



Writing for a global audience

HP Globalization

This presentation: help for all HP writers, all types of content

Target audience:

- Anyone who creates content of any type
 - Assumption: all content will one day be translated
- Writers and publishers

Purpose:

To communicate writing guidelines and other best practices

To provide reference material

Intended outcome:

- writing that is easy to understand in all languages, including English
- writing that minimizes translation costs and time schedules



How to communicate with customers in a better way, while minimizing costs



Everything you write is global. Never forget.

It will be translated. It will be used outside the context in which it was written. We can no longer make assumptions about our audience's location, culture and language.



Refer to the HP Experience Center for guidance on HP's voice, style and brand

<https://h10014.www1.hp.com/hpweb/experience/index.aspx>



Writing for translation

- **The way that English is written has a major affect on translation costs:**
 - Simple or difficult (or impossible!) translations
 - How much translation can be reused, and what must be translated over and over again
 - How much manual work must be done after translation (formatting, testing, desktop publishing)
- **Highly-personalized, emotional content** requires special treatment in translation, and the extra expense must be budgeted for. (You may hear this called “transcreation”—rewriting of content in local language, because it just “doesn’t translate”).



At HP, when we speak, we're always:

Courageous
Personal
Bright

See the HP Experience
Center for full guide

“We sound like people talking to people... You are the trusted friend, the motivator and powerful ally. Your voice is the one that reminds people that they really matter.”

HP Experience Center: Write in the HP voice

<https://h10014.www1.hp.com/hpweb/experience/make/speak/hp-voice.aspx>



**However, by writing as we talk, we
can make translation very
difficult, without even trying.**

We have to find the right balance.

How to make translation difficult. And expensive!

It's easy if you know how

- Include spelling mistakes.
- Forget about the grammar rules that you learned in school.
- Use slang and your own invented acronyms.
- Confuse words such as **ensure** and **insure**, **affect** and **effect**, **loose** and **lose**.
- Use really really long and convoluted sentences without any punctuation in the right places to help the reader or translator understand the structure or flow of words and meaning and make sure there are more than one concept in each sentence and why don't we have a tea break now?



How to make translation easy!

Write clearly. Have one concept per sentence. Use consistent terminology. Check and correct spelling. Check and correct grammar. Avoid slang. Avoid non-standard acronyms. Be direct and not passive.



Try using iMT to check how a paragraph will translate

HP Instant Translator

Translate from English to another language, and then translate it back to English.

HP Instant Translator

Text Translation | File Translation

Select Target Language and Enter the text you would like to translate: From: French → English Translate

(Max 5,000 characters)* Character Left: 4822

Flexible, innovant et puissant. Le nouveau HP Spectre x2 à la fois précis et précis rassemble tout ce qui constitue un Ultrabook™ avec tout le confort et le design d'une tablette.

Flexible, innovative and powerful. The new HP Spectre x2 both precise and accurate gathers everything in a Ultrabook™ with the ease and the Tablet design.

Detect Detected language is : French

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Terminology, terminology, terminology



Terminology is king!

**Or queen. Or emperor.
Chief? Boss? Or is it president?**

Or... terminology is fundamental to success?

