



# RENDERING THE LANGUAGE

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Language Marketplace is EN 15038 Certified.

## Accurate translation is important, especially in hard times!

We have all suffered an occasional linguistic faux pas. After all, we all send out emails with a typo once in a while. However it's slightly more embarrassing when a language-related misstep is broadcast for the world to see, which was what happen recently when the goodwill gift that Secretary of State Clinton presented to Foreign Minister Sergey Lavrov of Russia had its label mistranslated.

Paul Richters writes in his on-line story dated March 6, 2009 and published in the Los Angeles Times:

*"Clinton, seeking to illustrate U.S. interest in ending the Bush administration's acrimonious relations with Moscow, gave Lavrov an oversized red button labeled "reset," in Russian.*

*Lavrov needled her by pointing out that because of a translation error by the American staff, the button was labeled not "reset" but "overcharge." Clinton tried to laugh off the mistake, but Lavrov insisted, "You got it wrong." A few minutes later, however, he promised to put it on his desk."*

Perhaps your translations will not be shown in national television, however every document you translate is an indispensable piece of communication. You want the message to be accurate.

In tough economic times, it is very tempting to cut corners, however if the above incident can be an example, using a professional translation agency that has Quality Control procedures in place, such as those required by EN 15038, is imperative.