# UNIVERSIDAD MAYOR DE SAN ANDRÉS
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## CARRERA DE LINGÜÍSTICA E IDIOMAS



## THE USE OF TOOLS AND STRATEGIES TO TRANSLATE THE MINISTRY OF ECONOMY AND FINANCE'S WEB PAGE

Thesis submitted to obtain the Academic Degree

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**THEME:**

**THE USE OF TOOLS AND STRATEGIES TO TRANSLATE THE MINISTRY OF ECONOMY AND FINANCE'S WEB PAGE**

## 1. INTRODUCTION

A classical and basic definition of translation would be "An operation performed on languages: a process of substituting a text in one language for a text in another[1]." The importance is defined for a variety of criteria, but no one can define it as a non-important matter, probably because humans need to communicate each other. So, translation is used as a tool to achieve this human necessity.

Translation in our country is not much explored or much applied, an indicator of this statement would be the public institutions that having their official web pages they are not translated, even though the Ministry of External Affairs, the exception is the Ministry of Economy and Finance, no much difference with private institutions.

This thesis aims to empower the domestic information, and, further, to gather ideas to expand and improve communication through the implementation of tools of translation specifically in web pages to be considered for readers, researchers, students, professors, and public.

Firstly, it is important to clear up that glossaries, hyperlinks or another instrument used to translate web pages or any technical document may be considered as a tool for translators. The implementation of those tools requires both experience and knowledge

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[1] Catford J.C. A Linguistic Theory of Translation, an Essay in Applied Linguistics, Fifth Impression 1978, Oxford University Press, Oxford London Glasgow, page 1.

on the subject to be translated. In that vein, we will provide in the following sections the support and illustrations about this statement.

Secondly, the strategies to translate are being put on the table in the current work pretend translators improve their work taking into account the criteria used to translate the Ministry of Economy's web page. Of few Bolivian web pages translated into another language can it be truly said that they are pioneering works. Subsequently, the aim of translating these pages is often related to commerce, but in public institutions there are many other aims, among them; to provide official information to the public.

In the specific case, the Government has more than twenty ministries, one of them is the Ministry of Economy and Finance (Ministerio de Economía y Finanzas Públicas[2]), which centralizes a lot of information such as documents, government notes, economic data, reports, economic figures, and so forth.

From a communicative view, one of the most difficult tasks an executive has to face every day is writing an effective document, because it would be published as the official one, at least for the public.

Who is the public? The World. As we live in a globalized world, it is important to know that when we publish information in a web page, it may be seen by all people, and it would be translated into another language to understand it better[3]. Usually the information will be translated into English because it is considered the most spoken around the World according to United Nations for Education, Science, and Culture Organization (UNESCO).

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[2] From now on, it will be denominated MOF as the international acronym commonly used in English.

[3] People interested in a determined information may translate it into their L1, but when the information contains complex ideas or decontextualized information they may misunderstand it.

The problem is evident when we affirm that the generation of information through web pages is oriented to provide information only to domestic public[4] but not foreigners. In that way, Bolivian writers would be providing decontextualized information[5]. In that regard, this work aims to solve this dilemma through two suggestions: the application of tools and the use of strategies to translate into English the Ministry of Economy and Finance's web page.

In contrast, if the reader has a contextualized and translated web page it is possible to provide efficient information to everyone.

We are not climbing that this thesis should be used every time you have to write a note or generate information to be published in the web page. But on those occasions when you find yourself searching for the right touch, that is the time to reach for this work "**The Use of Tools and Strategies to Translate the Ministry of Economy and Finance's Web Page.**"

To organize properly this work we divided it in ten sections; the Research Design includes Section 1, 2, 3, 4, and 5; Section 6 deals with the Theoretical Framework; Section 7 focuses on Research Findings; Section 8 Conclusion and Recommendation; Section 9 Bibliography; and Section 10 Annex where there are some exemplifications.

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[4] See Diagnosis, page 4.

[5] According to Ernest J. Wilson, Globalization, Information, Technology, and Conflict in Second and Third Worlds, he indicates that there are two types of conflict in developing countries: the conflict rooted in differences in race, religion, and ethnicity; the other is the conflict rooted in differences of economic o class status. In this way, when we provide information from our point of view, it is very possible to confuse people abroad, considering both we have differences and web pages are globalized.

## 2. PROBLEM STATEMENT

In Bolivia there is not any formal institution that teach translation, what is more, there are not universities focused on translation. This situation is evidently demonstrated in libraries, where it is impossible to find texts of translation, of course we are talking about national publications.

The result is that the translation is not like a profession but an occupation, considering that many institutions require this service. In the case of MOF there are many documents require to be translated due to commercial and international interaction.

One effective tool to interact and provide information, nowadays and without any doubt, is the web page, where domestic and foreign people can access easily.

The intention of this research is to establish the purposes for which web pages are being designed using their main front page as the referential design to translate, with particular reference to whether and how web pages' administrators are using such designs to empower the domestic information, and, further, to gather ideas to expand and improve communication through the implementation of tools to be considered.

The proposal is to apply a Glossary of Economic Terms[6] and Hyper Contexts[7] during the process of translation using the contextualization as strategy of translation.

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[6] See Annex, this Glossary is a list of terms with corresponding meanings were normalized by economists in the Ministry of Economy and Finance.

[7] See Annex, it consists on a list of words and phrases within the Glossary that have hyperlinks to express graphically their meaning through an additional text. It will be explained in detail before.

In the first case, the design includes the content by means of a main menu and other submenus, those categorized according to the Administrator's objectives, and at the same time it includes other data such as image, video, audio, text, etc.

In that regard, employing some criteria in relation to the translation, it is important to take into account many aspects to organize and establish the content of the web page to be translated in order to achieve an effective translation[8].

In the second case, taking into account that our project only applies to web pages are designed on one specific area, considering that the implementation of some tools in relation to linguistics-translation is an innovative and useful strategy, we suggest using similar strategies and tools to strengthen the translator's work.

Finally, it is necessary to emphasize the necessity of contextualizing the whole information provided by the original source not only because some authors state that, but also because the social, economic, politic, and cultural context changes constantly and thus this situation forces us to give a contextualized information to native and non-native Anglo-speakers.

So, we make the following questions:

- Is it important to implement tools and strategies in the MOF's translation process?
- How can we generate tools to make translation more efficient?
- What kind of strategies should we use to make translation more efficient?
- How can we apply these tools and strategies in the MOF's web page and related ones?

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[8] Nida, Eugene A. Context in Translating, John Benjamin Publishing Company, 2001.

## 3. DIAGNOSIS

Top-down table is elaborated in accordance with the current web page of the Ministry of Economy and Finance (MOF).

**DIAGNOSIS ON CONTEXTUALIZATION AND TOOLS**

| Nº | SCOPE | CUANTITATIVE | CUALITATIVE |
|---|---|---|---|
| 1 | Web pages in Bolivia (Government) | From 18 ministries, only one has a section for including another language. | Exceptionally, one ministry has a section for translating Spanish information. From a regional perspective, there are few institutions, entities or companies with "bilingual" sections. |
| 2 | MOF Web Page | There are two sections. | Both English and Spanish sections have the same design. Additionally, there are sub-sections cannot be translated due to its technical-computational design. |
| 3 | Design of the page | Both Spanish and English sections have the same designs. | The main page is in Spanish, to enter in the English section it is necessary to select "English." The design has the same structure. |
| 4 | Content | Translation is subject to the information generated | Translation requires a technical process, within this process |

| | | in Spanish (documents, texts, video, images, banners, etc.) | contextualization is a way to make communication more efficient. If the content has the same parameters in both languages, it is impossible to provide contextualized information, and even worse an efficient translation. |
|---|---|---|---|
| 5 | Technology | There are many ways to use technology. But it is not used yet. | Within a proper environment, where human resources and technology are present, the translator may create tools, as the suggested, in order to improve his/her work. |
| 6 | Tools | A digital administrator of content. | The translator can translate the information published, however it should be done according to the established parameters. On the other hand, when we talk about tools, we are trying to demonstrate the necessity of implementing some tools and strategies to translate properly. |

## 4. OBJECTIVES

### 4.1 General Objective

- To demonstrate the effectiveness of the use of certain tools and strategies in the MOF's translation process.

### 4.2 Specific Objectives

- To justify the use of tools, through a Glossary and Hyper Contexts to make translation more efficient.
- To identify strategies, through theoretical criteria, on translation of MOF's web page and related ones.
- To suggest the contextualization of MOF's web page according to tools, strategies, and theoretical criteria.

## 5. JUSTIFICATION

Since the emergence of new technologies, people have assumed that there are many ways to make communication more efficient, in consequence, they have created some new ways to improve it. In this sense, we may assure that telecommunication, Internet, television and radio have gone through many changes, but these changes were motivated by the necessity of human requirements.

Consequently, as these human requirements are satisfied through the new technologies, it is no less important to know that the way to communicate is still the language.

