companies in this current era of globalisation.

Qq

Quality

Set of highly praised characteristics of a product or service that is actually being sold. To deserve the description “quality” there must be a correspondence between the sales promises and the reality of the product bought. A small economical car can be of high quality if the characteristics claimed match its actual performance, whereas a limousine, despite its extremely high price, may not be of “high quality” if its performance does not match what was stated, for example, in the advertisement. In translation, linguistic quality is associated with different levels of acceptability agreed between the client and the provider of linguistic services when the order is placed. (See **Excellence, ISO, Overclaim and Total quality**).

Quality loop

Quality Assurance (QA), such as that prescribed by the ISO 9000, sets out the quality control operations that will lead to the corrective actions that will be taken to eliminate any faults found in the manufacture of products. All these operations “Control, correction and validation” are collectively known as the “quality loop”. All Total Quality management is founded on the principle of the quality loop.

Rr

Ragged edge

Text with right or left vertical alignment.

Recommendation

Marketing and creative advice given by the advertising or direct marketing agency to the advertiser before the actual campaign begins. Recommendation also refers to the advice given by the translation agency to its client (or vice versa) before starting a multilingual project.

Recto

The odd page (right-hand) of a publication (prized by advertisers for its higher visibility compared with the even page).

Re-engineering

Technological reorganisation of the production process and human resources with a view to making the company competitive on its markets.

Reification

The etymology of reification comes from “res”, meaning “thing” in Latin. It is the process of “objectivation” with which materialist and positivist people transform reality into “things”. Up to the point they themselves become things destined for nothingness as everyone will still die. As transcendence is denied, reification is inevitable: as such, with an audacious shortcut, multilingual activities are virtually treated as nails to be sold by the kilo.

Relativism

Since truth does not exist for non-believers, and since, for them, life has no meaning, all ideas and actions come to be valued equally. As such, everything is relative in the insignificance of comparisons where each projectuality is always equal to another, even if it is different: anyway, we are in nothingness and we are all moving towards nothingness, is the claim of this relativistic idea which is villainous towards life.

Religare

The etymological root of religion: in effect, the religious attitude is that which perpetually and endlessly searches for the link with everything and otherness. Religiosity is in no way a “pious” and cowering attitude, but a permanent tendency to search for the absolute truth and justice. Quite the opposite of relativism, for example.

Relocalisation

In linguistics, relocalisation means to return an activity to the original location from which it had been delocalised (or which is based on delocalisation). Language production can only be carried out ideally, and with the highest level of accuracy, in the country or countries where the language(s) is spoken. Unthinkingly producing it abroad (or in a different geostylistic area) is nonsense. This is the basic reason why the glocalisation of production and validation in multilingual services must be carried out.

Rewriting

Rewriting of a text by a copywriter who writes according to the rules of the trade. This activity should be conducted far more frequently than it currently is. Due to their profound knowledge about specific relevant subjects, technicians are often involved in the drafting of texts. However, technical texts which have been clearly explained and sufficiently worked on from an advertising point of view are still extremely hard to come by. If one considers that these texts are almost always translated and adapted into other languages, it is not at all difficult to gauge the strategic importance of good rewriting for a company's brand image. (See **Copywriting**, **Writing** and **Translatability**).

Rhetoric

Logical and aesthetic structuring of speech. In ancient rhetoric, there were three main parts: *invention* (invention), *disposition* (arrangement) and *elecutio* (style). The art of writing well, despite the almost total abandonment of the first two parts, remains the aim of all linguistic education. Today, we tend to consider rhetoric to be made up only of the style.

Rhythmic adaption

A translation – in a very free sense – produced respecting the rhythm of a song or musical base where the base cannot be changed. Rhythmic adaption is talked about in audiovisual editing.

Rough

Preliminary rough sketch of a document with illustrations, titles and texts to show to a client in order to secure their preliminary approval.

Runaround

Text formatted to follow the outline of an image.

Ss

Sabir

See **Lingua franca**.

