TRANSLATION MEMORY SYSTEMS FOR AVOIDING CONTEXT DEFICIENCY

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Abstract

Developments in information and communication technologies as well as globalization have changed the way that translators work. In today's translation industry we can no longer talk of translator's workstation that does not contain electronic resources and aids for translation. In this paper, I first give a brief account of the current scene of the translation industry in terms of technology use. Then I concentrate on the use of translation memory (TM) system as a tool used in translating non-literary texts. Following a general summary of the benefits that these systems provide, their limitations and challenges are discussed. Today it is a common practice in the translation industry to send translation vendors/translators only the fragments of updated source texts which have not been translated before. While the obvious reason here is to save money and time, the inability to access the entire source text, - in other words context deficiency- gives rise to various problems for translators. The aim of this study is to draw attention to one particular benefit of TM systems which has not been studied with enough emphasis on until today. I want to show that TM systems can eliminate the common practice of sending only text fragments to translators/translation vendors which leads to possible deteriorations in translation quality. Namely, if clients are made aware that they will still save time and money even if they send entire source texts some parts of which have already been translated previously, translators will not be made to translate contextless text fragments.

Keywords: Translation Memory (TM) systems, benefits, challenges, limitations, context deficiency

Özet

Bilgi ve iletişim teknolojilerinde kaydedilen gelişmeler ve küreselleşme çevirmenlerin çalışma şeklini değiştirmiştir. Günümüzün çeviri endüstrisinde çeviriye yardımcı kaynak ve araçların kullanılmadığı çeviri uygulamalarından söz etmek mümkün değildir. Bu çalışmada, öncelikle çeviri endüstrisinin bugünkü durumu teknoloji kullanımı bakımından kısaca değerlendirilecektir. Ardından yazındışı metinlerin çevirisinde kullanılan bir araç olarak çeviri belleği (ÇB) sistemlerinin kullanımı üzerinde durulacaktır. Devamında bu sistemlerin faydaları ile güçlükleri ve kısıtlamaları tartışılacaktır. Bugün çeviri endüstrisinde çeviri hizmeti sağlayıcılara/çevirmenlere güncellenen metinlerin daha önce çevirisi yapılmamış kısımlarını göndermek yaygın bir uygulamadır. Bunun nedeninin zaman ve maliyetten tasarruf etmek olduğu açıktır. Çevirmenin kaynak metne bir bütün olarak erişiminin olmaması, bir başka deyişle bağlam eksikliği çok çeşitli sorunlara yol açmaktadır. Bu çalışmanın amacı, ÇB sistemlerinin bugüne kadar yeterince ilgi görmemiş bir faydasına dikkat çekmektir. ÇB sistemlerinin kullanılmasıyla, yukarıda bahsi geçen ve çeviri kalitesinde bozulmalara neden olabilecek yaygın uygulamanın ortadan kaldırılabileceği gösterilecektir. Bir başka deyişle, müşteriler daha önce bazı kısımları çevrilmiş kaynak metinleri bütün olarak gönderseler de ÇB sistemleri sayesinde zaman ve maliyetten tasarruf edebileceklerinin farkında olurlarsa çevirmenler bağlamsız metin kesitlerini çevirmek durumunda kalmayacaklardır.

Anahtar Sözcükler: Çeviri Belleği (ÇB) sistemleri, faydalar, güçlükler, kısıtlamalar, bağlam eksikliği.

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Introduction

For the last few decades, translators have felt long-term changes brought by globalization and developments in information technologies. The rapid increase in the speed of production and distribution of knowledge as well as the intensification of intercultural communication (thanks to the ease and speed of access to Internet) have caused drastic changes in the volume and nature of translation tasks. The growing demand for translation and the transfer of translation task from a paper-based environment to a digital one have changed the way translators work.

According to the European Union of Associations of Translation Companies (EUATC) report presented at the first international conference of the Union on 25 October 2005, the translation industry has grown rapidly and this rapid growth will continue in the future (Boucau, 2005: 25). As demand increases, the need for quality and efficiency also increase, and this means massive texts that require high quality translation in more restricted timelines (Bowker, 2002: 13). The increase in efficiency needed to deal with this growing demand can only be achieved by the expanded use of electronic tools and resources in translation (Austermühl, 2001; Bowker and Barlow, 2008).