Currently some researchers suggest that reasoning evolved for a completely different purpose, however, the language is still being the most important way to communicate our ideas. And, translation supports this statement.

On the other hand, information published in the specific case (Economics) is carefully managed by MOF. In that regard, the information translated or to be translated requires different tools supported by some theories from an internationalized point of view due to globalization of information.

Linguistics has given us several theories about translation, it means we should be prepared to assume this task, but translation in relation to the contextualization has very few authors. If we talk about a contextualized web page or section in a different language, possibly it will be difficult. In that vein, we think that this work must become a significant contribution to students, researchers and professors.

Subsequently, this investigation, that converges relevant theories of the past and current evolution of the communication, will contribute with pioneering ideas took out from empiricism. These ideas could support the following translations, that is why the appropriateness of this work.

Finally, it is important to highlight the contribution to society, not only domestic society but also foreign societies, due to the meaning of an effective translation. When we translate properly, systematically, and technically, it is possible to provide credible information; in other words, the Alter and Ego would be correctly satisfied from a basic and important principle, effectiveness of communication.

## 6. METHODOLOGY

As it was described, this type of research is exploratory because there is a very limited information in this matter. The methodology used is descriptive, because we explain phenomena in translation; is inductive because we will try to explain the phenomena's behaviour from particular events to general; is qualitative because we try to document experiences; and the research technique we will utilize is the analysis and selection of secondary information of official and private publications.

## 7. THEORETICAL FRAMEWORK

In this section we will only provide information related to theoretical criteria used in the next chapter.

### 7.1 Translation

In the new millennium, in which cultural exchanges have been widening, knowledge has been increasingly expanding and international communication has been intensifying, the phenomena of translation has become fundamental. Be it for scientific, medical, technological, commercial, legal, economic, cultural or literary purposes, today human communication depends heavily on translation and, consequently, interest in the fields is also growing.

In any case, translation requires a high level of understanding and reading as well as Peter Newmark says:

"In fact, I think I am working with readers have a university level of understanding and reading in relation to foreign language and, of course, you have a special interest for the main translation areas: a) science and technology; b) economic, social and politic affairs; and c) philosophic and literature works. Of these, only the first two are usually providers of a sustained and stable employment; on the contrary, the last offers freelance alternatives[9]."

<div align="right">(Translation from Spanish: Carlos Sebastian Mamani Cuenca)</div>

Let's continue with some definitions of translation:

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[9] Newmark, Peter, Manual de Traducción, Ediciones Cátedra S.A. page 7, Madrid 1995.

### 7.1.1 Definitions of translation

There has been a plethora of definitions which Eugene Nida (1964) has elaborately surveyed. He rightly elucidates:

"Definitions of proper translating are almost as numerous and varied as the people who have undertaken to discuss the subject. This diversity is in a sense quite understandable; for there are vast differences in the materials translated, in the purpose of the publication, and in the needs of the prospective audience."

Besides, there are some brief and selected definitions we consider important to mention as follows[10]:

Nevertheless, a definition which is not confined to the mere transference of meaning is furnished by Nida and Taber who postulate:

"Translation consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. (Emphasis is mine)[11]."

Bell seems to have pursued the same line of emphasis on meaning and style in his translation of the definition given by the French theorist, Dubois (1974):

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[10] These definitions were taking into account considering clearness of their descriptions, these were obtained from: A. B. As-Safi, Translation Theories, Strategies and Basic Theoretical Issues, page 20 to 28, Amman, Jordan 2010.

[11] Nida, E.A. and Charles R. Taber, The Theory and Practice of Translation. Leiden: EJ. Brill, page 12.

"Translation is the expression in another language (or the target language) of what has been expressed in another, source language, preserving semantic and stylistic equivalences[12]."

The above definitions also stress the significance of "equivalence" which underlies the following definitions, among others: given by Meetham and Hudson (1972):

"Translation is the replacement of a text in one language by a replacement of an equivalent text in a second language. Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL) [13]."

On the other hand Catford, as functionalist, views translation differently:

"Translation is the production of a functional target text maintaining a relationship with a given source text that is specified according to the intended or demanded function of the target text[14]."

Nord, however, distinguishes between two senses of translation: wide and narrow.

"Translation is, in a narrow sense, any translational action where a source text is transferred into a target culture and language. According to the form and presentation of the source text and to the correctibility of the target text we distinguish between oral

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[12] Bell, Roger Thomas, Translation and Translating: theory and practice. New York: Longman 1991, pages 5-6.

[13] Meetham and Hudson, Encyclopedia of Linguistics, information, and control 1969, page 713.

[14] Catford, J.C. A Linguistic Theory of Translation, Oxford University Press, fifth impression 1978, Great Britain, page 20.

translation (= 'interpreting') and written translation (= 'translation' in the narrow sense)[15]."

Widening the above definitions, Cowie maintains that translation should reflect the environment in which the professional translation activity takes place:

"Translation is an extremely motivated industrial activity, supported by information technology, which is diversified in response to the particular needs   of this form of communication.[16]"

In a similar vein, Koller describes translation as a text-processing activity and simultaneously highlights the significance of "equivalence":

"Translation can be understood as the result of a text-processing activity, by means of which a source-language text is transposed into a target-language text. Between the resulting text in L2 (the target-language text) and the source text L1 (the source-language text) there exists a relationship which can be designated as translational, or equivalence relation[17]."

Amongst the above definitions, Nida and Taber's may serve as a basis for our concept of translation as a TL product which is as semantically accurate, grammatically correct, stylistically effective and textually coherent as the SL text. In other words, the translator's main attention should not be focused only on the accurate semantic transference of SL message into the TL, but also on the appropriate syntax and diction in the TL, which are explicitly the translator's (not the source author's) domain of activity

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[15] Nord, Christiane, Translating as a Purposeful Activity. Manchester: St. Jerome, 2007, page 141.

[16] Cowie, M. and Shuttleworth, M. Dictionary of Translation Studies, Manchester: St. Jerome Publishing, 2007, page 141.

[17] Koller, W. The Concept of Equivalence and the Object of Translation Studies, Target 1995, page 169.

which displays his true competence. Indeed, according to Wilss (1969:95), "the notion of translation competence," "is aptly assessed in transfer situations that require at least some degree of adaptation to new and challenging textual demands." He describes such situations as "accommodatory situations" which need "structural adjustment" (ibid) and generally textual manipulation. In point of fact, the competent translator performs multiple tasks with inevitable intricacies of performance. His approach to translating expressive, emotive or expository texts in particular is deemed to be creativity-oriented, that is, hermeneutic/manipulation rather than routine-oriented. In the latter approach, SL words are mechanically replaced by their TL equivalents, albeit one-to-one equivalence rarely, if ever, exists between languages.

### 7.1.2   Theories of Translation

For this part we have extracted information from a very interesting book *Translation Theories, Strategies and Basic Theoretical Issues Translation Theories Chapter III: A Historical Perspective:*

For almost two thousand years, translation theory has been concerned merely with outstanding works of art. The science of translation or "translatology" has not emerged until the 1940s in an attempt to establish itself as a new discipline involving radical changes in the approach and classification, away from the age-old dichotomy of "word vs. sense" or "literal vs. free" translation, which has dominated the traditional translation theory[18].

As you see in this introduction of theories we rescue, theories, as all matters subject to investigation, will be exceedingly diverse. We will provide readers some we found:

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[18] A. B. As-Safi, Translation Theories, Strategies and Basic Theoretical Issues, page 20 to 28, Amman, Jordan 2010.

"What translators have had to say about their art/craft/science; how translations have been evaluated at different periods; what kinds of recommendations translators have made, or how translation has been taught; and this discourse is related to other discourses of the same period[19]."

More specifically, George Steiner[20] in After Babel divides the literature on the theory, practice and history of translation into four periods which extend from Cicero to the present, albeit their overlap and loosely chronological structure.

### 7.1.2.1     *The  First Period[21]*

This period starts with the Romans. Eric Jacobsen goes so far as to hyperbolically propound that translation is a Roman invention though translation is as old as language itself. Translated documents were discovered in the third and the second millennium B.C., in ancient Egypt and in Iraq. It extends from the statements of Cicero and Horace on translation up to publication of Alexander Fraser Tytler's Essay[22]. It is perhaps the longest period as it covers a span of some 1700 years. The main characteristic   of   this period is that of "immediate empirical focus", i.e., the statements and theories from the practical work of translating. Both Horace and Cicero, in their remarks on translation,

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[19] Baker, M. Encyclopedia of Translation Studies. London: Routledge 2005, page 101.

[20] We mention this author (Steiner, George. 1975. After Babel. London: Oxford University Press) because he studies both the spoken and the written word bear the signs of the time, space, and the social, community, group, or individual culture of the speaker with an important level of communicative understanding.

[21] In order to moderate number of authors and considering the lack of some textual references because of inexistence of books, some references will be excluded in this part – First, Second, Third, Fourth Periods- some of these references are written by Steiner T.R. English Translation Theory 1650-1800, Koninklijke Van Gorcum & Comp. B.V., Assen, The Netherlands 1975.

