

**Transcreations and value-added translations:**

Women's luxury lifestyle magazine **KONFEKT**

[Sample: December 2020 issue](#)

Publisher: Monocle



**GLOBEAIR** inflight magazine

Winner of Golden Pixel Award 2019

[Sample: 1/2019](#)

Translation agency: ASI (t'works Group), Vienna

Content agency: Egger & Lerch



**PORSCHE HOLDING** employee magazine

[Sample: May 2019 issue](#)

Translation agency: ASI (t'works Group), Vienna

Content agency: Grayling Austria



## Content:

Series of grant-funded articles for **FEUCHTWANGER STUDIES**



- [Das Buch Bayern: The Portrayal of Antisemitism and the Wahrhaft Deutschen in \*Erfolg\*](#)  
In: Andreas Heusler (ed.), *Feuchtwanger und München* (Bern: Peter Lang, 2021)
- [Die Geschwister Oppermann: A German Jewish Family in Extremis](#)  
In: Daniel Azuélos, Andrea Chartier-Bunzel and Frédéric Teinturier (eds.)  
*Feuchtwanger und die Erinnerungskultur in Frankreich* (Bern: Peter Lang, 2020)
- [Caught Between Cultures: Lion Feuchtwanger's \*Flavius Josephus\*](#)  
In: Paul Lerner and Frank Stern (eds.), *Feuchtwanger and Judaism* (Bern: Peter Lang, 2019)
- [The Proud Fabric? A Translator's Perspective on \*Waffen für Amerika\* in English Translation](#)  
In: Geoffrey Davis (ed.), *Feuchtwanger und Berlin* (Bern: Peter Lang, 2015)

Non-profit educational portal (2021) in collaboration with

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Types of source text for transcreation/value-added translation include<sup>1</sup>:

### Marketing communications (digital and print)

Advertorials

Company brochures

Customer magazines

Mission statements

Newsletters

Product brochures

**Persuasive texts** which use data-driven storytelling and a confident tone of voice to position the company as an innovator and thought-leader.

**Narrative texts** which build customer engagement, with narratively structured content about the products/services and technologies; news and features about the company and its operations and strategic challenges.

**Descriptive and persuasive content:** technical writing skilfully interwoven with idiomatic language, with clear and compelling descriptions of the products/services, manufacturing methods, quality assurance processes, and key benefits.

### Corporate communications (digital and print)

Compliance guidelines

Blog posts

Employee magazines

Interim financial statements

Press releases

White papers

**Editorially-led** news and features focusing on market trends, R&D, growth strategy and investment, M&A, regulatory affairs and compliance, CSR and environment, financial results, and personnel.

**Long-form content** with authoritative facts and information; often gated, requiring the reader to register or subscribe.

<sup>1</sup> Short-form expository texts may be suitable for [post-editing](#).

**Research methods:**

For every assignment, my initial step is to conduct thorough background research into the company and its products/services:

- the company and its strategic challenges
  - R&D and investment
  - M&A
  - regulatory affairs and compliance
  - CSR and environment
  - financial performance
  - key personnel
  - company history
- the products/services
  - technologies
  - brands
  - manufacturing processes
  - buyers and markets
  - market trends
  - competitors

**Task chain for transcreation:**

My task chain for transcreations and value-added translations<sup>2</sup> consists of three or more drafts. Then comes a checking stage in which I leave the text overnight before polishing it up one more time as a piece of English prose, without looking at the source text. The text is then ready to be sent for feedback & fine-tuning, along with any notes concerning reference sources, judicious minor changes to the source text, and any other issues.

- correct technical terminology and industry terms
- suitable register: formal, conversational, or neutral
- smooth sentence links and paragraph transitions
- move away from source syntax when appropriate (parallel/balanced, inverted, or other syntactic structure)
- judicious use of alliteration, assonance, or other writerly techniques
- awareness of readership and target culture
- focus on the impact of the text as a whole
- convey a sense of commitment to the company and brand

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<sup>2</sup> Philip Mann of Robert Bosch GmbH corporate communications department provides a useful set of objective criteria for assessing the quality of a value-added translation in 'Der Einkauf als natürlicher Feind des Übersetzers? Beobachtungen aus dem Übersetzeralltag in einem Grossunternehmen', in: *Übersetzen und Dolmetschen 4.0: Neue Wege im Digitalen Zeitalter*, (Berlin: BDÜ Fachverlag, 2019), 550-560.

## Quality comparison table

Source text:  
Sauter Pianofortemanufaktur  
200<sup>th</sup> anniversary magazine (2019)  
Content agency: Lookinglately

Jeder Flügel ist ein Unikat – und ein technisches Wunderwerk für sich: Die Gussplatte, die die gewaltigen Kräfte des Zuges aller Saiten aufnimmt, werden bei Sauter noch nach eigener Konstruktion hergestellt, die Raste und das Herzstück, der Resonanzboden mit der besonderen, klangfördernden sphärischen Wölbung aus Fichtenholz, im Hause von Hand gefertigt. Parallel wurden die Saiten produziert. Jedes Teil legt die Grundlage für den einmaligen, kristallklaren Sauter-Klang. Aber erst vom Moment an, da das Spielwerk mit seiner komplexen Klangmechanik in das Gehäuse eingesetzt wurde und der Flügel genügend lange Ruhe hatte, kann sich Kaufmann an sein Werk machen. Kein Roboter, kein Algorithmus, nur Hände und menschliches Gespür bewältigen die Feinarbeit.



## Machine translation with no post-editing

Each grand piano is unique - and a technical marvel in its own right: the cast plate, which absorbs the enormous forces of the tension of all the strings, is still manufactured by Sauter according to its own design, the rest and the heart, the soundboard with the special, sound-promoting spherical curvature made of spruce wood, is handmade in house. The strings were produced in parallel. Each part lays the foundation for the unique, crystal clear Sauter sound. But it is only from the moment that the mechanism with its complex sound mechanics is inserted into the case and the grand piano has had enough rest for a long time that Kaufmann can begin to work on his instrument. No robot, no algorithm, only hands and human intuition can handle the precision work.

## Value-added translation (Adrian Feuchtwanger)

Each piano is unique and a technical marvel: Sauter still uses its own designs for the cast-iron frame, which must be capable of bearing the powerful forces in the tensioned strings. The back, and the spruce sound board with its special Sauter spherical concavity, are also made by hand in house. The strings are produced in parallel. Each component helps lay foundations for the crystal-clear Sauter sound. Once the action, with its highly complex mechanisms, has been carefully inserted and a suitable period of time has elapsed to allow the instrument to settle, Kaufmann can begin his work. There are no robots or algorithms for this precision work, just manual labour and a human touch.

- correct technical terminology: in piano-making, Raste = back, Spielwerk = action
- correct marketing terminology: Sauter spherical concavity®
- fluent: changes to syntax and tense where appropriate
- confident tone of voice, displaying an understanding of piano-making technology
- concise: 10% shorter text
- use of figurative language to convey the idea of precision craftsmanship: 'allow the instrument to settle'
- as requested in the project brief: English for international readership, without any strong UK or US colouration
- reads like an original, not a translation