Refer to the HP Terminology program



Painting with words

Sentences found on HP.com, February 2014

Get your hands on one

Touch and play

Explore our tablets in cool sizes

Save \$200 and change the way you think about touch



Painting with words

Sentences found on HP.com, February 2014

Get your hands on one

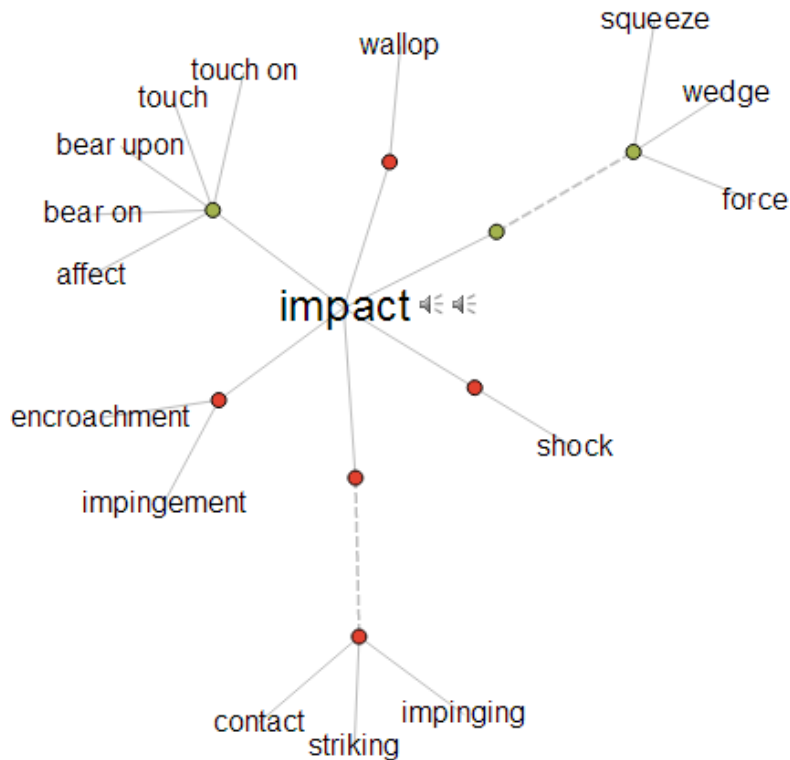
Touch and play

Explore our **tablets** in **cool sizes**

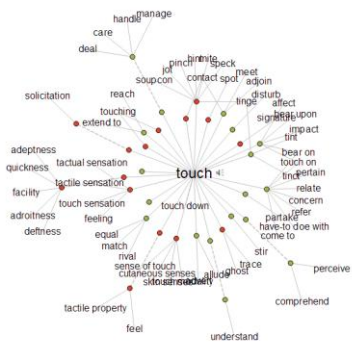
Save \$200 and change the way you think about **touch**



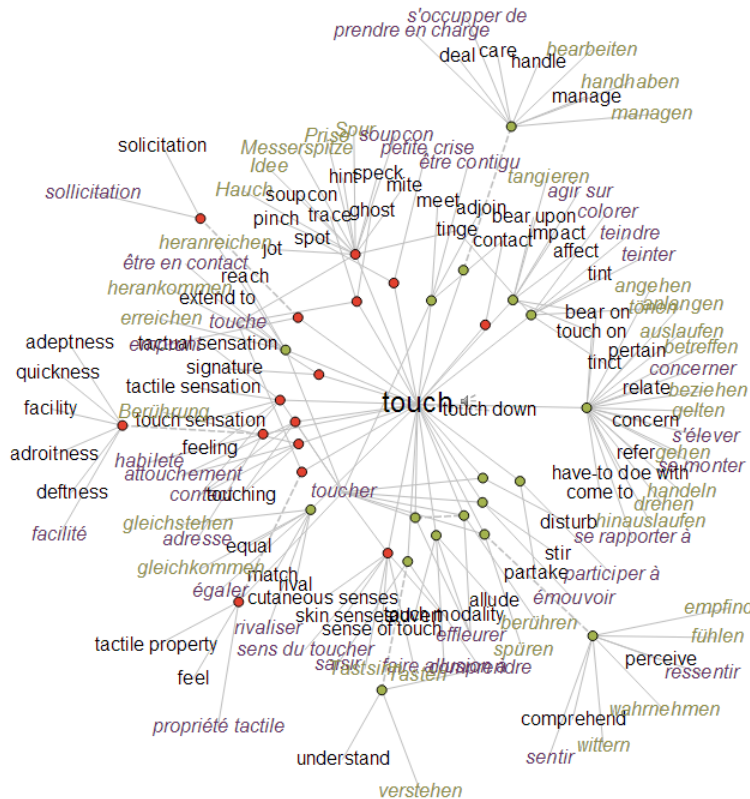
We define terminology so that we have a common understanding of a concept's meaning