[22] The "ancient" book Essay on the Principles of Translation originally published in 1971 is an inspiration of ideas on linguistic and cultural aspects in translations.

make an important distinction between word for word translation and sense for sense translation. The underlying principle of enriching the native language and literature through translation leads to stress the aesthetic criteria of the TL product rather than the more rigid notions of 'fidelity'. Horace in his Art of Poetry, warns against overcautious imitation of the source model and slavish literalism:

"A theme that is familiar can be made your own property so long as you do not waste your time on a hackneyed treatment; nor should you try to render your original word for word like a lavish translator, or in imitating another writer plunge yourself into difficulties from the which shame, or rules, you have laid down for yourself, prevent you from extricating yourself[23]."

This period concludes by Tytler's definition of good translation as:

"That in which the merit of the original work is so completely transfused into another language, as to be as distinctly apprehended, and as strongly felt, by a native of the country to which that language belongs, as it is by those who speak the language of the original work".

From the above definition, Tytler introduces three "laws":

A. The translation should give a complete transcript of the ideas of the original work.
B. The style and manner of writing should be of the same character with that of original.
C. The translation should have all the ease of original composition.

### 7.1.2.2    *The Second Period*

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[23] Bassnett, Susan Translation Studies. 3rd Edition. London: Routledge, 1988, page 49.

This period, according to Steiner, runs up to the forties of the twentieth century. It is characterized as a period of theory and hermeneutic inquiry with the development of a vocabulary and methodology of approaching translation. "Hermeneutics" is an interpretive approach developed by German Romantics, and named after the Greek word *hermeneuein*, meaning "to understand". One of the early theorists in this period is the French humanist Etienne Dolet who had propounded in 1540 a short outline of translation principles, entitled *"La maniere de bien traduire d'une langue en aultre"* (How to Translate Well from One Language into Another) and established five principles for the translator[24].

A. The translator must fully understand the sense and meaning of the original author, although he is at liberty to clarify obscurities.
B. The translator should have a perfect knowledge of both SL and TL.
C. The translator should avoid word-for-word renderings.
D. The translator should use forms of speech in common use.
E. The translator should choose and order words appropriately to produce the correct tone.

Dolet's principles, ranked as they in a precise order, stress the importance of understanding the text as a primary requisite. His views were reiterated by George Chapman (559-1634), the great translator of Homer. In his dedication to the Seven Books (1598) Chapman asserts that "The work of a skilful and worthy translator is to observe the sentences, figures and forms of speech proposed in his author." He repeats his theory more fully in the Epistle to the Reader of his translation of The Iliad, stating that a translator must:

A. Avoid word for word renderings;
B. Attempt to reach the 'spirit' of the original;

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C. Avoid over loose translations, by basing the translation on a sound scholarly investigation of other versions and glosses.

John Dryden (1631-1700), in his Preface to Ovid's Epistle (1680), tackled the problems of translation by formulating three basic types[25]:

A. *Metaphrase*, or turning an author word by word, and line by line, from one language into another;
B. *Paraphrase*, or translation with latitude, the Ciceronian "sense-for-sense" view of translation;
C. *Imitation*, where the translator can abandon the text of the original as he sees fit. Dryden claims to have steered "betwixt the two extremes of paraphrase and literal translation" which he likens to a person dancing on ropes with fettered legs.

### 7.1.2.3    *The Third Period*

This period, which is the shortest as it extends to less than three decades, starts with the publication of the first papers on machine translation in the 1940s, and is characterized by the introduction of structural and applied linguistics, contrastive studies in morphology and syntax among others which help the translator identify similarities and differences between NL and FL, and communication theory into the study of translation. It comprises two eras: first the pioneering era (1949-1954); the second the invention of the first generation of machine translation.

### 7.1.2.4    *The Fourth Period*

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[25] See Bassnett 1988, page 64.

The last period coexists with the third period as it has its origin in the early 1960s, and is characterized by a recourse to hermeneutic inquiries into translation and interpretation, i.e., by a revision of translation that sets the discipline in a wide frame which includes a number of other disciplines.

This contemporary period has witnessed the emergence of many new theories such as the "polysystem theory, which has first arisen from the work of a group Russian literary theorists. The concept of the polysystem has received considerable attention in the work of certain groups of translation scholars since the mid-1970s. The theory offers a general model for understanding, analysing and describing the functions and evolution of literary systems, its specific application to the study of translated literature. These systems, whether in the original or translated texts subsume several levels: linguistic, cultural, and social, all of which overlap and interact with each other.

"Skopos theory" is another theory which was developed in Germany in the late 1970s[26]. It reflects a shift from predominantly linguistic and rather formal theories to a more functionally and socio-culturally oriented concept of translation. The word "*skopos*" is derived from Greek as a technical term for the purpose of translation, i.e., Skopos which must be defined before translation begins. The theory endeavours to meet the growing need in the latter half of the twentieth century for the translation of non-literary texts: scientific, academic papers, instructions for use, tourist guides, contracts, etc. According to this theory, the contextual factors surrounding the translation should not be ignored. These factors include the culture of the intended readers of the target text and the client who commissioned it, and more significantly the function which the text aspires to perform in that culture for those readers. Likewise, pragmatics stresses the principle of intentionality in translation, i.e. significance of the text or the author's

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[26] Vermeer, H. Skopos and Translation Commission. University of Heidelberg 1978.

intention, and that the "comprehension of the intent", according to Nida, is a vital requisite of translation.

### 7.1.3 Types of Translation

There are many kinds of translation according to the purpose of the text to be translated. The translation team itself, and the target language audience for whom the translation is intended. However, most of the authors agree with what is considered the three main kinds of translations, these are: literal translation, transposition and modulation.

While other authors use those terms, Larson[27] gives another denomination to them: literal translation, modified literal translation and idiomatic translation. She also includes other kinds of translation in her classification that goes from literal translation to idiomatic translation. She says that the Literal translations follow very closely the grammatical and lexical forms of the source text language, whereas idiomatic translations are concerned with communicating the meaning of the source text using the natural grammatical and lexical items of the receptor language, which might be the goal of a translator.

In the present work, due to importance of context and communication, we will take into account only the ones mentioned above as follows:

#### 7.1.3.1 Literal Translation

According to Newmark, Literal Translation is the one that follows the form of the source language very close in its translation. The literal translation goes from

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[27] Larson, M.L. Meaning-Based Translation: A guide to Cross-Language Equivalence. Lanham Md: University Press of America 1984, page 15.

transferring word-by-word, to that of a sentence for another sentence. Nevertheless, the longer the linguistic structure is, the less probable to use this type of translation is, because it could give to the text lack of sense and little communicative value.

For example; *El trabaja en la casa*: "He works in the house".

### 7.1.3.2    *Transposition*

According to Newmark, it is a procedure when the translator changes the grammatical forms in order to adjust the translation enough to avoid real nonsense and wrong meanings. The change could go from the change of position of two words to the change of bigger structures as the clauses. This technique is very useful when there are no linguistic units in the Target Language as is the case of the neutral article "*lo*" in Spanish. For example[28]; *Lo interesante es…*, we can choose between "The interesting thing is…, what is interesting, it's interesting or the interest of the matter is…"

### 7.1.3.3    *Modulation*

Viñay and Darbelnet give the following definition: "modulation is a kind of variation made by means of a point of view, as well as perspective and most of the time due to category thoughts[29]".  This type of translation is where the meaning prevails and not the original form of the text. The translator uses more figures, idiomatic phrases; conventional terms and a great inference level so that the final translation reproduces in

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[28] Due to clarity of exemplification and the close relation of some purposes written, some examples in this section were taken from the Guided Work edited by Erika Catherine Ibáñez Ramos, Universidad Mayor de San Andrés, 2009.

[29] Vinay, J.P and Darbelnet Stylistique comparée du francais et de l'anglais: Méthode de Traduction. Paris Didier. Translated and edited by J.C. Sager and M.J. Hamel (1995) as Comparative Stylistics of French and English: A methodology for translation. Amsterdam and Philadelphia, P.A. John Benjamins.

a natural form the target language meaning. For example; *Date prisa*: "Don't delay", *No tiene nada de tonto*: "He is extremely intelligent".

### *7.1.3.4      Some procedures of translation*

#### 7.1.3.4.1    Technical translation

According to Newmark technical translation constitutes one of the two specialized translations, the other one is the institutional translation that belongs to culture. As the author points out, technical translation distinguishes itself from other texts due to the use of terminology that corresponds to certain knowledge area; although, it constitutes the 5% to 10% of a text and the rest is "language" itself. So he suggests to be acquainted with the area of knowledge we will work with. He suggests that the translator has to take into account that his or her interest must be centred in the description, function and effect of a concept like "*descentralización*" and not to learn laws, or axioms, or even theories related to that concept, thus it is more important to be acquainted with the language that is used in certain area rather than learning the subject. He summarises it as follows "…in order to translate a word in a text it is not necessary to be an expert in technical vocabulary, it is enough to understand it and to know, at least, the vocabulary usage."

