

Chapter 9

9. Translation of Online Content

Learning Objectives

In this unit, you will

- read instructions for translating online content
- read instructions on dealing with terminology, style, links etc.
- apply the instructions when translating online content
- read instructions on localization
- localize online content
- work on the miniproject II

Keywords

- online content
- terminology
- style
- links, titles, headings
- localization

Terminology

In its document *TRANSLATION OF ONLINE CONTENT*, the EU provides specific instructions on how to deal with a translation intended for publication online. In this unit, you will learn about issues of online content translation and apply them to an assigned translation. This chapter is focused on terminology.

- **TRANSLATION OF ONLINE CONTENT**

For Web or Not for Web

Before you start translating, make sure you know whether the final product will be published on paper or online. The document's name and code might help.

- **Terminology**
The same rules apply here to any other Commission documents – the translation must be consistent with the EU acquis.

However, many of the texts published online are not legally binding and, therefore, might allow for a greater freedom of style. The segments don't need to match 1:1 – when you need to play with the word order or split sentences for example.

Use Microsoft terminology while translating labels for software controls unless Commission reference material and memories suggest otherwise. Even localization of strings for a software interface might involve references to legislation.

Task

Use any of the tools you have been working on so far to help you translate the following links, which have been taken from the presidential web pages.

Appointments, dismissals, decisions

Representative bodies

- [Declaration of elections, convening of session and dissolution of Chamber of Deputies](#)

Government

- [Prime Minister, Ministers](#)

Courts

- [Constitutional Court](#)
- [Justices and Judges](#)

Security forces

- [General Chief of Staff](#)
- [Army Generals and Police of the Czech Republic](#)

Universities

- [University Rectors](#)
- [University Professors](#)

Other institutions

- [The Supreme Audit Office](#)
- [The Bank Board of the Czech National Bank](#)
- [The Czech Statistical Office](#)
- [The Office for the Protection of Competition](#)
- [The Securities Commission](#)
- [The Office for Personal Data Protection](#)

Diplomatic missions

- [Czech Republic Ambassadors abroad](#)
- [Foreign Ambassadors in the Czech Republic](#)

After you translated the text yourself, you can look at the official translation of the same text, which is placed in the Key section of this chapter.

Now you know

- that you must use the EU terminology when translating the online content
- there is more freedom in terms of style of the translation
- when translating software controls, Microsoft terminology is to be used

Key

Jmenování, odvolání, rozhodnutí

Zastupitelské sbory

- [Vyhlášení voleb, svolání zasedání a rozpuštění Poslanecké sněmovny](#)

Vláda

- [Předseda vlády, ministři](#)

Soudy

- [Ústavní soud](#)
- [Soudci](#)

Bezpečnostní složky

- [Náčelník Generálního štábu](#)
- [Generálové Armády a Policie ČR](#)

Vysoké školy

- [Rektoři vysokých škol](#)
- [Profesoři vysokých škol](#)

Další instituce

- [Nejvyšší kontrolní úřad](#)
- [Bankovní rada ČNB](#)
- [Český statistický úřad](#)
- [Úřad pro hospodářskou soutěž](#)
- [Komise pro cenné papíry](#)
- [Úřad pro ochranu osobních údajů](#)
- [Předseda Akademie věd České republiky](#)

Zastupitelské mise

- [Velvyslanci ČR v zahraničí](#)
- [Zahraniční velvyslanci v ČR](#)

Style and localization

In this chapter, you will read the instructions from the manual regarding style, learn how to handle specific online features such as links, headings, and so on, and localize an online text.

Style

The purpose of the Commission documents intended for the Internet varies considerably, and so does their style. Although EU terminology needs to be respected, please consider the probable target audience (general public, children, specialists, etc.) and adjust the style accordingly.

You can consult similar pages written in Czech to get an idea - the priority is to be user-friendly and clear. This concerns mainly the sentence structure. Avoid padding expressions that don't carry any meaning. Try to make the text sound like it was drafted in Czech, not translated from another language.

Links, web section titles, headings etc.

Click on every link to find out where it leads and adjust your translation accordingly. If necessary, make the Czech version more specific—the reader should know immediately where he or she is going. The same holds for section titles.

Remember that most web readers are after specific information and want to find it easily.

Certain text parts, such as labels, breadcrumbs, headlines, legends etc., might be subject to space restrictions. In such cases, the number of characters should not exceed the original wording too much.

Localization

Some expressions might need a little intervention to suit the Czech readers.

Example: A heading below a photograph of the Prague Castle that says „Prague, Czech Republic“ would look better in Czech translation as „Pražský hrad.“

Task

Translate the following captions that describe photographs of places in the Prague Castle complex. Follow the rules and instructions on style, headings and localize the text. You can specify some information or perhaps even delete some info that is clear to the Czech tourist.

Prague Castle

Golden Lane with Daliborka Tower

The Golden Lane is probably the most romantic place at Prague Castle. Famous writer Franz Kafka spent some time in the house no.22.

The Castle Guard

The Prague Castle is 24 hours a day guarded by elite units of the Castle Guard.

Old Royal Palace with Vladislav Hall

The vault of the gothic Vladislav Hall in the Old Royal Palace has been the witness of the most important state events since the 16th century.

Permanent exhibition The Story of Prague Castle

The permanent exhibition The Story of Prague Castle offers a view of more than thousand years' history of Prague Castle which is the biggest castle complex in the world.

Now that you have finished your translation, you can look at an official translation of the text as it is published online. It is included in the Key section of this chapter. You can find there examples of caption translations and localization.

Now you know

- how to approach style in online content translation
- what rules there are for translating links, section titles and headings
- that a text of a specific content needs to be localized

Key

This is an example of dealing with online content. You can notice that in the official translation (which is published at <http://www.hrad.cz/cs/prazsky-hrad/fotogalerie/prazsky-hrad/index.shtml>) there is sometimes more information added to some photographs or some information is made more specific while some information is not found necessary for a Czech tourist.

Once again, this is only an example of a possible way how to approach such a translation and your translation of the same text can vary in case of online content translation which needs to be localized.

Nová Zlatá ulička

Nově otevřená Zlatá ulička je zřejmě nejromantičtějším místem Pražského hradu. Kromě opravných barevných drobných domků nabízí novou stálou expozici, která přibližuje život v Uličce ve všech obdobích její 500leté existence. Zlatá ulička je – stejně jako v minulosti – zařazena do obou prohlídkových okruhů Pražského hradu. Nejnižší rodinné vstupné činí 500

korun (pro dva dospělé a až pět dětí). V ceně vstupenky je kromě Zlaté uličky také vstup do nejcennějších částí Hradu – katedrály sv. Víta, Starého královského paláce, Baziliky sv. Jiří či Rožmberského paláce. Vstupenka platí dva dny.

Hradní stráž

Hradní stráž je elitní jednotka, která střeží Pražský hrad - sídlo prezidenta - 24 hodin denně.

Starý královský palác s Vladislavským sálem

Starý královský palác je významným objektem hradního areálu. Kromě jiného se v něm nachází slavný Vladislavský sál. Starý královský palác je v rámci návštěvnických okruhů Pražského hradu označen číslem I. Vstup do něj je ze III. nádvoří.

Stálá expozice Příběh Pražského hradu

Stálá expozice Příběh Pražského hradu nabízí vhled do více než tisícileté historie Pražského hradu.