Sales pitches

A list of pitches intended for making a sale. They are created according to the person using them and the person who is the target. As such, it is edited, illustrated and printed for distributors, sales teams and purchasing advisors for a product or brand.

Scientism

As well as being seen in the adjectives attached to the suffix “ism” (like sociology, psychology, secularism, etc.), scientism is the out of control and unfaithful misappropriation of the meaning of science. It is the idea that all truth, knowledge and morality (to the best they can be founded) can only come from the results of experiments. Metaphysics, transcendence and the absolute, according to scientism, do not exist or are to be banished: in these cases, logic alone would pretend to replace rationality and reason.

Secularisation

Originally, it was a movement where the “secular” state taking possession of the wealth and property of the Church. Since the French revolution, these confiscations have gradually changed first into the complete separation of Church and State, then to the pretentiousness of excluding Church thought from society entirely. Modern secularisation is also called secularism (See **Secularism**).

Secularism

A movement which advocates not only the separation of powers of the Church and the State, but also – and increasingly – the exclusion of Church thought from any “public space”. As such, secularism aims for “secularity” to achieve – often without saying so – acceptance as a new religion, more politically totalitarian, according to which existence of any other religion limits itself to the intimate or private sphere: Church thinking should – in addition – limit itself to the “boundaries” of the Church itself. Civil society belongs to the non-religious and the fact that there are many non-religious people who are believers (naturally, they are the vast majority), is of no importance: they just have to content themselves to live their religion in their Church as if it were an insignificant superstition. Secularism also claims to be the dominant ideology of our era.

Segmentation

Separation of a population or index according to certain criteria (generally sociocultural and economic).

Semantics

In linguistics, study of the meaning within a phrase and in its context. Semantic adherence in translation makes up the total reconstruction (no more, no less) of connotations of the source text into the target text.

Semiology

Science which studies the meaning and codification of signs. In advertising and marketing, for example, it looks at the ability of a message or action to express or mean something.

Semiometering

Market research whose aim is to analyse the cultural and semiotic relationships between a product and its consumers.

Sequence of tenses

Grammatical rule according to which the tense of verbs and subordinate clauses is determined according to the main clauses. For example: *I did what had to be done. I am going to do what is necessary to be done.*

Sight translation

Oral translation produced by reading a text and translating it directly into another language. Sight translation is usually performed by interpreters at multilingual meetings.

Sociologistics

So-called modern culture tends to no longer make a distinction between the real and the rational. Sociologistics presents itself as highly rational by making it appear that its findings (when they are actually realistic and probing) do not suffer from a brief or transitory character of time or vision. As such, the adjective sociologistic differs from sociologistics as it highlights its fleeting and ideological meaning. For example, the act of considering a company to be the market leader only by taking account of a single parameter, their turnover. It must be noted that this tendency to make the provisional and appearance-based issues coincide with the resulting rationale of a vision of the world where sense, the ultimate meaning, is continually denied.

Solecism

A syntactical error that differs from a barbarism, (an error generally made by a foreigner) by appearing to respect grammatical rules: *If I would have told him, he would have understood.*

Sophist

In Greece, between the fifth and fourth century B.C., the Sophists had philosophical significance particularly concerning speculation: they amused themselves by supporting in turn the most contradictory positions and in this way developing the rhetoric of the era, the language of persuasion and pure argument. Their battle cry was that no proof is possible: the proof that they could both "prove" it and show the complete inanity of it. The ancestors of the nihilists and relativists of our era, they represent the unwitting founders of current modernism where the winning result is the only value prized. The Sophists were not really interested in modernity (their ideology was brushed aside by the Peloponnesian war), but by modernism and its methods. If they lived in our times they would be advertisers in the style of the 80s and 90s, very "hip" but in crisis.

Stratification

Survey technique in which the population is divided into a series of successive layers defined according to sociological, economical, cultural, etc. factors.