He also gives some advice at the moment of translating. Firstly, it is mandatory to pay attention to certain vocabulary; for example in science the centre of the language is the concept while in technology is the object. Secondly, we have to be aware whether we can find an equivalent in the TL for the respective translation, or whether we can describe the word. However, Newmark says that a translator only can describe a word if a) the object is new and does not have a name yet; b) the object does not have the

equivalent in the culture c) if the description could bring to the text a clear idea of what has been written[30].

And as a third advice, he points out that lexically speaking one of the characteristics of the technical language is its richness in most of the scientific areas because when classifying a word it usually appeals to Greco-Latin words that in translation could also be useful when giving an equivalent to a word; for example (curricula; resumes).

### 7.1.3.4.2 Cultural translation

"[Culture] is that complex whole which includes knowledge, beliefs, arts, morals, laws, customs, and any other capabilities and habits acquired by [a human] as a member of society[31]."

According to Tylor, culture can be defined as follows: "all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation. Culture has been called; the way of life for an entire society. As such, it includes codes of manners, dress, language, religion, rituals, norms of behaviour such as law and morality, and systems of belief as well as the art."

For Newmark culture is the way of life that certain community has and which shares a language in particular as a way to express itself and the way of behaving. And more correctly he distinguishes the "cultural" language from the "universal" language and

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[30] In that vein, we have created a Glossary that describes some terms need to be translated taking into account those elements in order to provide hyperlinks related to a) and b). For more details, see the Annex.

[31] UNESCO, for more information visit: http://www.unesco.org/new/en/social-and-human-sciences/themes/international-migration/glossary/cultural-diversity/

from the "personal" language; for example "to live", "to die", "table" "window" are universal words and do not represent any problem when translating, meanwhile, "*preste*" (Saint's celebration), "*pachamama*" (Mother Land) are cultural words. What is more, if a person expresses himself in a personal manner like the word "*fregar*" trying to express that something or someone is bothering someone. Those kinds of words represent a problem at the moment of translating because they have not a general meaning.

Most of the cultures possess their own words for determining certain objects, concepts, sports, food, etc. When this happens Newmark calls this phenomenon "empty space" or "cultural distance" between the Source Language (SL) and the Target Language (TL). Therefore, he suggests us translating those words in two ways: on one hand to give an explanation of it and on the other hand try to find a generic term culturally neutral.

In connection to what has been said Newmark gives us Nida's cultural categories in order to deal with cultural "foreign" words as follows.

### 7.1.3.4.3   Cultural categories

Newmak tries to classify the cultural categories inspired by Nida's ideas and gives some typical examples for a better comprehension.

### 7.1.3.4.4   Ecology

Translation at this point considers the words under the flora and the fauna aspects and the proximities it could have among countries like for example "*tundras*", "*llanuras*", "*sabana*", or technical terms like "*tabuleiros*" (Brazilian plateau). The comprehension of these words will depend on the geographic characteristics of the

different regions around the world. Nevertheless, thanks to visual diffusion the referent becomes clearer for people that are not used to those geographical aspects.

### 7.1.3.4.5    Material

Food is for most of the translators an important expression of culture; that is why the menus and cookbooks include glossaries; we can also see these words in nutritional cooking guides; tourist leaflets; journalistic articles that nowadays are including in their foreign food pages. Thus, the translator has to explain the meaning of these words; for example, "*t´ant´a wawa*" (bread with the shape of a child), "*phasanqalla*" (Andean popcorn), "*bizcochuelos*" (sponge cake).

Another aspect is men and women clothing items; for example, "*pollera*". Here the translator could on the one hand transfer the meaning of the word, that is to say explain it or add a generic name next to it e. g. *pollera* (Andean skirt).

### 7.1.3.4.6    Socio-cultural

At this point we have to take into account the connotative and denotative meaning that a world could have, for example, in many countries there must be no problem at the moment of translating Shopping Centre (centro comercial) but in our culture it has a slight different meaning because sellers are not concentrated in one building, instead they sell their products on streets and we call that place "*mercado*" and we add a referent for the article we are referring to like "*Mercado Negro*", "*Mercado de las Flores*", "*Mercado Campesino*".

Newmark also mentions the theme of sports that are more known in one place rather than other like "*corrida de toros*", "cricket", "hockey".

## 7.1.3.4.7 Political, Social and Administrative Organizations

The political and social life of a country is reflected in its institutional terms. When we denominate  the Head of State like (*Presidente, Primer Ministro, Rey*) those terms are what Newmark calls them "clear" words, therefore we have to translate them literally in a direct way. E.g. Ministry of Economy (*Ministerio de Economía y Finanzas Públicas*)[32].

On the one hand, when the public organization has a "transparent[33]" noun we translate it literally as well, for example: *Fuerzas Armadas* as Armed Forces. However, sometimes the translation depends on whether we are translating for a serious institution, in the sense that the text reaches to a well-educated audience, we have to do it literally, but if the translation is not for an educated audience we could find a cultural equivalent; for example: Board of trade (*Departamento Británico de Comercio y Exportación*).

On the other hand, when a public organization has an "opaque[34]" noun like National Trust, which is an organization that is in charge of the preservation of Britain monuments and parks. In these cases the translator has to, first of all, verify whether there is a recognized translation of the term, if not he or she has to give a cultural neutral

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[32] This statement will be discussed at 8. RESEARCH FINDINGS, because we think that when we translate into English – as international language- "clear" words such as *Rey* and *Presidente*, we should take into account e.g. the existing system, considering that those "clear" words are not fully clear, consequently, it may cause confusion or misunderstandings.

[33] According to Dictionary Merriam Webster, "transparent" means something easy to notice or understand.

[34] According to Dictionary Merriam Webster, "opaque" means something hard to understand or explain.

equivalent in order to explain it; for example: *Instituto Cervantes* as organism for teaching and Spanish promotion[35].

### 7.1.3.4.8 International terms

The international terms are known nowadays by their acronyms, which have recognized translations like "OMS" (Organización Mundial de la Salud); "WHO" (World Health Organization), "ALCA" (Area de Libre Comercio de las Américas); "FTAA" (Free Trade Area of the Americas). In other cases the international acronym remains becoming an international recognized term and maintains its original meaning like: "YPFB" (Yacimientos Petrolíferos Fiscales Bolivianos[36]), "PEDEVESA" (Petroleo de Venezuela Sociedad Anónima).

### *7.1.4 Importance of Translation*

According to the Journal of Translation, extracted from the Guided Work of Erika Ibañez, Linguistics Career, *Universidad Mayor de San Andrés 2009*, the history of translation is so vast that it is practically impossible to cover it adequately or compress it in a single book but a brief summary was done from which we will just mention the most important things about it. Let us begin by saying that in ancient times, on the

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[35] It is important to point out that for web pages translation and even though for translation of documents, according to some authors, we must not translate the official name of an institution (UNESCO, ONU, etc.) On the contrary the name as the example provided (*Instituto Cervantes*) should keep its original name and it should have a link to explain briefly; "An Organism for teaching and Spanish promotion."

[36] In this case, we are agree with the use of acronyms as international terms, but when we translate them we should learn more about the institution. We suggest e.g. YPFB (Yacimientos Petrolíferos Fiscales Bolivianos) should be translated as: "Bolivian National Gas and Oil Fields" because the main feature of that institution is the control of gas fields, but not oil. But this translation would be suggested as an unofficial one. For more information see the part 8. RESEARCH FINDINGS.

whole, translation was utilized as a means to understand the political and religious goals of the ruling classes represented by Kings and religious leaders.

At the beginning of the Middle Ages, Sumerian and Assyrian people gave a big importance to the training of translators because that helped them to break the bridges of language. The development of that activity got its magnificence in Greece because the most important masterpieces of the era were written in Greek by philosophers such as Aristotle and Plato, those classic works were translated by Arabians to Latin and later to Spanish, fact that let us read those masterpieces in our native language. The labour of the medieval translators and copyists that belonged to the Catholic Church facilitated the knowledge of many works that if had not been translated, probably would have been forgotten somewhere else, burnt or lost; and as a result, those ideas would not have reached to those people who, based on those ideas, changed the way of people thinking.

During the Renaissance there were two main important facts that changed Europe. One of them was the invention of the printing, which facilitated the spreading of the knowledge of the most important works of European ideas and from other countries that made important changes in the way people used to think during the Middle Ages.

The other fact was the ideological movement known as "Protestantism" that was a movement of protest against the domination of the church authorities over all other social classes. This movement was led by Martin Luther who translated the Bible into German and used it as an ideological weapon of the Protestant movement against the Roman clergy. As we can see translation can change or influence the perceptions and values of the dominated social groups.