One electronic tool that has aroused a great deal of interest in the translation literature is Translation Memory (TM). Translators, translation vendors, clients and translator training institutions that utilize TM systems consider them as an invaluable aid. They have various benefits such as time and cost saving, increasing consistency and customer satisfaction and eliminating the necessity of high-tech skills for translators. These are the benefits commonly reported in Translation Studies Literature. The aim of this study is to shed light on one benefit of TM systems which has not been studied with enough emphasis on until today – their potential to eliminate the common practice of sending only text fragments to translators/translation vendors, leading to possible deteriorations in translation quality. Two translation cases will be studied in order to show what problems might be encountered in translating contextless text fragments and how TM systems might help overcome such problems.

Current Scene of Translation Industry: Technology Use

In her article titled "'Yerelleştirme'nin Tanımı" (=Definition of Localization), Işın Bengi-Öner, one of the pioneers of translation studies as an academic discipline in Turkey, describes the current scene of a translation company in Turkey as follows:

> … 2000s. A company building. Networks of tens of computers. Fast Internet access through various channels. Electronic library of dictionaries and encyclopedias. Databases. Computer-aided translation tools. Project management tools that provide the breakdown of the translation tasks undertaken by the translation company, show the progress of the project, the translators assigned to it and overall costings (Bengi-Öner, 2006: 33).[1]

Today translation vendors and translators deal with a large variety of electronic tools such as word-processing software, terminology management systems, translation memory (TM) systems, machine translation (MT) software, localization software, web browsers and electronic resources such as databases, term bases, encyclopedias and dictionaries during translation process[2].

[1] My translation.
[2] See Austermühl 2001 and Gouadec 2007 for a detailed study of electronic tools and resources for translators.

Translation Memory Systems

Translation Memory (TM) systems are one of the electronic tools that are commonly used in translation industry today. Translation Memories Survey 2006 showed that 82.5 % out of 874 respondents, which were translation professionals from 54 countries, used a TM (Lagoudaki, 2006:11).

The idea of creating a TM system was first proposed in 1970s; however, these systems were not commercially available until 1990s (Somers, 2003:31). Then in a short period of time they were quickly accepted by users (Ibid, 33). The number and variety of TM systems available to translators have grown remarkably, which has resulted in a high level of competition among software vendors.

TM systems are programs that create databases of source text (ST) and target text (TT) segments in such a way that the paired segments can be re-used (Gil and Pym, 2006: 8). They are also known as Computer-Assisted or Computer-Aided Translation Tools (CAT tools) in both industry and academia. However, it might be misleading to use 'CAT tools' as a synonym for TM systems since Computer-Aided/Assisted Translation is an umbrella term that covers all kinds of computer assistance in translation and any type of electronic tool used in translation processes can be considered a CAT tool.

Benefits of TM Systems

TM systems provide various benefits to translators, translation vendors and clients. Firstly, these systems save a great deal of time in translating the texts that include a high degree of repeated terms and rephrases. The translator translates the segment only once and re-uses it whenever he/she encounters repetitions. Especially in the case of digital texts such as websites, software, and online manuals, the translator is sometimes called on to render no more than updates or adaptations (Gil and Pym, 2006: 6). Thanks to TM systems, texts are not translated from scratch - only updates are translated. When we consider the massive nature of these texts, the time-saving advantage that these systems provide becomes more significant.

Re-use of previous translations not only offers time savings but also reduces translation fees. Generally, clients pay no fee for exact matches and less for full and fuzzy matches. Secondly, the existence of full and fuzzy matches means that the translator will be paid for only the number of necessary modifications made. Today clients who know about TM systems require translation vendors or translators to send them their quotes with a detailed breakdown of discounts for matches. These systems provide significant cost benefits especially in localization projects that involve large volumes of updates. Esselink estimates that the use of TM systems in localization projects can reduce total translation costs by 15% to 30% (2000:366).

Another benefit of TM systems is that they help ensure consistency (Gow, 2003:14; Garcia, 2009:201). Automatic recognition of previously translated segments is a major improvement that increases stylistic, phraseological, and terminological consistency of the target texts (Austermühl, 2006:77). This benefit gains more significance especially in the case of translation projects with the involvement of more than one translator. TMs can be used over local or global networks, which contributes to ensuring consistency among translations produced by translators at remote sites and interconnected to each other through a network (ibid.). Gauton takes Austermühl's argument one step further and states that without the aid of a TM system in a large amount of translation work, it is usually impossible to ensure consistency even within one translator's output (2008: 102).

