

# TRANSLATION GLOSSARY



When we communicate with each other in our native language, we use many different words interchangeably without even thinking about it.

For instance, we might make/book/arrange an appointment.  
We could run/facilitate/lead a meeting.

The precise word we use in any given instance may be defined by subtle context changes or may be based on a personal preference that has grown from a lifetime of geographical, educational, and business influences.

*The Captionmax Translation Glossary is a custom-made index of the terminology that your business uses and the equivalent preferred translations.*

## What are the benefits of a Captionmax Translation Glossary?

### Translation clarity:

A linguist creating subtitles often has options for how to translate the source dialogue to convey the required meaning, and the translation glossary provides guidance and clarity.

### Company terminology:

Commonly, certain words are used in specific ways within a business to refer to specific departments, roles, products, brands, and services. The linguists assigned to create your subtitles will be familiar with your industry, they may not be familiar with terminology specific to your organization.

### Style/voice requirements:

Marketing teams may also have a specific "tone of voice" to use that would in turn dictate the choice of words that the linguist would make in creating the subtitles. There may also exist specific ways in which product names or brands need to be translated.

### New/unique words:

Like in story-telling, business and product development often create new words for business names and services. Business names such as Spotify, Ecolab, and Xcel Energy are examples of names that a linguist would need guidance on how it should be translated.

### Synergy across languages:

When creating subtitles for multiple videos in multiple languages, different linguists will be involved. Without guidance, the result will be variation in translations both between linguists and over time.



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## Your Translation Glossary will be:

### Targeted:

The translation glossary should only include the terms that are relevant and specific to your organization.

Terms that have a specific definition in your business should be included.

Terms that have industry-wide meaning should not be included.

### Inclusive:

The translation glossary should list all terms that require specific definition.

The glossary should also list terms that are not to be translated, such as product names.

### Balanced:

The translation glossary should be as brief as possible whilst including all the relevant terms.

### A working document:

The translation glossary should be regularly updated to include any new terms.

Linguist teams working with a good translation glossary will be more productive and accurate in their translation. In addition to saving time in the subtitle creation phase, enormous savings in time are made in the review phase as both linguist and reviewer are working from the same guidelines.

The development of a Translation Glossary is an investment in translation quality and efficiency. Captionmax will work with your team to develop a custom glossary as part of our onboarding program. For more info, contact John O'Keeffe at [jokeeffe@captionmax.com](mailto:jokeeffe@captionmax.com).