From then on, the necessity of the translation of texts from one language to another increased the search in that field. The development of comparative searches and, more

recently, the structural and psycholinguistics studies, settled the bases for an empiric translation to a scientific one, becoming in this way a science.

During the XX century, the end of the Second World War left a fast progress of technology and science search as well as the proliferation of international organisms and institutions that were acceding to their independency in that time.[37] So, the contact among different nations and the advances in education and technology increased the interchange of cultures and knowledge. Thus it demanded more and more documents and books to be translated. What is more, the Internet opened new ways of sharing information as is the case of the cyber journalism.

So far we have seen that translation not only arises from personal inspiration of individual intellectuals or scholars, but it could be inspired by social conditions or movements, used as a social action that aims to oppose to social forces and/or self-consolidation, or it can change the way of thinking of a dominated social class by the new information that a text could bring to its readers. What is more, translation enables the dominant social class or group to understand and control the dominated class or group. As we observed, the use of translation has many purposes; therefore, it became a phenomenon that needs to be studied, thus it will be explained in more detail in the following sections.

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[37] Peñaranda, J.M. 2006, "La traducción al idioma inglés como instrumento de comunicación para la difusión de información a través del portal Web de la U.M.S.A.", Trabajo Dirigido, La Paz, UMSA.

### *7.1.5 Translation Computerization Era[38]*

The invention of computer has led to aspire after an automatic machine translation (MT) wherein the computer is provided with the ST to be reproduced automatically or with the assistance of man as a semantically equivalent and well- formed text in the TL.

Translation-oriented computerized technology in general and machine translation (MT) in particular can be described as a complex and diverse field in which a wide range of "actors", such as translation theorists, linguists, engineers among other researchers play a vital role in addition to evaluators of end-user groups including professional translators, trainers and translation companies.

MT is simply a translation performed either purely automatically by a computer or with human assistance which involves the preparation of the ST, pre-editing and/or product editing, post-editing. Historically, MT has undergone five periods of development[39], starting with the pioneering era followed by the second period which witnessed at mid-fifties the appearance of the first generation whose systems rely upon "direct translation" wherein the ST words are replaced with TT words after conducting the required morpho-syntatic changes based on the contrastive differences between the SL and TL. The third period is initially characterized by stagnation of research but later by the development of the indirect approach of MT. The fourth period witnessed the appearance of the second generation, which is the product of "rule-based approaches" based on the notion of translation as a process involving the analysis and representation of the ST meaning by TL equivalents. Furthermore, in this period there emerged other rule-based approaches which rely on rules that convert the abstract SL representation

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[38]   A. B. As-Safi, Translation Theories, Strategies and Basic Theoretical Issues, page 26-27, Amman, Jordan 2010.

[39] See As-Safi pages 207-227.

into an abstract TL representation. These systems require various transfer models for different language pairs.

The fifth period is marked with the third generation as the product of "corpus-based approaches" which seem to have gained popularity in the early 1990s. It employs a reference corpus of TTs and STs, particularly statistical-based approaches which use algorithms to match the new TL segments with the built-in SL segments and their equivalents contained in the corpus, then compute the possibility that corpus-based TL equivalents are valid TL segments for the new text to be translated.

### 7.1.6    Contemporary Status of Translation Theories

According to Newmark, translation theory is concerned mainly with determining appropriate translation methods for the widest possible range of texts or text categories. It also provides a framework of principles, restricted rules and hints for translating texts and criticizing translations, a background for problem solving. Any theory should also be concerned with translation strategies adopted to address difficulties and problems in certain complicated texts. Likewise, Graham[40] asserts that any substantial theory of translation assumes some formal inquiry concerning the general principles of accomplishment, the very principles which define an object and specify a method of study. A rigorous theory of translation would also include something like a practical evaluation procedure with specific criteria. A good survey of the theories of translation is perhaps best furnished by Eugene Nida[41] who avers that due to the fact that translation is an activity involving language there is a sense in which any and all theories of translation are linguistic. He classifies these theories into three: philological theories,

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[40] Graham, Joseph F. Theory for Translation, Translation Spectrum. Essays in Theory and Practice. Gaddis Rose Editions, Albany State University of New York Press, 1981, Pages 23-30.

[41] Nida, Eugene A Framework for the Analysis and Evaluation of Theories of Translation. R.W. Brislin Editions 1976. New York, pages 66-79.

linguistic theories and socio-linguistic theories, the sequel of three diverse perspectives and different approaches to principles and procedures of translation. If the emphasis is on the literary texts, the underlying theories of translation are best deemed philological; if it is on structural differences between SL and TL, the theories may be considered linguistic; and finally if it is on a part of communication process, the theories are best described as sociolinguistic. However, a more comprehensive survey subsumes far more than Nida's three sets of theories as elaborated below.

### 7.1.6.1 _Philological Theories_

Philological theories rely upon "philology" as the study of the development of language, and the classical literary studies. They are mainly concerned with the comparison of structures in the native and foreign languages, especially the functional correspondence and the literary genres in addition to stylistics and rhetoric. Nida explicitly states:

"The philological theories of translation are, of course based on a philological approach to literary analysis. They simply go one step further; in place of treating the form in which the text was first composed, they deal with corresponding structures in the source and receptor languages and attempt to evaluate their equivalences. Philological theories of translation are normally concerned with all kinds of stylistic features and rhetorical devices."

### 7.1.6.2 _Philosophical Theories_

The most prominent proponent of these theories is George Steiner, who claims that his book After Babel (1975) is the "first systematic investigation of the theory and practice of translation since the eighteen century." He primarily emphasizes the psychological and intellectual functioning of the mind of translator. He elucidates that

meaning and understanding underlie the translation process, averring that a theory of translation is essentially a theory of semantic transfer from SL into TL. He defines his "hermeneutic approach" as "the investigation of what it means to understand a piece of oral speech or written text, and the attempt to diagnose the process in terms of a general model of meaning."

He introduces his model in what he calls "Hermeneutic Motion" to describe the process of literary translation. He looks upon the act of translation in the context of human communication across barriers of language, culture, time and personality, thus subdividing this motion into four stages (or moves). The first move is termed trust or faith, which consists of the translator's assumption that the source text contains "a sense to be extracted and retrieved into and via his own language, although this is generally an unconscious action." The second move is referred to as the "aggression, penetration or decipherment, in which the translator invades, extracts and brings home the meaning of the original." The third move is termed "incorporation, embodiment or appropriative use." Translation can introduce new elements into the target linguistic and cultural system. The fourth and final stage or move is labelled "compensation, restitution or fidelity." The translator must work to restore in his language what he has failed to recover from the original text.

### 7.1.6.3    *Linguistic Theories*

Linguistic theories of translation, according to Nida (1976), are based on a comparison of the Linguistic structures of the STs and TTs, rather than a comparison of literary genres and stylistic features of the philological theories. Their development is due to two factors: first, the application of the rapidly expanding linguistics, the scientific study of language, to several fields such as cognitive anthropology, semiotics, pragmatics, and teaching translation/interpreting skills; and second, the emergence of Machine Translation (MT) which has provided a significant motivation for basing

translation procedures on linguistic analysis as well as for a rigorous description of SL and TL.

These theories are perhaps best represented  by proponent figures, such as Eugene Nida, Roger Bell and J.C. Catford who opens his well-known book "A Linguistic Theory of Translation" with the words: "Clearly, then, any theory of translation must draw upon a theory of language – a general  linguistic theory."

Accordingly, "Linguistic Translation" (or Linguistic Approach) is a product of these theories which view translation as simply a question of replacing the linguistic units of the ST (source text) with "equivalent" TL units without reference to factors such as context or connotation. Catford (1965) defines translation as a mere replacement of textual material in SL by equivalent textual material in the TL. Explicitly, "equivalence" which is a milestone in the linguistic theories.

According to Nida and Taber (1969) it is only a linguistic translation that can  be considered 'faithful', because it "is one which only contains elements which can be directly derived from the ST wording, avoiding any kind of explanatory interpolation or cultural adjustment which can be justified on this basis." Nida (1976) suggests a three-stage model of the translation process. In this model, ST surface elements (grammar, meaning, connotations) are analysed as linguistic kernel structures that can be transferred to the TL and restructured to form TL surface elements. His linguistic approach basically bears similarity with Chomsky's theory of syntax and transformational generative grammar[42].