With the advance of TM systems, current translators can take part in high-tech translation projects. These systems can handle multiple formats and most of the translation work is performed in standard word processors or integrated text editors (Esselink, 2000:366). When it comes to texts with codes, most translation memory systems can be used to extract translatables from code, which

is then protected and sometimes even hidden from the translator's eyes (Pym, 2010:2). Therefore, translators no longer need to know how to deal with code, complex word processing software or document creation tools, which means that they can take part in various translation projects without the need for high-tech skills.

As stated above, translation memory systems offer time-savings, higher productivity and consistency levels. Production of relatively more consistent texts in shorter turnaround times with lower costs will increase customer satisfaction, which means long-term customer retention. In today's translation industry using a translation memory system will offer competitive power to translators.

Limitations and Challenges of TM Systems

Like every technology, TM systems have some limitations and challenges. First, there is a learning curve associated with using translation memory systems. Using full versions of these systems might require a considerable amount of investment. Besides, updates are generally not free of charge. There are free demo versions of TM systems which are available online to get potential customers, that is, translators, to try such systems. However, these generally do not include all of the features that full versions have.

TM systems bring some quality-related problems. First, errors contained in TMs might also be recycled. Mostly, clients do not make corrections on TM, but on final documents. If the contents of a TM are not updated in order to reflect corrections made by the client to the final document, the translator will reproduce the same errors when s/he is asked to translate a document which is highly similar to the version translated by him/her previously. In that case, the client will be irritated because the corrections made previously need to be corrected in the newer version again and this is not the kind of added value that the client is looking for (Bowker and Barlow, 2008: 15-16).

The use of TM systems has caused the clients to ask translators to reduce translation fees. According to Gil and Pym (2006), this encourages translators to work fast and often uncritically with the previously translated segments, with a corresponding decline in quality. When higher quality work is required, Gil and Pym's suggestion is to put special emphasis on revising the outputs of TM systems. This means more time checking and editing, yet entails mandatory price reductions - the infamous 'Trados discounts' (Garcia, 2009:202).

Another limitation of these systems is that most translators who use these systems no longer focus on translating texts, but segments (Garcia, 2009:201). Communicative context of target text is of no concern to them. During a translation process when TM system finds full matches, a translator who works under time pressure tends to accept these matches without reading, checking and/or editing, and just continue with the rest of the translation. Furthermore, in order to maximize the "recyclability" of a text, the translator may choose to structure the sentences in the target text to match those in the source text and avoid using pronouns, conjunctions, transitions and various references (Bowker and Barlow, 2008:15). According to Heyn (1998:135) and Mogensen (2000: 28), the result may be a text that is inherently less coherent or readable, and of a lesser overall quality (qtd. in ibid). Mossop (2006: 790) calls it "collage translation".

So far the current scene of industry in terms of technology use has been briefly described and Translation Memory (TM) systems have been dealt with a discussion of their benefits as well as their limitations and challenges. The paper will continue with a definition of "context" and its relation to translation.

TM Systems as a Tool for Avoiding Context Deficiency

Context and Its Relation to Translation

According to Mona Baker, context has been a key concept for Translation Studies. She complains that translation scholars have so far largely ignored its obvious centrality to Translation Studies and failed to grant sufficient scholarly attention to it[3]. However, she also admits that it is hard to define "context" (2006: 332).

Underlining the need for a definition of the concept of "context", Melby and Foster (2010) suggest a five-part definition for context which has been employed in this article. They clearly state that this definition is for the purposes of practical translation in the commercial and government sectors, in other words, the definition may be insufficient or mistaking when, let's say, literary translation is concerned.

According to Melby and Foster (2010:3), context consists of five factors relevant to the understanding of source text and the production of target text. These are co-text, rel-text, chron-text, bi-text, and non-text. Co-text is the text, not limited to the current sentence, which surrounds another text. According to Melby and Foster (2010:4) a phrase is usually understood in light of the text that surrounds it, in other words "co-text". While rel-text is the monolingual documents relevant to understanding the source material and producing the target text, bi-text is the bi-lingual documents, e.g. texts and their translations, side by side. Finally, chron-text is the earlier and later versions of the source text, and the information about the writer of the source text, the situation that person was in and surrounding cultural events that may clarify the intentions of the writer is called non-text.