Strong language

The definitions of strong and weak languages relate to economic and demographic parameters. A strong language is Chinese (1.6 billion speakers) and a weak language is Estonian (1.35 million speakers). Every language is comparatively important from a cultural point of view (independent of its historic tradition).

Study

Action orientated towards the observation of individuals and facts. *Consumer research*: investigation into consumer behaviour. *Market research*: research, collection and analysis of quantitative and qualitative information about the real or potential market of a company. *Motivation research*: research into the conscious and unconscious motives of people towards a product. *Omnibus study*: collective study where several clients have the option of putting specific questions of their choice to a shared sample group. *Qualitative study*: study with a reduced number of people questioned with open questions aiming to define the deep reasons for behaviours, without worrying about quantifying or categorising the responses obtained.

Style sheet

Page on which the basic characteristics of typography and graphical style of a publication are defined. The style sheet makes it possible for all publications to contain the particular house style of a company or institution.

Subheadings

Small, intermediary headings in an article or advertisement.

Synonym

Term given to a name, adjective, adverb, verb or any other expression, which means the same as another and thus, when interchanged, does not affect the meaning of statement. It can also refer to two statements, which are said to be synonymous.

Syntagm (plural Syntagmata)

Term referring to the set of two or more linguistic elements. Here is an example where the previous sentence has been divided into syntactic units: *Term referring to/the set of/two or more linguistic units.*

Tt**Tag line**

Final, culminating sentence of an article or text that makes the point (See **Baseline** and **Pay-off**).

Target

Group of physical or legal persons (consumers, businesses) targeted by a campaign or action.

Teaser copy

Catch phrase or graphic device specially designed to intrigue the reader which is then followed later by a second page or a subsequent advertisement explaining the first and thus satisfying the reader's aroused curiosity.

Techneme

Minimal element of expression belonging to technical vocabulary (the technolect).

Technical translators

A so-called technical translator created more from the practical needs of clients and letter boxes than the reality of the world of translation. The two main reasons for this are very simple. For over a quarter of a century, translators who had degrees (often Masters in their field), been skilled in foreign languages, have travelled and lived abroad (both for family reason and for studies and professional placements). After their degrees they begin their career as translators with virtually no other professional and technical experience. Secondly, the number of technical specialisations has become – obviously – too large to count: how can these translators specialise in them? Quite simply, it is impossible. In reality, how can translators resolve their terminological and phraseological issues in technical translations? This depends on glocalised agencies, on one side, and all monolocalised agencies, on the other. And the clients, naturally. The solution of truly modern agencies is to prepare terminology using translation memories. Agencies, on the other hand, who continue to promise technical translators who are ready to work, continue to cheat clients by forwarding the texts received to their pseudo-technical freelancers. This is how the world works in 2010.

Technolect

The technolect is contained – as a subdivision – in the sociostyle (the language and terminology of an activity or company). Professional jargon characterised by scientific or technical lexical expressions.

Teleology

The world, our personal life and all relationships in our world has a relation to the single, yet multiple ends. This is exactly what was seen and seized by the Hebrews who thus discovered monotheism that made them great (even in slavery under the very temporary yolk of the Egyptians who were polytheists). The etymology of teleology comes from the Greek word *telos*, meaning target, end or aim: even polytheists search for a single point from where everything originates and towards which everything is converging (the alpha and the omega). Teleology has as such, arguably, become the destiny of every positioning written into its genetic code.

Terminology

Technical words belonging to a particular field. This word list makes up the technolect of a sector or company and is digitally processed by translation memories (See **Techneme**, **Technolect** and **Translation memory**).

Title

In addition to headings and subheadings, the **split headline**, **headline**, **running head** and **running foot** can also be included. The split headline transversally divides several columns by cutting them horizontally. The running head is the title that is repeated on every page of the publication. The running head and the running foot describe the titles of the sections or chapters to which the page belongs. (See **Headings**).

Total quality

Overall definition of the quality of production and, above all, rules to be complied with in order to achieve the best result. As such, Quality is seen as a process involving all parties who contribute to making it 'Total' (See **Quality**).

