

What is translation?

"Translation is that which transforms everything so that nothing changes." Günter Grass.

- Translation is not just a matter of passing words from one language into another.
- Translation is like decoding a message and making it available for a certain audience.
- Culture plays a major role. Both the one where the original comes from and the one the target audience belongs to.

Why is translation important?

"If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart." Nelson Mandela.

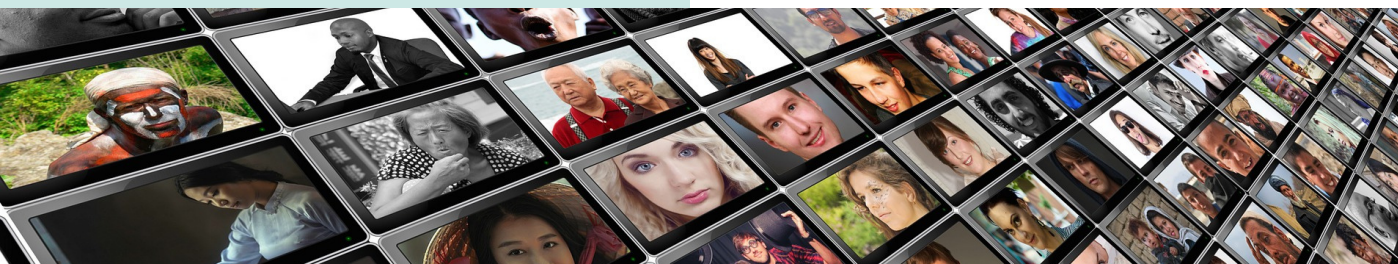
- Words can always be powerful, but words said or written in someone's mother tongue has a special effect.
- Translation has always been the means to spread knowledge and foster collaboration across cultures.

What makes a good translation?

"Words travel worlds. Translators do the driving." Anna Rusconi.

Translators need to have:

- Thorough knowledge of the source language to fully understand the meaning of the source text.
- Deep comprehension of the context and culture to fully grasp the intention that is meant to be transmitted.
- Specialized knowledge on the subject, in both languages, in order to use the right terms according to context.
- Research skills, in order to find good sources that help them understand the source and find the appropriate terms for their translation.
- Great writing skills in the target language in order to convey the ideas in the right way, making them understandable to the right audience.



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