As Baker suggests (2006:332), "Instead of treating context as a constraint, a set of restrictions on what we can or cannot achieve in translation and other communicative events, and setting out to specify the numerous facets of that constraint, it may ultimately be more productive to recognize context as a resource...". By using the term "resource", Baker might have meant something different than it means to me. In this study, context is perceived as a resource that will help translator during the course of translational action[4]. Translators use "context" in order to produce a target text that is functionally appropriate and meets the communicative needs of the intended receiver.

Problems in Translating Text Fragments and Solutions

As stated previously in this article, today translation vendors spend a great amount of time translating texts which are updates of previously written ones. In such translation tasks, the client's common practice is sending the fragments that are new and have not yet been translated. In most cases, the client's reason for doing this is to save money and time[5]. In fact, this practice is a reflection of the linguistic approach which sees translation as the replacement of natural language strings and a language problem which is concerned with language-based equivalence.[6] However, this practice may result in sacrificing the quality of target text. According to Melby and Foster (2010) lack of context hinders the work of many translators:

[3] One of the motivations of the current study.
[4] Melby and Foster (2010) have the same approach to "context".
[5] Saving money and time is an understandable concern in today's highly competitive industry. However, this concern should not lead to sacrificing quality at all.
[6] Localization discourse has contributed to the linguistic approach by reducing translation to a process of equivalence-based language replacement (Pym, 2004: 2).

> There is a practice that may be considered to be a trend or an old practice using new technology: This practice is to give a translator only the segments of a translation that have changed in a new version of a text. At first glance, this may be seen as a move toward efficiency. In the case where the translator has been involved in the translation of the previous version of the text, it may be efficient to transmit only changed segments. However, consider the case where the translator does not have access to the previous version of the entire text and its translation. It may be impossible to properly translate a dozen scattered segments out of a thousand segments with no access to the preceding and following segments of source text and their translations or to the previous version of the segments that changes (9).

In this section, I will discuss the problems encountered in translating text fragments and the solutions developed and show how TM systems might have helped overcome these problems. I will focus on two particular texts for the purposes of this discussion.

The client of the first source text (Text 1) is a translation vendor in Turkey. The translation job was commissioned to me by e-mail. At the beginning of the source text there were some instructions provided for the translator to follow. The first one tells where to type the target text and the following three are about style. The translator was not provided any information about the purpose of translation job and the intended receiver and function of the target text (non-text)[7]. Although the source text seems to be fragments from an updated source text, neither the previous version(s) of the source text (chron-text) nor the entire source text (co-text) was provided. Besides, no monolingual resource such as related texts, documents (rel-text) and no bilingual resource such as Translation Memory, bi-lingual terminology list or parallel texts (bi-text) was provided. The e-mail comprises the deadline, which is the 9.00 am of the following day.

The first page of the Text 1 includes the instructions to the translator, and the following four pages include four tables, each made up of two columns. Page numbers are given on top of each table to indicate the pages from which the specific fragments were taken. In the tables, the left column is for the source text and the right for the translation. However, in the e-mail the translation vendor specified that not the entire text in the left column but only the underlined sentences in the cells required translation. For reasons of confidentiality, I replaced the company name and the brand name by "*(Company name)*" and "*(Brand name)*" respectively.

The second text (Text 2) was commissioned again by e-mail to me by a translation vendor in the United States. The client's brief did not include any information about the purpose of the translation job, the intended receiver and function of the target text (non-text). Besides, chron-text, co-text, bi-text and rel-text were not accessible. One full day was given for the completion of the translation task.

In both translation tasks, although I asked for extra information in order to have idea about the context, both clients rejected the request stating that I should try to do my best with the information in my hand due to the time limitation. Therefore, I had to interpret the clues that might help make some inferences about both contexts as suggested by Nord (2006: 31).

As the file name "5300 Broşür" suggests, Text 1 consists of fragments from a brochure. There are also other clues which help the identification of the text type as operative[8] and the function of the text as marketing the product. These are the use of imperatives ("*Be sustainable. /Meet the long-term requirements of your customer.")* and declarative sentences such as ("*The passenger elevator is energy-efficient, completely reliable and meets the high demands of a lively business./ Our solutions have to be economically and ecologically efficient./ We designed the (Brand name) 5300 to be highly efficient in every respect: be it in performance, space or energy use.")*, pronoun "you" and "your"; frequent use of adjectives to describe the product and adverbs to define the user experience intended with product precisely to potential customers; frequent use of brand name; use of clear and easily understandable and

[7] In this article, the terms "purpose", "intended receiver" and "function" were used with the same meaning as in Nord (2006).