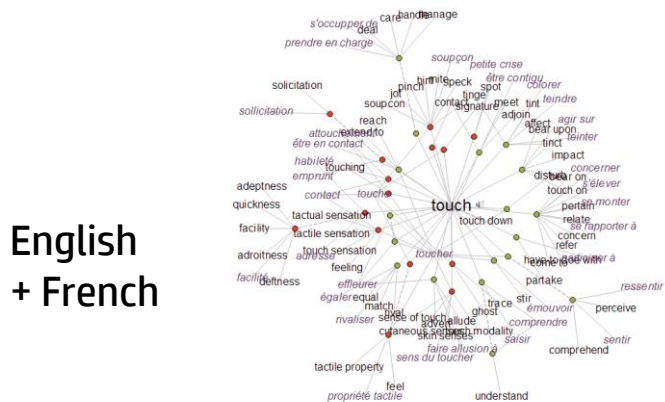
Touching-on terminology



English



English +
French +
German



English + French

Inconsistencies in English

www.shopping.hp.com/en_US/home-office/-/products/Desktops/Desktops

phy Globalization HP Marketing Benefits News and books Family

Home & Home Office Support & drivers Customer service Order status 1 (866) 356-4549



Home & Home Office Store

Laptops & hybrids Tablets Desktops & all-in-ones Printers

all-in-one
All-in-one
All-in-One
Multifunction



Home & Home

Laptops & hybrids Tablet

> Home & Home Office > Desktops & all-in-ones

Desktops & all-in-ones

Filter by Clear All

☐ Special offers

- ☐ New products (8)
- ☐ Top deals (5)

☐ Operating system

- ☐ Android (1)
- ☐ Windows 8 (3)
- ☐ Windows 8.1 (11)

☐ Usage

- ☒ All-in-one (3)
- ☒ All-in-one touch (12)
- ☐ Business (4)
- ☐ Everyday computing (6)



Lowest price

Compare (0)

☐ Compare



Part: CE538A#BGJ UPC: 885631273562

HP LaserJet Pro M1536dnf
Multifunction Printer

★★★★★ 73 REVIEWS



HP ENVY Recline 27-k150xt
TouchSmart All-in-One Desktop...

★★★★★ 10 REVIEWS

Starting at: \$1 429.99
After savings: \$1 229.99*



When stealing someone else's words can be a good thing



Plagiarism can be a good thing!

It can keep translation costs down, and quality/consistency up

Content reuse best practices:

- Reuse exactly the same English sentence from other information chunks or publications **if the same meaning is intended**
- Do not change the English sentence unless it has a serious error
- Do not modify a sentence just to make it “a little different” or “look a little better”, or because you would have written it differently

Example of cost:

- one term changed in one English document means retranslation and reformatting of 34 translated versions, which may cost thousands of dollars

Examples of valid reuse:

- From one news article to another
- From one user manual to another
- From one product description or technical specification to another, **where the content is not used to differentiate products or features**



Practical examples

Avoid ambiguity. Avoid slang. Keep sentences short.
One concept per sentence. Use approved terminology.
Be consistent. Keep sentences whole.



Write precisely and clearly: be explicit

Good:

“Check that the power is on, and check the switch settings”

- Easier to read and understand
- Increases translation accuracy
- Lower-cost and faster to translate

Not so good:

“Check the power and the switch settings”



Keep sentences short: be clear

Good:

Simple, clear, easy-to-understand English is easier and less costly to translate.

- Easier to read and understand
- Increases translation accuracy
- Lower-cost and faster to translate

Not so good:

Complex, ambiguous or unclear English is more difficult to translate, making the localization more time-consuming and also more costly. Also, it is more difficult to understand the English version too!



Use fewer words: be economical

Instead of “put up with”, write “tolerate”

Instead of “stock up on”, write “store”

- Increases translation accuracy
- Increases the possibility of translation reuse due to consistent terminology



Use one thought, concept, or action per sentence

Good:

“First, have your supervisor sign the proposal. Submit the signed proposal to the steering committee. The members of the committee will each consider it. After two weeks, the committee will meet and vote on your proposal.”

- Increases translation accuracy
- Increases the possibility of translation reuse
- Easier to read and understand
- Can be translated with greater accuracy through machine translation

Not so good:

“After having the proposal signed by your supervisor, submit it to the steering committee where it will be considered by the individual members for two weeks before being voted on by the committee as a whole.”



Use the active voice: be direct

Good:

“Press the Enter key”

Not so good:

“The Enter key should be pressed”

- Reduces translation errors
- Easier to understand



Use colons (:) appropriately

Good:

- Easy management: HP Web Jetadmin, embedded web servers
- Authentication: verification of the identities of sender and receiver.

Not-so-good:

- Easy management--HP Web Jetadmin, embedded web servers
- Authentication - Verification of the identities of sender and receiver.