Translatability

Any text can be translated into any language. The universal principle has always allowed this. In multilingual publishing however, translatability defines the degree to which a text can be translated easily into several languages thanks to its perfect intelligibility in terms of its rhetorical content and the cosmopolitan character (indeed universal) of its tropes: metaphors are not the friend of translatability.

Translation

Written transposition of a text from one language to another. The main aim of translation is to restore the source language's semantic, morphological and stylistic elements in the target text. Translation is therefore extremely different from a carbon copy (word-for-word translation) and interpretation (oral translation). While the carbon copy is likely to result in an improbable morphological accuracy, without style and with semantic uncertainty (unacceptable), the aim of interpretation is to produce an overall reconstruction, which is balanced and immediately effective and specific to the spoken language. Translation also differs from the adaptation of advertising (also written), which requires total result as regards style, particularly geo- and sociostyle, even if the morphological difference also proves to be very significant. The risk is that the difference in style also produces a somewhat marked difference as regards semantics, and hence as regards the focus and concept of the advertisement to be adapted (See **Acceptability**, **Adaptation**, **In-depth reading**, **Carbon copy**, **Interpretation** and **Literalness**).

Translation agency

Company whose activities centre on translation. There are several types of translation agencies, each serving a different segment of the market. Firstly, the multilingual and glocalised agencies, which have branches in several countries and a large number of human resources who are able to guarantee a high-quality text checking (translators, revisers, editors and terminologists). These companies are quite rare. In fact, the majority of these translation agencies occupy the broad, general sector of the market known as "letterboxes". These are made up of exclusively local, monolocalised companies who subcontract all or almost all of their production to freelance translators. Therefore, they cannot even guarantee internal revision of translations of languages that are not spoken locally. The third sector of the market is made up of bilingual or trilingual agencies. These companies only offer their native language as target language. Their quality level, in spite of being cheaper, is generally equal to or better than letterbox agencies. Indeed, very often the translators who work in these offices often work simultaneously for their own clients and other intermediate agencies (See **Internationalised agency**, **Translation agency** and **Glocal**).

Translation memory

(See **Translation memory system**).

Translation memory system

The compilation of sector or company technolects requires the use of modern terminology and phraseology software called "translation memory systems". This is software that allows for the storage of client glossaries, which have ideally been checked and approved by the client, as well as for storing a maximum number of multilingual texts. Indeed, all texts used for a target language are archived and taken apart into segments compiled in a kind of giant dictionary. From a terminological and phraseological point of view, these programs allow for continuous integration of these dictionaries since the more that is translated for a client the richer the translation memories become with specific linguistic know-how. Thus, everyone benefits from time, precision, and, of course, financial savings (See **Gist**).

Translatology

Translatology is defined by the professor and linguist Antoine Berman as "the reflection of the translation on itself from its experience". The considerable investment that glocalised agencies make each year in translatology (terminology, publications, professional books and manuals) is more concentrated on applied translatology. In effect, research in fundamental translatology is already very advanced. It is remarkably assured since about the 50s by numerous university professors, often emeritus.

Trim marks

Also referred to as cutting marks added on a document at copy stage to indicate the positions for cutting the paper after printing. (See **Cutting points**)

Trope

From the Greek word *tropos* (style), a word or expression used in a figurative sense: figure of speech. All stylistic devices are tropes.

Typographer

Neologism derived from the combination of typographer and graphic designer.
Name particularly given to skilled DTP operators (See **Type imager**).

Type gauge

Along with the linen tester, this was the tool a typographer would not be seen without. Used to measure the type determining the bodies, line spacing and justifications as well as the transposition from one scale to another (didot or pica decimal system and English measures). It has not been rendered obsolete by DTP.

Uu

Universals

In all natural languages, it is possible to find common expressions with comparable meanings, even if their morphology is very different. Linguists have called these similarities "universals".