[8] Operative texts are notices, publicity, propaganda, persuasive writing and advertisements. See Akşit Göktürk (2004) for text types.

mostly short sentences and use of verbless sentences (*An efficient system./ A smart and ecologically responsible technology.)*[9].

Although the intended receiver of the target text was not specified in the translation brief, the intended receiver of the target text was assumed to be company owners, architectures, contractors, building managers, and company directors responsible for the physical maintenance of buildings- same as that of source text. The function of the target text was thought to lead the potential buyers to purchase the product, the passenger elevator (*Brand name*) 5300. These are the assumptions made by me, and I made my translation decisions according to my assumptions since the translation brief did not give any idea about the non-text.

One of the problems in Text 1 is about terminology. Since I did not have access to chron-text and know which Turkish terms were used in the previous version(s) of the brochure, I could not be sure about which terms to use. For example, for "design" the previous translator(s) might have chosen to use *tasarım* or *dizayn*[10]. It can only be by chance that the translator uses the same Turkish term used in the previous translation(s). To overcome this problem, a bi-lingual list of terms (bi-text) can be sent to the translator. Yet a more comprehensive and long-term solution would be to require the translator to use a TM system and send the TM (bi-text) that was used in the previous translation(s) so that the translator can screen all kinds of translation decisions (i.e. terminological, syntactic, stylistic) made by the previous translator(s).

In the latter solution, the company would send not the fragments to be translated but the entire source text. They would also send the translator a detailed breakdown of discounts for matches. The translator would translate only the updates to the source text but this time with access to the entire source text while the client would still benefit from a cost-efficient service. In addition, since the client would send the source text as a whole and receive the translation again as a whole text, he/she would not need to spend time extracting the updated parts of the source text before sending for translation and importing the translated parts to the previous translation to produce an entire target text.

Since the solutions suggested here cannot be applied in this translation task, I made an online search to see if I can find a parallel text (chron-text). The company website I found contained the brochures of various elevator models of the brand. Only one of them was Turkish. I checked this brochure to see what Turkish terms might have been used as equivalents for "design" and "materials". When I made a quick search in the brochure for "tasarım" and "dizayn" using "Find" function of Windows, I saw that both were used, which made me think that both Turkish terms can be appropriate, and I chose to use "tasarım" in my translation. For the terms "materyaller" and "malzemeler", I found that "malzeme" was preferred in the brochure. In order to maintain intra-textual consistency, I also used "malzemeler" in my translation.

Secondly, the pronoun "you" and possessive adjective "your" can be translated into Turkish in two different ways as "siz" / "sen" and "sizin" / "senin" respectively. The phrase "your customers" in the sentence "Meet the long-term requirements of your customers" can be translated as "sizin müşterileriniz", "müşterileriniz", "senin müşterilerin" or "müşterilerin". These were the possible options that came to my mind. When I reviewed the parallel text, I found that the nouns were found with possessive suffixes and not preceded by possessive adjectives, e.g. "asansörünüze", "ihtiyacınız". Therefore, I decided to translate "your customers" into Turkish as "müşterileriniz".

The third problem in Text 1 was the translation of imperatives. In translating "Be sustainable", I found two options which were "Sürdürülebilir olun" and "Sürdürülebilir olunuz" since I wanted to use the polite imperative form for the pronoun "you". When I went through the text for the verbs in imperative form, I found that both imperative forms were used, e.g. "Sessizliği dinleyin.",

[9] For a detailed study of language use in advertisements see İnce, 1993.
[10] "Tasarım" and "dizayn" are synonyms.

"Kendiniz görünüz." Since I thought that the first form was more common and sounds more natural in Turkish, I decided to translate using the first.

Text 2 is more confusing than the former one. First of all, the file name "Turkish" does not give any clue about the type or subject matter of the text. The text consists of a table with three columns. In the first column there are some numbers, and in the second there are words, phrases and sentences that need to be translated. The third column is left empty for the Turkish translations of the words, phrases and sentences in the second column. These are probably text fragments from a web-based application interface of an online shop, which may be called an informative text. Therefore, the function of the target text will be informing and directing a customer in her/his surf on the online shop.