Pertinent to linguistic theories is Newmark's binary classification of translation into semantic and communicative, which somehow resembles Nida's formal and dynamic

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[42] Chomsky, Noam Topics in the Theory of Generative Grammar, Mouton & Co. N.V. Publishers The Netherlands, Fifth Printing 1978 (original publication 1966).

equivalence. "Communicative translation," Newmark[43] states, "attempts to produce on its readers an effect as close as possible to that obtained on the original". Semantic translation attempts to render, as closely as the semantic and syntactic structures of the second language allow, the exact contextual meaning of the original. These two approaches can best be illustrated in the following figure:

```
ST BIAS                          TT
     ↘                           ↙
   BIAS LITERAL                FREE
        ↘                      ↙
      FAITHFUL            IDIOMATIC
            ↘            ↙
            SEMANTIC /
          COMMUNICATIVE
```

Figure 1 : Newmark's Two Approaches to Translation

The contribution of linguistics to translation is twofold: to apply the findings of linguistics to the practice of translation, and to have a linguistic theory of translation, as opposed to other theories such as the literary theory of translation. There are, however, differences among linguistic theories, the principal of which, Nida maintains, lies in the extent to which the focus is on surface structures or corresponding deep structures. Theories based on surface-structures comparisons involve the use of elaborate sets of rules for matching corresponding structures, whereas those based on deep structures involve transformational analyses employed in teaching the methods of translation.

### 7.2 Web Page

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[43] Newmark, Peter Approaches to Translation, Shanghai Foreign Language Education Press, Oxford, Polytechnic of Central London 1981, page 39.

The world is becoming a smaller place. With the advent of technology like the World Wide Web, the only real limitations companies have on selling to the world market are languages and cultural differences. Language, culture, customs and philosophies define the individual and the community. Those differences can be a huge barrier to business, and bridging the linguistic and cultural gap is an essential element of all successful business communication. Fortunately, world cultures vary along consistent, fundamental dimensions.

There are potentially huge untapped markets available and real opportunities exist to get a firm grip on new and emerging markets before the competition.

Internet users around the world have rightly come to expect that web sites will be available in their own languages, meeting their own cultural norms, with full functionality. Web sites are created by companies to perform certain marketing and advertising functions. The same occurs with the State or Government that creates official web pages to inform people to interact.

Localizing the content[44] of a web site poses some of the largest technical, linguistic and cultural challenges, since a web site is technology-based and interactive, with text continually changing, and users are heavily influenced in their judgments about companies by their interactions with a company's web site.

### 7.2.1    Translation of Web Pages[45]

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[44] It is part of the contextualization design suggested at 8. RESEARCH FINDINGS.

[45] This section is supported by a paper published in 2001 in the Proceedings of the European Languages and the Implementation of Communication and Information Technologies (Elicit) conference. University of Paisley. ISBN: 0-9541774-0-1.

Each country, region, state or even province has individual, distinguishable language, humour, jargon, colloquialisms, slang, gestures, images, names, sounds, fashion, religion, values, symbols, animals, history, education, law, colour sense and sensitivity, political correctness, etiquette, etc. To simply "translate" a text from one language into another without respecting and adapting these cultural and linguistic differences, would render its message ineffective to the targeted market.

The most important thing to bear in mind is that a good translation is rarely a literal translation. A translator needs some creative freedom in order to add local colour. This helps to show an understanding of the countries a company provides services for, consequently building their visitor's trust and loyalty. There is a need to be country specific as well as language specific.

Bearing this in mind, it is worth considering whether there is a need to provide country specific content. If there is enough interest for the site in a particular country, then providing additional material may be a useful way of adding value to the localization.

The linguistic quality of a translation is the most specialised and integral part of any localization effort. It is essential that the translators are native speakers and are living in their native countries for the majority of the time. When people are not speaking/reading/writing their language frequently, they quickly lose touch with the ongoing changes in their native language. It is equally important that the translators are specialised in the field they work in. To translate, for instance, a technical text requires, besides a firm understanding of industry-standard terminology, an eye for detail, consistency in style and the ability to translate commands, terms, descriptions, etc., clearly and with the end-user in mind. Marketing content differs dramatically in both its style of writing and in the message it is trying to convey. The skills necessary for translating a marketing text, therefore, are different from the skills needed to translate a

software product. Trans-creation and copy writing are coming closer, the translators need to dissect the original text, analyse its message and the linguistic means by which that message is achieved. They also need to consider the respective market in terms of target audience, cultural do's and don'ts, linguistic background, and so on[46].

## 7.3 Contextualization

What is the context? Context is defined as the information that surrounds an event; it is inextricably bound up with the meaning of that event: "The cultures of the world can be compared on a scale from high to low context" Hall & Hall[47].

Models for the human capacity for language have focused on the function of description, report, analysis, as if talking about the world, physical description or abstract description were the main use of language. Language is seen as a map of reality, either the reality outside, an abstract reality, or an imaginary reality. In this view, context gets into language mainly by reference. We talk about the context.

For example, a dictionary implies a view of language. A dictionary takes as a definition what is centrally different about the meaning of a word from another. Dictionaries are designed merely to distinguish. But language is not a direct map; multiple a meaning, or polysemy, is common in language. Among the common words in the English dictionary get has 72 meanings, and "face" has 23 meanings as a noun and 12 as verb. Language tolerates both polysemy and homonymity heavily because humans are very context-sensitive, unlike a machine translator, which can be tripped up.

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[46] It was difficult to obtain more information on translation of web pages. But it was more difficult to obtain information on translation of State web pages. In that regard, we will provide specific information at 7.1 Web Pages and its design – in situ based on an empirical point of view.

[47] Hall, E., & Hall, M. Understanding cultural differences: Germans, French and Americans. Yarmouth: Intercultural Press 1990.

Our claim is that context permeates language that contextual assumptions affect how we understand language, and that contexts of speech have to be better understood to develop realistic theories of language and of language learning. First, let us clarify what we mean by context. Take as an example getting a book from a reserve library counter. We normally remember the setting -the counter- and the activity that occurred –a service request- and we remember that the librarian said the book was checked out.

These are aspects of context, in the sense that they are present and backgrounded. If they do not survive in our reported memory of the event, how can we say they are important as context? The next examples illustrate our use of backgrounded, non- focal, incidental information[48].

*Example 1:*

> Southern white police officer to adult black male in the 1950's:
>
> O: What's your name, boy?
>
> P: Dr. Poussaint. I'm a physician.
>
> O: What's your first name, boy?
>
> P: Alvin.

"As my heart palpitated, I muttered in profound humiliation. For the moment, my manhood had been ripped from me. No amount of self-love could have salvaged my pride or preserved my integrity. (I felt) self-hate."

*Example 2: (thematic appreciation)*

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[48] Poussaint, New York Times, 1967, page 53. The second example is the author's contribution.

La Paz: A professional is in conflict about learning a native language (Aymara) because her mother and her father were educated in both languages Spanish and English, they always assumed Aymara was a rare unusual language but their son as public servant requires to learn that language (to know a native language in Bolivia is an obligation for public servants).

Cochabamba: A professional is an enthusiastic student when he is learning a native language (Quechua) because his relatives observe an important task to learn a native language.

In La Paz, the students (professionals) tended to learn more Spanish and English, and less about Aymara. Even though, when professionals require to learn a native language they also ask for a different native language (Quechua or Guaraní)[49].

When we look at natural talk we find it filled with indicators of the setting. This situational indexing is learned very much in the same way as word meaning, by a very powerful context sensitive memory device. Contextual co-occurrences with linguistic features are stored in a frequency calculator, so that the correlated features come to index context, and indeed can be used to change the social interpretation of any malleable features such as situation and status. Economies of form can then occur through multiple meanings (polysemy). That is, if a form changes its interpretation according to context, the storage process must include information about the relevant contextual factors. Since such polysemy is very frequent, the human mind must prefer polysemy and contextual indexing over simple vocabulary expansion.

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[49] This example tries to demonstrate that contextual relation involves even paradigmatic point of view, it would mean that context may influence in any relation.

The language acquisition system cannot discriminate what will go into the dictionary and the grammar from the rest of contextual information. Evidence that there is massive learning of language features beyond those described in current lexicons and grammars suggests that current theories of language acquisition have too narrow a definition of language.

Why have we so systematically kept context out of the language system? There are certain points where it crept in even in the most formalist linguistics. There was no way to deal with such differences as imperative versus interrogative without at least thinking about function (though as we have seen, the relation is complex).

The omission of context from linguistic accounts has occurred because some linguists have considered contextual structure to be too chaotic, too idiosyncratic, to be characterized systematically. When linguists began to identify variable rules, the separation of the variable from the obligatory or categorical was obvious and unavoidable. Variationists have gradually introduced context into their analysis.

What we are now beginning to do is use contrasts in linguistic features, including those that are variable, as our guideposts for identifying both the structure of conversation and the structure of context, indeed the immediate social structure for speakers. Linguistic features can tell us what are natural human categories for context[50].

### 7.3.1 Context and Communication

To give a starting idea of context and communication, let's start with the following: "(...) there is no facet of human experience which cannot be transformed into meaning. In other words, language provides a theory of human experience, and certain of the

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[50] Howell, R.W. Linguistic choices as an index to social change. Ph.D. dissertation, University of California, Berkeley, 1967.

resources of the lexicogrammar of every language are dedicated to that function." Halliday and Matthiessen[51].