- As a default, translation memory filtering considers the colon to be a phrase delimiter. The text before the colon is treated as a separate translation unit, increasing the possibility of translation reuse.
- The exact same words with an m-dash instead of a colon will not match existing translations, and vice-versa



Avoid slang, idiom and jargon. Use descriptive names.

Good:

"Look at the most-requested documents"

Not so good:

"Review Hot Docs"

- Reduces translation errors
- Reduces translation questions and turnaround-time
- Easier to understand
- See also the Product Naming guidelines and training. It explains why HP prefers descriptive names
- <https://h10014.www1.hp.com/hpweb/experience/make/naming.aspx>



Do not be funny or sporty. It doesn't translate.

Sports do not work in translation:

- Many sporting concepts do not translate to other cultures. Baseball is mostly played in the USA and Japan only, and a reference to “home runs” will only work in these countries. Anyone for cricket?
- Sports may be confused in translation: “football” in Europe is “soccer” in the USA
- Sporting personalities who are celebrated in one country are probably unknown in another

Humor can be:

- Nonsense in translation
- Difficult or impossible to translate
- Require local copywriting or transcreation
- Offensive
- Culturally unacceptable



Spell out and explain abbreviations

Good:

The SPCA (Society for Prevention of Cruelty to Animals) is holding a fund-raising event

Not so good:

USANKF directors may meet with top-level JK0,
JKA and FFKAMA representatives this week

Abbreviations are often difficult to understand

Translators may not know what they mean

Some languages, like Arabic, do not use abbreviations

Best practices:

Use abbreviations that have been approved

Spell out the abbreviation the first time it is used

Make sure the abbreviation is included in HP's Terminology

Provide a list of abbreviations and their meanings, to your translation project manager, and refer them to HP Terminology



Use consistent (and correct) terminology

Words that mean the same thing:

- “click”, “press”, “hit”, or “choose”
- “number” or “no.” or “num.”
- “box” or “carton” or “packaging”
- “laptop” or “notebook”

- Always use the terminology that has already been approved for your product or project
 - Choose one term and use it consistently
 - Check HP’s Global Glossary, or your style guide, if you are not sure which term to use
- Make sure all new terms are updated in HP’s Terminology, and remember that terminology@hp.com is here to help
- Refer to the [Terminology section of the ETMA portal](#)
- Join the HP Terminology Community: <http://www.hptermcommunity.com/app/hp/>



Choose simple, not complex

Good:

“Support for HP PCs and Printers.”

Not so good:

“PC, Printing and Imaging Support.”

- Reduces translation errors
- Reduces translation questions and turnaround-time
- Easier to understand



Avoid over-modifying nouns

Good:

Your plan for reassessing the authorization that is required for staffing levels will achieve major improvements

- Reduces translation errors
- Reduces translation questions and turnaround-time
- Easier to understand

Not so good:

Your staffing level authorization reassessment plan should result in major improvements



Avoid using “...ing” phrases as headings

Good:

“How to install the software”

Not so good:

“Installing the software.”

- This grammatical construction (gerund or “...ing”) does not exist in all languages, and is therefore difficult or impossible to translate



Use hyphens to increase understanding

Good:

“An integrated-circuit package”

“Little-known musicians”

Not so good:

“An integrated circuit package”

“Little known musicians”

- Reduces translation errors
- Reduces translation questions and turnaround-time
- Easier to understand



Use commas to avoid confusion

Good:

"The buttons are blue, red, green, and pink"



Incorrect usage of comma
in UK English but correct in
USA English

Not so good:

"The buttons are blue, red, green and pink"

- Reduces translation errors
- Reduces translation questions and turnaround-time
- Easier to understand
- "Maximum punctuation should be used, e.g., commas that help clarify the meaning, but could technically be omitted, should be retained."