One of the problems encountered in translating Text 2 is again about terminology. Since I did not have access to the co-text, I could not analyze the meaning of the term "story". After making an online search on Microsoft Language Portal, I found that story is translated into Turkish in two different ways as "yazı" and "hikaye" in texts related to information technology. It is possible to use both equivalents. However, the first one is an umbrella term for any type of writing. On the other hand, if "story" is translated into Turkish with the latter term, then the customer may expect to see stories of other customers about this product. As a solution, I decided to use "yazı" which also includes "hikaye" since if a customer gives the command "Read \{0 [Number]\} stories", what she/he will encounter will be a piece of writing.

The problem related to the use of imperatives was again encountered in this text. The imperative sentence "Please wait" could be translated as *"Lütfen bekle", "Lütfen bekleyin"* or *"Lütfen bekleyiniz"* as the form of imperative in Turkish may vary[11]. When we consider that the first form does not reflect a polite attitude towards the client, we can eliminate it. However, the second and third options could be both used in the same case. It is the co-text and chron-text which would lead the translator to an appropriate decision. In order to secure stylistic consistency, it is necessary to see the previous translations of imperatives. Since it was a more economic linguistic solution, I chose "*Lütfen bekleyin"*.

In this example, if a TM system had been used in the previous translation tasks and the final translation task[12] and the entire source text was sent to me, stylistic and terminological consistency could be maintained. Also, the meaning of the term "story" in this specific context could be determined correctly.

The decisions that I made in both translation tasks might have worked well. However, otherwise is also possible. Therefore, after completing the translation tasks, I wrote brief e-mails to the project managers about the problems I encountered during the translation processes due to the lack of context and how I solved them, and I sent the translated documents attached to those e-mails. My aim was to indicate that the lack of context might cause quality-related problems and to justify my decisions.

Use of TM Systems as a Tool for Avoiding Context Deficiency

The benefits of TM systems explained previously in this article are the ones commonly expressed in the translation industry as well as in the translation studies literature. Clearly, there is still a need for further research to discover the opportunities offered by TM systems. This study, which is a modest attempt to increase awareness about their opportunities, argues that using TM systems may help avoid context deficiency in translation.

[11] See the example on the previous page.

[12] If a TM system had not been used in the previous tasks, it might have been a solution to use an alignment tool to align source texts and their translations in order to produce Translation Memories.

It is evident in the above examples that translating non-contiguous fragments without any contextual reference may result in undesired translation results. According to Melby and Foster, this involves a lack of three types of context: co-text (surrounding sentences), chron-text (the previous version of the text), and bi-text (the previous version of the text segmented and aligned with its translation) (2010:9). They continue their discussion with an example:

> For example, consider the following sentence, taken out of context: "With a large number of readers and relatively few writers, there is the possibility of writer starvation." Without some sufficient co-text, one might think it is talking about human readers and writers, when in fact it is talking about components of a computer software system (IBM, 2008) (ibid.).

It has been more than thirty years since Translation Studies abandoned the notion of translation as an equivalence-based language replacement. However, the practices of translation industry seem to ignore the effort expended by Translation Studies to emphasize the importance of context in translation. In an effort to cut turnaround times, clients sacrifice translation quality by sending contextless text fragments to translators.

Using TM systems may help avoid context deficiency while ensuring efficiency at the same time. With the use of these systems: 1- Translators will be able to have access to the source texts in their entirety, 2- Translators will be able to see the previous translation decisions by previous translators, which will contribute to consistency, 3- Clients will be provided with discounted prices, decreased turnaround times and better quality translations.

However, it should be noted that using TM systems cannot guarantee high quality, accurate translations. Even in the use of TM systems, there are several preconditions which are also applicable to conventional translation processes. First, TM systems cannot replace the world knowledge. When project managers cannot find a translator with the necessary field-specific knowledge, they sometimes tend to persuade a translator to get the task stating that the source text will be accompanied with a rich translation memory. However, without field-specific knowledge, a translator could not recognize errors in a TM or decide which translation is the most optimal solution for a given translation problem.

