

Dear Client:

In our **Spring QuickNews**, we would like to draw your attention to our review services: professional editing and proofreading.

Here is also a Discount Voucher to be used on your next order!

Please mention this Voucher Number when contacting the WordExpress Team.

Voucher N° 122106: 15% Seasonal Discount on Your Next Project
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Today's Topic: The Purpose of a Translation

by Serge Rocco, Project Manager at WordExpress Corporation

The purpose of a translation is an often-overlooked parameter in the translation industry. At WordExpress, we go to great lengths to understand all aspects of a project, and we know that this understanding must include the purpose of a translation. To familiarize ourselves with this particular aspect of a project, has become integral part of our quality process.

WordExpress Corporation has been providing language services to a broad range of satisfied clients since 1993. We have gained extensive experience with projects in a wide variety of languages, fields and subject matters. Over the years, the WordExpress Team has established a reputation for applying quality control processes unmatched in thoroughness. We have learnt that **it is not sufficient to select our translators carefully, and to have every project reviewed meticulously by professional editors and proofreaders.** In addition, it is essential to gain an overview of the project's purpose. Therefore we consider the parameters operating in a particular industry and market, find out about the intended use of the translation, learn about the target audience, familiarize ourselves with the specific requirements of the project, and make sure that we understand our clients' expectations.

In other words, **our Client Care and Project Management Teams gather detailed information about a given project before translation work begins, thus gaining a comprehensive picture of what the project entails,** instead of just using a narrow mechanistic approach. We ask questions, such as:

- **Who is the target audience?** (e.g. age group, educational and professional background, geographic area, ethnicity)
- **Which industry and/or market does the translation address?** (e.g. advertising & marketing, business & commerce, civil & criminal law, entertainment, health care, information technologies)
- **In which format will the translation be presented?** (e.g. business correspondence, Power Point presentation, report, newsletter, promotional brochure, instruction manual)
- **What is the intended use?** (in the entertainment industry the translation may for instance constitute a text for recording a narration for a video/DVD, or it may be a text appearing on packaging or DVD menu)

These are examples of some of the parameters we establish in order to best suit the needs of our clients. **The answers to these questions will direct our grammatical, stylistic and formatting choices for the final product, thus helping our clients reach their goals and contributing to their success.**

Not only will we deliver a perfect translation; our clients also receive a product streamlined to the purpose of their project—from a team that understands the big picture and customizes its work accordingly, keeping our clients' satisfaction in mind at all times.

Did you know? WordExpress provides a triple guarantee on all its services. Upon request, we not only certify translations produced by WordExpress, but also those submitted by you and reviewed by us.

**Ensure your peace of mind!
Rely on WordExpress to edit and proofread your translations!**

WordExpress is in compliance with the **stringent quality standards of ISO 9001/2000**.
Our **quality control processes are unmatched in thoroughness** -- our goal is always perfection.

**For a FREE QUOTATION on your next project, please call us at
(310) 260-7700 or 800 570-0700, at ext. 125,
or e-mail your request to: clients@wordexpress.net**

**Upcoming Topic:
Success of your Product or Service in Any Language**

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