### 7.3.1.1 *Intercultural Communication[52]*

Crossing cultures according to Bennett is much more than a competitive advantage or a risk entitling us to a reward for our courage. It is a window into the human condition we all share, a path to integrity, a gateway to human diversity, the map for a learning journey that enriches us in every sense of that word and a way of taking good care of our planet. We are forever in danger of fighting over half-truths, of pathological polarization. This a book that leads us away from the cusp of catastrophe towards the all-encompassing view that sees things whole.

The study of intercultural communication has tried to answer the question, "How do people understand one another when they do not share a common cultural experience?" Just a few decades ago, this question was one faced mainly by diplomats, expatriates, and the occasional international travellers. Today, living in multicultural societies within a global village, we all face the question every day. We now realize that issues of intercultural understanding are embedded in other complex questions: What kind of communication does a pluralistic society need in order to be both culturally diverse and unified in common goals? How does communication contribute to creating a climate of respect, not just tolerance, for diversity? The new vision and innovative competencies we bring to this changing world will determine the answer to another question about the global village posed by Dean Barnlund (1998): "Will its residents be neighbours capable of respecting and utilizing their differences or clusters of strangers living in ghettos and united only in their antipathies for others?" If we look to our species' primate past and to

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[51] Halliday M. and Matthiessen Christian Introduction to Functional Grammar, Fourth Edition. Routledge, London and New York 2004 page 29.

[52] Milton J. Bennett, Ph.D., Basic Concepts of Intercultural Communication, Paradigms, Principles, & Practices, Second Edition, Boston-London, Intercultural Press 2013.

our more recent history of dealing with difference, there is little reason to be sanguine. Our initial response to difference is usually to avoid it. Imagine, if you will, a group of our primate ancestors gathered around their fire, gnawing on the day's catch. Another group of primates comes into view, heading toward the fire. I wonder how often the first group looked up and said (in effect), "Ah, cultural diversity, how wonderful." More likely it was fight or flight, and things have not changed that much since then. We flee to the suburbs or behind walls to avoid cultural difference, and if we are forced to confront it, there is often a fight.

Historically, if we were unsuccessful in avoiding different people, we tried to convert them. Political, economic, and religious missionaries sought out opportunities to impose their own beliefs on others. The thinking seemed to be, "If other people were more like us, then they would be all right to have around." This assumption can still be seen in the notion of the "melting pot" prevalent in the twentieth century in the United States. It is difficult for many people to believe that any understanding at all is possible unless people become similar to one another.

When we could not avoid or convert people who were different from ourselves, we killed them. Examples of genocide are not so very far away from us, either in time or distance, and individual cases of hate crimes are tragically frequent. Of course, one doesn't need to physically terminate the existence of others to effectively eliminate them. When we make their lives miserable in our organizations and neighbourhoods, we also "kill" them, they cannot flourish, and often they do not survive.

Given this history of dealing with difference, it is no wonder that the topic of difference – understanding it, appreciating it, respecting it- is central to all practical treatments of intercultural communication. Yet this emphasis on difference departs from the common approaches to communication and relationships based within a single culture.

Monocultural communication is similarity-based. Common assumptions about the nature of reality create a context in which members of a culture exchange meaning with one another, recognize appropriate behaviour, and coordinate collective action.

Their shared experience of reality generally allows cultural members to predict the responses of others based on how they themselves would react in similar circumstances. In mono-cultural communication, difference represents the potential for misunderstanding and friction. Thus, social difference of all kinds is discouraged.

Intercultural communication – communication between people of different cultures-cannot allow the easy assumption of similarity. By definition, members of different cultures experience different organizations of reality, and thus the use of one's self as a predictor of how others will respond to messages is unlikely to be successful.

Approaches to communication in cross-cultural situations must guard against inappropriate assumptions of similarity and encourage the consideration of difference. For this reason, intercultural communication is difference-based.

In addition, intercultural communication is necessarily more intentional than mono-cultural communication. We normally think of communication as something natural, like walking. And certainly communication within a cultural context is normal, necessary, and not necessarily conscious. But across cultural contexts, unconscious communication is generally ethnocentric and ineffective. To be successful, such communication must be practiced with one's consciousness fully engaged. Since this is a relatively unusual condition for most human beings, we could say that intercultural communication is essentially unnatural. In this sense, intercultural communication is like flying for humans. With the right technology (technique) it has recently become possible, but it demands a lot of conscious attention. Even when the airplane is on

"autopilot," the real pilot must be trained and ready to instantly engage the technology. Similarly, in the relatively new multicultural contexts in which many of us live today, meaning must be created more intentionally and action must be coordinated more consciously than before.

### 7.3.1.2 _Influence of Context on Translation_

With the purpose of identifying the influence of context on translation we suggest to read Eugene Nida. According to Eugene Nida[53], she combines elements of contextual analysis with areas such as culture and language. She, also explains in Towards a Science of Translating, and Componential Analysis of Meaning how strict adherence to context creates a satisfactory translation. Her book indicates that it has a fragmentary, though concise, format, placing each topic in easily identifiable categories and subcategories. The chapters include: "What is Translating?" "Language and Culture," "Words in Context," "Relations Between Words," "Translating Texts," "Representative Treatment of Translating," and "Three Major Types of Translation Theories." The book may be considered as complete because contains a glossary, bibliography, and index.

Of these seven chapters, we consider that Chapter three, "Words in Context," is probably the most important part because it focuses strongly on context in translation. It explains how words are used in diverse contexts, a reference to cultural and geographical origins. Nida explains shortly the ways in which words express varied meanings and levels of significance depending their origin which determines their exact definition.

So, Nida believes that words are strongly linked to their contexts and proposes that it is the responsibility of the translator to determine what is being addressed in order to produce a valid translation. The sub-section in chapter three entitled, "Contexts

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[53] Nida, Eugene Contexts in Translating, Benjamin Translation Library, Amsterdam 2001.

involving Cultural Values," demonstrates how a word may take on a completely different definition or value from one region or culture to another. Therefore, the translator must realize these differences to create a meaningful translation. According to Nida, "Correct technical terminology serves to mark a statement as reliable and the writer as knowledgeable." This is evident in professional language as well as in street language and slang, all of which Nida incorporates in his study. Translating a work, first and foremost, she respects cultural context and value[54].

In chapter three, Nida discusses how the setting and purpose of discourse define a word's capacity to assume different degrees of seriousness. How the word is presented determines the way it is perceived. For Nida, the contextual perception of a culture is essential to producing an adequate translation from that culture's perspectives.

He also mentions the analysis that have stemmed from these and other translators, including the theory of free translation. This section then makes reference to the philological insights of the 20th century, a time when language is looked upon as an integral part of culture as a kind of code. For a variety of reasons, many philologists have felt that the act of translating is impossible.

Linguistic visions consider the differences between the source and target texts. Nida refers to some auntors' consideration of French and English as a basis for translating. The "communication theory", which describes the importance of interlingual communication also appears in this section. Theories based on sociosemiotics respect the rules of all systems of signs used by different societies. It is, in Nida's words, "the most pervasive and crucial contribution to an understanding of translation". The ideas of Plato and Aristotle are important antecedents to this line of thought. Nida gives a great

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[54] For readers, it is important to clear up that Nida indicates that a translator should not need a dictionary, for if he/she does, then it is evident that he/she is not a master of the other language and therefore is not an efficient translator.

deal of attention to associative and designative meanings because signs of all types must be recognized in relation to all other verbal signs within a text or associated expressions. Nida advises translators to seek the advice of experts' concepts of isomorphs when problems arise in symbol translation. Nida finishes this section by stating that the most effective way to learn how to translate is through studying what expert translators have already accomplished.

Finally, we conclude this part indicating that Nida provides in these chapters some concept of influence of contexts in translation and she also provides concepts of translation for carrying out successful translations.

### 7.3.1.3    *Translator as Communicator*

To say that translators communicate may perhaps strike one as a fairly obvious claim to make. Yet, it is this very quest for the successful exchange of meanings that is at the heart of what we pursue as professional or trainee translators, teachers or critics of translation. Typically, one might say of translators that they are constantly exchanging something, not only by engaging in a dialogue with a source text producer and a likely target text receiver, but also by brokering a deal between the two parties to communicate across both linguistic and cultural boundaries.

One way of getting to the core of what takes place and of unravelling this communicative game, is to chart the routes which the major players travel along and to see the entire exercise in terms of a set of parameters within which textual activities are carried out.

In any attempt to examine the communicative nature of the translating task, a number of assumptions will have to be made about texts, their users and the context in which they occur. Such assumptions will take the form of hypothetical statements

which we as researchers make in the light of our current understanding of how communication works. It would of course be desirable to proceed by observation based solely on sound empirical evidence. But, texts being what they are – an imperfect record of communicative events- we sometimes find it necessary to settle for what may be described as heuristic procedures. Interaction makes its own rules, a process in which entire conceptual systems are involved, including those which have developed through our own experience with texts.

The world of the translator is inhabited by an extraordinary number of dichotomies, reflecting divisions which either exist or are supposed to exist between mutually exclusive opposites. Some of these are professional, corresponding to the traditional areas of activity of translators (the technical translator, the literary translator, the legal, the religious and so on).