— *Harris and Moran*




Use bulleted lists

Good:

Bring to the meeting:

- This year's production schedule
- The five-year corporate plan
- The draft of our end-of-year financial report



Each bullet should be consistent and able to form a full sentence with the preceding clause

Not so good:

Please bring to the meeting our production schedule, the five year corporate plan, and the draft of our end of year financial report

- Reduces translation errors
- Reduces translation questions and turnaround-time
- Easier to understand
- NOTE: Do not break clauses into bulleted lists unless you can precede the list with an independent clause.
- NOTE: the translator may see each bullet independently, out-of-context



Be wary of using symbols and icons

Symbols, images and icons do not mean the same thing in all languages:

- The “light bulb” symbol stands for an “idea” in the US, but may mean something else to others.
- The “thumbs up” may be offensive to some cultures.
- Text symbols may have different meanings in different cultures: for example, slash (/), pound sign (#), and ampersand (&)
- Reduces translation questions and turnaround-time
- Reduces the need to localize images



Graphics and text

Translation can have a big affect on page layout and graphics due to text expansion

Some languages require many more characters to state the same concept

If this has not been anticipated, translations may:

- Be truncated (e.g., buttons, dialog boxes or images)
- Have damaged page layout and numbering

Do:

- Leave extra “white space” in the English, to allow for expansion in translation
- Use the text expansion guidelines to reduce risk
- Ask the Globalization team for “pseudo-translations” to test layout prior to translation



Text expands, a lot, when it is translated

- Translated text can require 30 to 40% more real estate than English
- Asian text may require a larger, more vertical, font to allow the characters to be readable
- Where a layout is fixed, allow extra white space in the original English to avoid having to reformat the content once it has been translated

Number of English characters	Additional space required in translation
1-10	200-300%
11-20	100%
21-30	80%
31-50	60%
51-70	40%
More than 70	30%



Never hard-code an image size

Translated versions may end up squashed or enlarged due to text expansion

English:

→ LINK SYSTEM HANDLE

Portuguese:

→ VINCULAR IDENTIFICADOR DE SISTEMA

- Allow for buttons to expand in translation
- Don't use images where they can be avoided
- Understand the affect on the rest of the user interface if a button or label expands
- Make sure navigation translations are part of terminology standards
- Many navigation terms are already defined and translated in HP's Terminology



Do not build sentences from separate parts

- Do not try to construct sentences from separate words or sub-phrases at the publishing stage.
 - This does not work in translation
 - The translators **cannot** fix it
- If this rule is not followed, the translation will be grammatically incorrect

English:

printer-friendly

View the
version of this document

French:

Facile à imprimer

Visualiser
version de ce document

Results are grammatically-incorrect when published in French:

Visualiser le Facile à imprimer version de ce document
(View the Easy to print version of this document)



Be careful when using variables as placeholders

- Ensure translators know what each variable is used for
 - Provide a reference guide
- Make sure that the translator can move a variable within a sentence
- Do not try to construct sentences from separate words or sub-phrases at the publishing stage.
 - This does not work in translation
 - The translators **cannot** fix it
- If these guidelines are not followed, the translation will be grammatically incorrect

Good:

English syntax	Asian syntax
No. of products selected: 34 Total products: 105	No. of products selected: 34 Total products: 105

Not so good:

English syntax	Asian syntax
Products: 34 of 105 selected	Products: Out of 105, 34 are selected



Be aware of cultural differences with times and dates

Time and date formats are different around the world:

- 8/10/2004 can be 8th October, or August 10th
- “7:15” in the UK means quarter past seven in the morning; in the USA it might mean July 15th

Do not hard-code date and time formats: they will not be correct for translated versions. Instead, use system functions, programming libraries and codepages to apply local formats. These are all standards.

Region	Date Format
Asia Pacific	year/month/day
Europe	day/month/year
North America	month/day/year



Be aware of cultural differences with units of measure

- Most of the world uses the metric system, while the US uses the imperial system
- Depending on your process, you may need to provide both metric and imperial measurements
- Make sure the translation project manager knows whether or not they must convert measurements during translation and/or localization
- Television and computer screen sizes are usually measured in inches worldwide, while other measurements must be provided in metric outside the USA

Paper sizes differ from region to region and have different names and measurements, for example

Letter and **A4**



Addresses

- Address forms must be created to accommodate countries where the address format is different from the US. For example, include a space for "country".
- Leave plenty of space for long names
- Remember that "zip codes" is an American term that will need to be translated, and that other countries may or may not use postal codes, and may place them differently in the address

USA:

Mr. John Rogers
7648 35th Street,
Seattle, WA 98117
United States of America

France:

Mme. Monique DUVAL
27, rue Albert 1^{ere} de Belgique
38001 GRENOBLE
FRANCE

Japan:

Ministry of Agriculture, Forestry
And Fisheries
Food Marketing Bureau
Office of Food Labeling
1-2-1 Kasumigaeseki,
Chiyoda-ku
Tokyo 100-8950
JAPAN



Numeric separators

The grouping of digits, and the symbol used to separate whole numbers and fractions, differ according to country and language

Country	Numbers
USA	1,000,000.36
France	1.000.000,38
Nepal	10,00,000.38



Currency symbols

Currency symbols vary with locale, both in the symbol used to represent the currency, and in the placement of the symbol relative to the numbers

Negative values are also denoted differently, including the minus (-) sign and parenthesis

Currency	Country
¥ 138	Japan
142,65 DM	Germany
65,80 F	France
\$34.50	USA
SFr. 45	Switzerland



XML: before translation

- Identify which XML elements are:
 - Translatable
 - Moveable/removable (can be adjusted by translator)
 - Non-moveable/fixed (must not be touched by translator)
 - Non-translatable (contain text that must not be translated)
- Tag text that is to be translated in HTML, ASP, JSP, and VST files.
- Tag VBS scripts

Refer to the HP Globalization team for details, help and consulting with XML file formats.

Best practices:



Benefits to following these guidelines

Benefits:

- Improved customer experience
- Content that is easily understood:
 - in all languages and regions (including English)
 - for readers for whom English is a second language
 - for readers with reading difficulties
- Minimized translation costs
- Shortened translation and localization time

Risks if not followed:

- Customer dissatisfaction
- Misunderstood information
- High translation costs
- Extended translation, development and testing time



FOR MORE INFORMATION

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ETMA users website:

- https://external1.collaboration.hp.com/external/TL_Vendor_Access/default.aspx



Thank you



Reference material



References for global writing

HP Brand and HP Experience define the style: well-written content is essential

See case studies from these technology suppliers:

- SDL Global Authoring Management: <http://www.sdl.com/products/gams/>
- Acrolinx: <http://www.acrolinx.com/>

Technical specifications for consistent vocabulary in technical writing:

- Simplified Technical English: <http://www.asd-ste100.org/>



The translation process

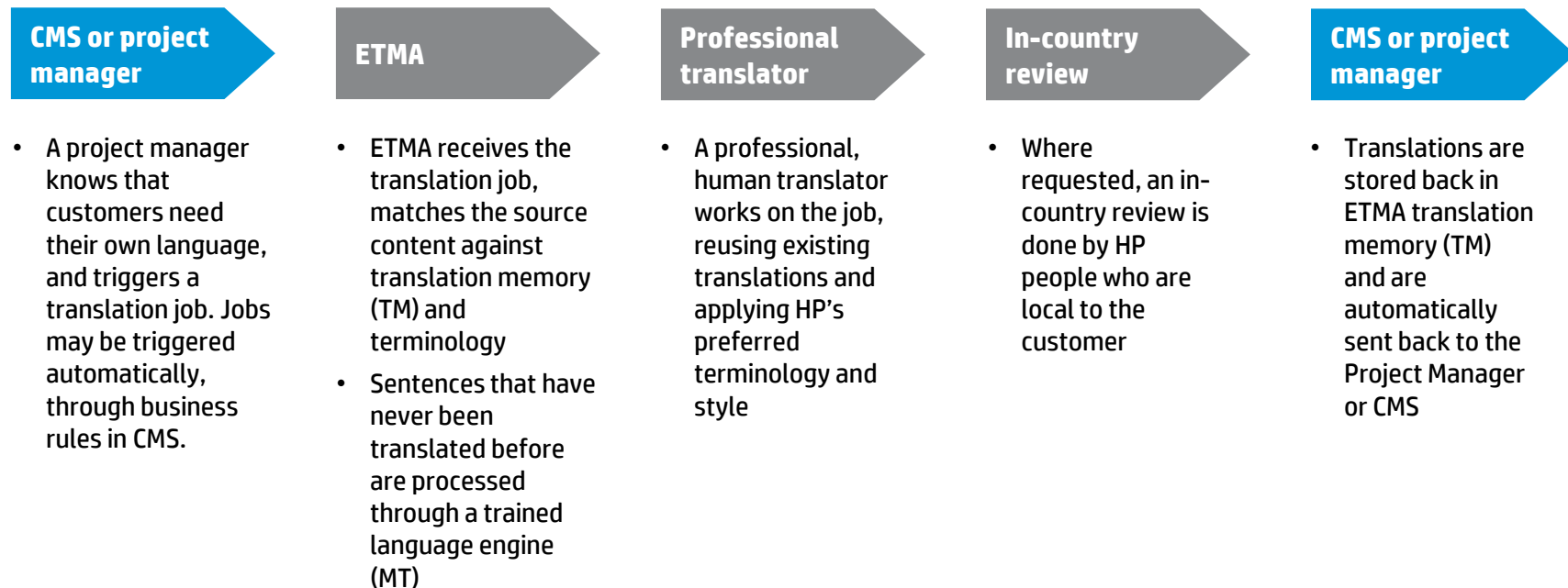
1. Files and content that are submitted for translation are filtered and ‘translation units’ are identified
 - A translation unit is typically a sentence, a list item, a heading or title
2. The translation units are matched against existing translations from ‘translation memory’ (database of translations)
3. Any sentences which have never been translated before are processed through a trained language engine (statistical machine translation)*
4. A human translator makes sure all translations are perfect (linguistic QA and post-editing)

