

Translator- client Relation

“Translation mistakes can be very costly, both for a company’s image and product or service.”

Discuss this statement in pairs. Make notes during the discussion as guidance for the essay.

Based on the discussion, individually write a short essay (600-800 words) providing strategies on:

- a. how translators can educate themselves in understanding the business of the client, and
- b. how translators can explain to the client the importance of hiring professional translators.

Assessment Format: In-class short essay

Main competences assessed

Theoretical 3, Interpersonal 1 and 3

Type

Formative (Assessment during the course, stages I and II) X
Summative (Assessment at the end of the course, stage III)

Student working format

Individual
Pairs X
Groups
Other (describe)

Task description

Short essay that presents strategies for educating themselves in understanding the business of the client and in explaining to the client the importance of hiring professional translators. Students should be encouraged to consider different business translation scenarios.

Time

2-3 hours (includes both discussion and writing time).

Length (break down by task)

Between 600-800

Other constraints

n.a.

Additional comments (when required)

Adaptations of the task

Task could be done individually, in pairs or small groups.

Follow-up: Students could be required to produce a short manual for engaging the business world