



## MARKETING AND LITERATURE COPY TRANSLATIONS

The translation of literature and marketing copy requires talents and skills that are virtually opposite to those required for technical, legal, medical, or scientific translations, in which conceptual exactness and terminological precision are key. By contrast, literary texts and marketing copy emphasize the various aspects of human thought and language. These texts use culture-specific and often sub-culture-specific symbolism, metaphors, and puns, which often play to the subconscious mind, appealing to emotions, values, and moods rather than to critical thinking. The author's intent must be understood, and the intended meaning must be re-worded in another language for another culture. This talent requires translators who do not just "know" another language. A good literary or marketing translator must have a "feel" for the context being translated. The translator must be able to find an equivalent context and a linguistic match for what the source text is trying to express.

Other cultures and languages use different symbolism and metaphors. In American English, for example, "blue" has the emotional connotation of "sad", "unhappy". The French term for "blue", "bleu", has the connotation of "stupid", "silly", "inexperienced", and "bad". The German term for "blue", "blau", has the connotation of "drunk", "stoned". The translator must find the images, symbols, metaphors, and puns that express in the target language what the source text is trying to express. This task requires people who are intricately familiar with both the cultures and the languages involved in the translation. Apex has such translators.

However, if we are unable to provide a translator-match for your text, we will be pleased to assist you in locating another translation service provider.

Contact a 3rdevent representative to learn more about literature and marketing copy translations or call us at (USA) 1-800-454-3044 (INTL) 312-239-8860.