*if content type is appropriate, and
for languages with a trained engine



The translation workflow

Automated processes, with human perfection



What is a “translation unit”?

A **translation unit** is a fragment of text, identified by grammatical or programmatical rules, for example:

- a sentence
- a list item (like this line)
- a heading or a title
- the text that appears in one line of a drop-down menu in a user interface

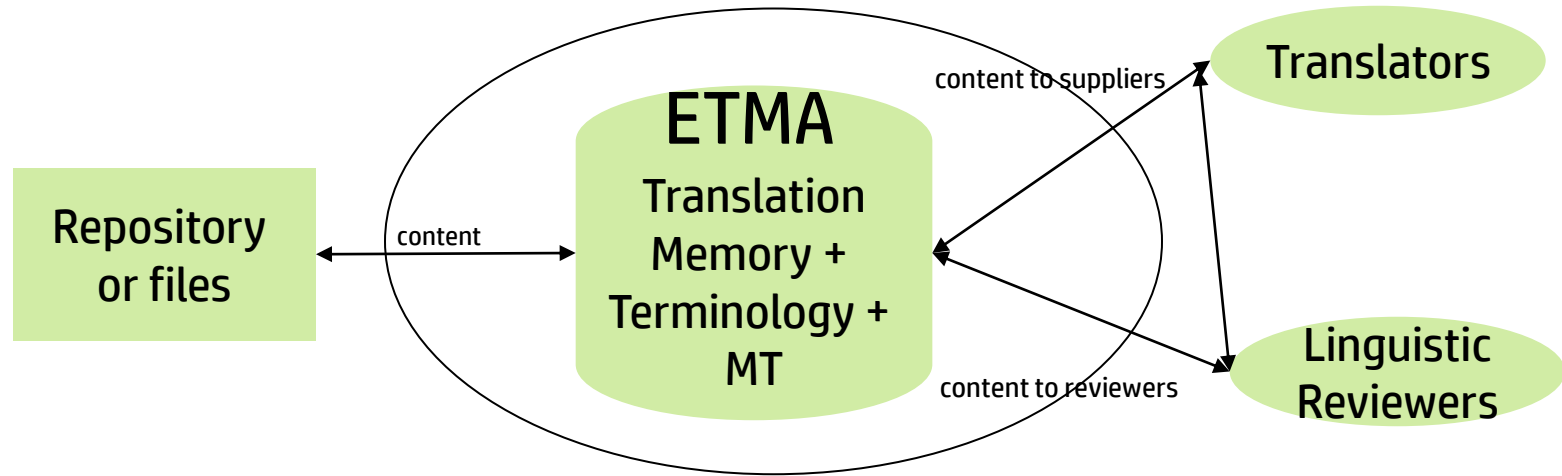
The **translation memory** tool takes each new translation unit, and compares it with units that have already been translated

Any matches are retrieved from the translation memory, and reused in the new translation

Matches may be exact, and require no translation, or they may be “**fuzzy**” and require a translator to check or modify them



Translation process flow



The Translation Memory stores already-translated units, so that they can be reused in future translation jobs.

Reusing translations saves both time and money

It matters?