Usage

Despite the dictionaries and rules established by grammarians, language used in daily life still remains the main reference for all writers.

Vv

Value marketing

At the end of the 80s, first in the United States, then also quickly in Europe, the concept of value marketing gained ever-increasing ground in advertising and commercial strategy. Gone is the mass marketing and the so-called image marketing of the 70s and 80s, individualised and value marketing have now replaced them. Consumers continue to dream, however, with calculator in hand and eyes wide open, they are more than ever aware of the real value of products. Before anything else, consumers are determined to “get their money’s worth” and are becoming cunning buyers. They continue to take pleasure in advertising designed to send them off into a dream, but only on the condition that it is informative and accompanied... by attractive offers. But, above all, they like the right price. No longer can they be taken in with pseudo-values: they demand guarantees of reductions and loyalty cards! Value marketing could even be called value-added marketing: it is difficult to get the consumer to pay extra and the customer obtains more value than ever when they buy a product.

Verbatim

Written report with someone’s exact statements.

Ww

Webmaster

A graphic designer who specialised in computing developments for creating websites and Internet communication systems.

Website publishing

The conception, production and supply of an illustrated website ready to be placed on the Internet. Websites are increasingly the advertising tools required by industry and commerce. The Internet has even become a family of new media which advertising cannot overlook; sometimes it is even more important than other traditional formats. Only a modern multilingual and multimedia publishing company (especially if it is multinational) can take on the task of producing websites. (See **HTML** and **WWW**).

Weltanschauung

Literally ‘world view’ in German. German philosophers, among the most well-renowned, have always cultivated this word by placing it at the centre of all research. It is perhaps for this reason that Germanic philosophers have a great reputation for being systematic and looking deep into things. And yet, one of these great thinkers – perhaps the most representative of them (especially in nihilism) – of this so-called “philosophical” country, Friedrich Nietzsche, was implacably “fragmentary” and anti-methodological.

Widow

Last line of a paragraph that appears at the beginning of a page (column), for which a modification of the photocomposition or the text is needed.

Word processing

Computerised typing system, developed in the 80s and which is now widespread. It is based on the principle of differentiated printing of the keyboard type onto the screen. It can be referred to as encoding, as all the graphic and textual information being computerised is stored in memory.

Writing

Modern communication, even oral communication, is always in debt to its written preparation. Often it is defined by the expression “conception-writing”, indicating the two principal functions of writing, ideation and composition. Writing is often carried out on the basis of a briefing with the client in order to prepare a brochure, leaflet, article or a business newspaper. The texts, once produced are translated by the translators, terminologists and revisers and are often laid out and illustrated by the graphic designers who are in charge of both the printing and shaping. It is not unusual for the writing (or even the rewriting) used in the preparation of a website to be finalised by the web designers and web masters who upload it to the Internet. (See **Copywriting** and **Rewriting**).

WWW

Acronym of *World wide web* (see **Website publishing**).

Zz**Zero error**

Level of excellence specific to the editing quality level: not only have the texts been translated and revised in minute detail, but the terminology has been validated in order to make the texts geo- and socio-stylistically suitable, before carrying out multilingual homogenisation and before the final check for their conformity to the layout and illustrations. The “ready-for-press” can only be signed with the certainty of having achieved the fateful “zero error” of editing quality. As far as the guarantee of “zero error” refers to publishing, it is possible to obtain it by checking and validating the final pre-press operations and those concerned with printing, down to the finishing and binding. In the case of audiovisual publications, “zero error” is obtained after checking the master (recording, dubbing and postproduction checks). In truth, the definition of “zero error” is more a metaphor for the search for excellence: as lowly mortals, as we know, absolute perfection does not exist.

Zeugma

Stylistic device where one or two terms are put together or compared: *The translation is full of errors and the original text of paralogisms.*

14. Index of names

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in the face of the people
who preceded us in the fatigue
and joy of living.
They constantly light
our daily path
towards truth.
And towards professional truth.**

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