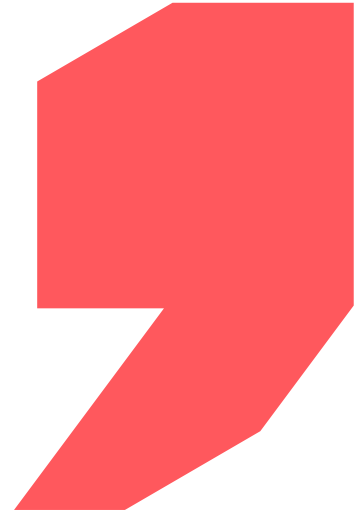


Why Translators Are Better

In an incredibly competitive and fast-changing industry, the rise of automated translation services, promising fast and cheap translation, may seem appealing at first. But translators bring an arsenal of skills that will be needed at all stages of the publication journey and far beyond the act of translation itself.

Generative AI does not read. It uses large language models trained on existing, scraped material, to turn a text from one language to another. This text then requires a translator to check and rework for publication.



Translators are



Linguists



Writers



Champions



**Skilled and
trained experts**



Critical thinkers



**First-hand
readers**



**Artistic
collaborators**



**The link
throughout the
publishing
journey**

Translators are explorers. They are seekers. They are talent-hunters. They are the book's greatest asset and champion.

Translators read in one language and think and write in another. But they do far more than translate and deliver a translated manuscript. Their work begins before the acquisition process and extends beyond delivery of the translation.

Pre-translation

-  Scout for new authors and voices
-  Evaluate literary and cultural trends
-  Pitch projects to editors and publishers, contributing to shaping the literary scene
-  Support a submission by conducting background research about a title, e.g., if a book has won prizes, if there are foreign editions in existence, sales figures in the home market
-  Help track down copyright holders
-  Support applications to secure grant funding
-  Write readers' reports

Translation

-  Use their intrinsic knowledge of different cultures to identify potential issues and culturally specific items to make sure the book will appeal to readers in the target language
-  Put the work in its context. When and where is it located? Does the writing need to evolve with the language?
-  Can convey a story, characters' voices, the musicality of a text, not just a sequence of words
-  Make decisions that factor various considerations: contemporary societal and political issues, the publishers' expectations
-  Undertake additional research

Post -translation

-  Engage and follow-up with editors, proofreaders, etc to discuss potential concerns and resolve issues
-  Give a stamp of authenticity and high professional standard.
-  Publicise a book
-  Lead workshops and organize events
-  Contribute to the book's brand and name: either by representing the author in their absence or helping build their reputation by providing continuity through high-quality translations
-  Act as liaison between sponsors, cultural organisations, etc – contribute to book's influence