Secondly, translators should be provided information about the purpose of translation task, intended function and receiver of target text (non-text). The translator should have the necessary competence as to how to use this information and make decisions accordingly. In addition, they should be provided necessary glossaries, style sheets and related texts by the client. Clients may think that Internet is full of online dictionaries and related documents. However, the most helpful documents may not be visible to general public. Still the burden of finding rel-text typically falls on the translator, even when the requester is in a much better position to provide it (Melby and Foster, 2010: 9). In our current age, although online dictionaries are very comprehensive and have advanced features, even the field-specific ones may not show the client-specific term choices.

A translator should have linguistic knowledge about text types and their conventions in order to make the most of a TM. The translation units contained in a TM may come from various types of texts. In order to decide which term to use in a brochure for general public and which one in a technical documentation for technicians only, the translator should have the necessary linguistic knowledge.

Conclusion

When “TM systems” and “context” are concerned, the most common argument is that TM systems cause translators to move from the level of text and communication to that of phrase and formal equivalence since they break texts into phrase and sentence units (Pym, 2006). However, if users of these systems are aware of this limitation, they could take necessary measures to overcome possible quality-related problems. A translator who uses a TM system might translate on the level of segments without concerning the communicative context of the target text. However, this is not a problem that is caused solely by the system itself. We should also consider the other reasons which make the translator lose sight of the context. One reason may be that the translator lacks the notion of context and does not know its relation to translation. Another reason could be time pressure on the translator. In addition, the translator may deliberately ignore the communicative context of the target text since s/he considers preserving the communicative context as an extra service which requires additional payment. Therefore, while evaluating the translations produced using TM systems the limitations and conditions of the translation task should also be considered.

The current study has a different perspective about the relation between TM systems and context. It has revealed that in the absence of these systems, the translator is put in a position to translate only the words, phrases and sentences that are updates to the previously written texts and his/her access to entire source text and previous source texts and their translations is hindered. This might result in translator's inability to ensure terminological and stylistic consistency as well as determine the meaning of a certain word. While it is understandable that clients try to save money and time by extracting the non-translated parts of texts and requesting the translation of only these parts, this simultaneously might give rise to quality-related problems.

TM systems might be suggested as a good solution to help prevent co-text, bi-text and chron-text deficiency in translation and ensure high-quality as well as time and cost savings. As expressed before, no technology is flawless and every technology has its limitations. But if translators are made aware of the limitations of TM systems - which is something that tool developers and their distributers largely refrain from doing- and what measures can be taken to handle these limitations, TM systems may be more beneficial. For example, TM owners should invest time to correct the errors so as not to recycle them in future translation tasks. Time, money and effort should be spent to edit the output of TM systems in order to ensure cohesion and coherence in target texts. These are some suggestions from literature and personal observation. The need for further research, particularly based on empirical data is obvious so as to develop appropriate measures for the limitations of TM systems.

Finally, no TM system can eliminate the need for non-text, rel-text and bi-text. Translators should be willing to ask for more context and explain their reasons for doing so. This should be viewed as an indication of a diligent translator or translation project manager, not an incompetent or inexperienced one (Melby and Foster, 2010:12). Clients should be willing to provide translators with contextual resources available to themselves. Furthermore, project managers should inform clients about TM systems and their benefits for both translators and clients.

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APPENDIX I

(Company name)	**Translation** *(Brand name)* 5300 Integration of „green“, pages 10-13		

Dear translator

- Please translate each sentence from the left column and write it into the right (empty) column.
- Write your translated language into the box below:

Your language:	

Please note:

- Please use capital letters as appropriate in your language.
- Do not use manual word-wrapping at the end of a line.

Page 10

(Brand name) **5300:** **Sustainability is a question of the right business partners – including elevators.** Be sustainable. Meet the long-term requirements of your customers. This not only applies to the development of shower products but also to the business of mobility. This is why the owners of a shower manufacturer in Aesch, Switzerland selected the *(Brand name)* 5300. The passenger elevator is energy-efficient, completely reliable and meets the high demands of a lively business. A solution you can rely on – today and tomorrow.	
Our solutions have to be economically and ecologically efficient. Function and design must be fully united.	

Page 11

Sustainable performance Let us make your building more sustainable. We designed the *(Brand name)* 5300 to be highly efficient in every respect: be it in performance, space or energy use. Every detail counts.	
Environmentally responsible The daily operation of a building has the biggest impact on the environment – the same applies to elevators. That's why we made sure that the *(Brand name)* 5300 is energy efficient during operation. Using less energy conserves our natural resources and lowers overall building costs.	

Total environmental impact % by product phase Development Production Materials Operation The energy generated while an elevator is in service (operation phase) accounts for 75% of its environmental impact	
Efficient system The *(Brand name)* 5300 follows an efficient system approach. It is a smart, fully engineered product in which all parts are perfectly adjusted to each other. From drives, to controls, to doors and to cabins – each and every component contributes to this elevator's efficiency.	
Convincingly green How do you know that this elevator is energy efficient? We measure it. Ratings run by *(Brand name)* and third parties show that on average the *(Brand name)* 5300 provides an energy efficiency classification in the "green" range. It is always good to rely on facts.	
Energy efficiency classes **The measurement standard is VDI 4707 established in March 2009 by the Association of German Engineers.**	

***note to translator the term "VDI 4707" does not need to be translated.**

Page 12

Nobody is perfect. **But this technology is.** **Drive** The *(Brand name)* 5300 uses a small drive, thereby eliminating the need for a	

machine room and allowing for an exceptionally low headroom height. The drive stops the car with precision. Car and floor sills line up very accurately to ensure that passengers get in and out safely. The frequency controlled, gearless drive enables a direct power transfer, which reduces energy consumption and building costs. Due to the material of the traction media, noise is minimal for both passengers in the car, and tenants of the building. Real quiet, real comfort.	
Traction media Traction media replace conventional steel cables, weigh less, require less space, and run more quietly. Thanks to the flexibility of the traction media, the drive can be installed directly in the elevator shaft and this provides room for a larger car.	
Control The service access to the compact control unit is built directly into the standard door frame. It simplifies the elevator installation, provides practical handling and saves space. The control system switches car lights and ventilation into stand-by mode when not in use. Its multi-bus architecture requires less wiring which reduces material and waste. A smart and ecologically responsible technology.	
Doors Doors are equipped with a frequency-controlled drive for fast, energy-efficient and reliable operation. Telescopic sliding doors are available opening to the left or to the right. The 800 kg and 1000 kg cars are equipped with center opening doors. An efficient system.	
Car Technology does not require much space in the *(Brand name)* 5300. This is an obvious benefit because you get more freedom of movement due to a larger car. The center guided system reduces the mechanical friction and thereby reduces energy consumption. The counterweights are lead free and low power LEDs illuminate the car operating panel. A striking advantage for passengers and the environment.	

Page 13

Previously: steel cables Steel cables are relatively inelastic. They need a traction sheave diameter of at least 320 mm with the cable diameters require for elevators. The complete conventional motor including drive gears must be large enough to match. A system that requires space and energy. **New: traction media** Traction media are flexible. They use a much smaller traction shaft diameter than steel cables. 85 mm is enough, requiring a much smaller motor. A design that saves space and energy.	

ADDITIONAL TRANSLATIONS PLEASE ADD PAGE NUMBER AND ENGLISH TEXT BELOW

Page

Page

Page

APPENDIX II

0000821	\{0 [Number]\} out of \{1 [Number]\}			
0000824	Read All \{0 [Number]\} Reviews			
0000827	Read \{0 [Number]\} stories			
0000830	Read \{0 [Number]\} story			
0000833	\{0 [Number]\} stories			
0000863	Please wait...			
0000869	Add Product			
0000872	Added			
0000875	Close			
0000878	You recommend:			
0000883	Done			
0000886	Back to search results			
0000889	To add this product, you must first remove one from the list below.			
0000896	{5}Product limit exceeded:{6}			
0000899	Try searching for a broader term.			
0000902	Oops, your search returned no results.			
0000905	\{0 [Number]\} products match the term			
0000908	\{0 [Number]\} product matches the term			
0000922	read more			
0000925	[X]			
0000931	Recommend a product from our product catalog			
0000937	Search for			
0000944	\{0 [Number]\}			
0000956	Click here to see \{0 [Product Name]\} details			
0000962	My Product Recommendations			
0000965	Add			
0000968	Find a product			
0000971	Move left			
0000977	Move right			
0000986	Remove this product			
0000989	My recommendations:			
0000992	The product catalog is not available at this time.			
0000993	We apologize for the inconvenience.			