Others distinguish between different modes of translating: written, oral (such as simultaneous interpreting) and written-from-oral (such as screen subtitling), which again correspond to different professional orientations. A further set of dichotomies pertains to an age-old debate concerning the translator's priorities: 'literal' versus 'free', 'form' versus 'content', 'formal' versus 'dynamic equivalence', 'semantic' versus "communicative translating" and –in more recent times- translator "visibility" versus "invisibility."

This proliferation of terms and categories reflects the diversity of the translation world. Between the experience of the Bible translator, working in remote locations and with wholly unrelated languages, and that of the staff translator producing parallel copy of in-house documents in closely related languages, there is indeed a world of difference. Many of the concerns of the court interpreter are not shared, for example, by the translator of classical poetry. Indeed, their paths hardly ever cross. Yet there is a core of common concern which sometimes escapes unnoticed. It is striking that, beyond the

widely diverging constraints which operate in different fields and modes of translating, so many of the intractable problems are shared. In this book, we propose to investigate areas of mutual interest and to uncover the striking uniformity which emerges when translating is looked upon as an act of communication which attempts to relay, across cultural and linguistic boundaries, another act of communication (which may have been intended for different purposes and different readers/hearers). The common thread here is communication and, as the title of this book implies, our investigation is of communication strategies in the sense of the underlying principles behind the production and reception of texts—all texts, written and spoken, source and target, technical and non- technical, etc.

The translator is, of course, both a receiver and a producer. We would like to regard him or her as a special category of communicator, one whose act of communication is conditioned by another, previous act and whose reception of that previous act is intensive. It is intensive because, unlike other text receivers, who may choose to pay more or less attention to their listening or reading, translators interact closely with their source text, whether for immediate response (as in the case of the simultaneous interpreter) or in a more reflective way (as in the translation of creative literature).

There are, as always, some apparent exceptions to the general rule. It may, for instance, be argued that poetry is essentially an act of self-expression and not one of communication. Therefore, an account of communication would be irrelevant to the work of the translator of poetry. But a poem which is to be translated has first to be read and the act of reading is, we submit, part of what we understand as communication. There may be all kinds of constraints which make the translation of poetry a special case, with its own concerns and problems, but the fact remains that there are a text producer and a text receiver, standing in some kind of relationship to each other. It is the nature of this relationship in general which interests us. The peculiarities of special cases, however constraining they may be, can only be truly appreciated once the underlying nature of the transaction is made clear.

Let's see this example[55] between a translator and his customer:

**Customer:**   Do you remember, sir, being asked this question (…)?

*Translator:*   *¿Se acuerda usted, señor, que le preguntaron esta pregunta (...)?*

**Customer:**   Where were you going to be given a ride to, where was your destination?

*Translator:*   *¿Cuál era el destino de ustedes, hacia dónde les iba a dar el ride?*

   *[What was your (plur.) destination, to where was he going to give you (plur.) the ride?]*

**Customer:**   Did you discuss with him where you were going to be taken?

*Translator:*   *¿Discutió usted con él adónde lo iba a llevar?*

   *[Did you discuss with him where he was going to take you?]*

**Customer:**   When you were picked up by the car, did you, I take it that you got into the car, is that correct?

*Translator:*   *Cuando los levantó el carro...cuando lo levantó a usted el carro...cuando a usted lo levantó el carro...estoy asumiendo que usted se subió al carro, ¿es esto correcto?*

   *[When the car picked you (plur.) up... when the car picked you (sing.) up... when the car picked you (sing.) up...I am assuming that you got into the car, is that correct?]*

This example belongs to a non-communicative translation. When the communication is related to technical affairs the translation is more difficult and complex. Translators require not only linguistic tools and strategies to translate but also technical knowledge.

### 7.3.2   *Translation and Contextualization*

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[55] Basil Hatim and Ian Mason, The Translator as Communicator, edition published in the Taylor & Francis e-Library, London and New York, pages 16-21, 2005.

To understand the relation between Translation and Contextualization, let´s read it.

"(…) language is essentially rooted in the reality of the culture (…) it cannot be explained without constant reference to these broader contexts of verbal utterance[56]."

Translation is not only a linguistic task, but also a cultural one. Indeed, we translate across languages and cultures.

We cannot separate them because language and culture are inextricably linked, being language embedded in culture.

Thus – if we do not translate highly standardized and "universal" texts – culture is always involved in our practice of translation. Certainly, in some cases it is more prominent, on two different levels: (1) in terms of culture-specific elements, (2) as regards text-types conventions. An element deeply rooted in its Context of Culture, may obviously pose problems of comprehension and of rendering in a different cultural framework. Moreover, the application of a "cultural filter" may be required by "culturally shared conventions of behaviour and communication, preferred rhetorical styles, and expectation norms in the source and target speech communities[57]."

We wish to point out that the translator's decisions do not only depend on the specific cultural issue, but also, and most importantly, on the communicative situation surrounding it.

### 7.3.3    *Contextualization in the process of translation of web pages*

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[56] Text extracted from Malinowski's book, The Problem of Meaning in Primitive Languages.

[57] Manfredi, Marina Translating Text and Context: Translation Studies and Systemic Functional Linguistics, page 45-50, Bologna 2004.

Because of lacking information on this specific section, we decided to provide empirical information at 8. RESEARCH FINDINGS, where theorization of the contextualization in the process of translation of web pages for State institutions will be illustrated rescuing some empirical elements.

### 7.4 Intentionalism

One may object that by making content depend on the speaker's intention, intentionalism renders content inaccessible to the hearer. But there are many clues the hearer can rely on to figure out the content of an utterance: perceptually salient contextual features, shared beliefs, shared language, etc. In practice, the hearer will determine the content of the utterance and the speaker's communicative intention simultaneously.

Communicative success is facilitated when the speaker adequately exploits contextual clues in order to make her content accessible to the hearer. And the hearer's method of interpretation will be reliable if these contextual clues are adequately ascertained. In cases in which interlocutors speak the same language, have the same conversational goals, share relevant background beliefs, find the same features perceptually salient, etc., communication is likely to succeed, and the hearer will have no trouble figuring out the content of the speaker's utterance.

And in cases in which interlocutors have reasons to believe that they do not have the same take on the relevant contextual features, they will choose words and expressions that convey their thoughts more explicitly. Instead of using the simple demonstrative 'that,' for example, the speaker will use a complex demonstrative such as 'that big oak

tree in the yard.' So there is no reason to think that intentionalism makes utterance content inaccessible[58].

One final remark before I examine indexicals. Intentionalists should not be understood as being committed to a controversial Gricean, intention-based semantics. The latter holds that the semantic properties of words and sentences are explained in terms of speaker's intentions; in other words, mental content is explanatory prior to linguistic meaning.

The intentionalist need not endorse this view. Consider for example a Davidsonian, interpretationist, picture, according to which linguistic meaning and mental content are ultimately constituted by the judgments of a fully informed radical interpreter. On this picture, linguistic meaning and mental content are interdependent, in the sense that neither can be said to be explanatory prior to the other. Interpretationists can be intentionalists: they simply need to stipulate that the judgments of a radical interpreter must be such that the content of a speaker's utterance matches her communicative intention[59].

### 7.5 Tools of Translation

Tools are increasingly being used in the translation of digital documents. Many authors agree that these are either aids to the translator, typically bilingual glossaries, or sometimes completely automated systems.

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[58] See Akerman (forthcoming) and Bach (1992) for similar remarks.

[59] Carrol, Noël (2000) "Interpretation and Intention: The Debate between Hypothetical and Actual Intentionalism," Metaphilosophy 31, 75-95.

Bilingual glossaries are useful for helping the translator with technical terms. This is particularly useful for web sites where technical terms are used frequently and need to be consistent.

Automated systems tend to be used by large corporations with vast quantities of documents to translate, more than could be coped with by translators alone. The type of language used for this needs to follow strict grammatical rules, removing any ambiguity. After translation, a document will also need proof reading to ensure that no meaning has been lost during the process.

This information does not take into account some other tools such as the use of hyperlinks to describe and contextualize words need to be explained briefly.

## 8. RESEARCH FINDINGS

This section will suggest some strategies to perform an adequate and proper translation including the content and design of what will be showed and translated within a Web Page in order to make translation more efficient.

In that vein, having selected a state Web Page that has the intentionalism of providing information and services to foreigners; thus, we decided to dedicate a lot of time to improve the effectiveness of information published by administrators in this section. And this proposal is not supported only by theorists mentioned previously (THEORETICAL FRAMEWORK) but also authors we have acquired concepts during the time we were trained in study-rooms.

Due to the contents of this work, it would be a dialectic work. The main reason makes it happens is the fact of writing some ideas after having experiences some challenges *in situ*. That is why we also give relevance to the empirical status of the author, who aims to transmit ideas related to translation.

You may ask yourself, why to theorize a little experience, or why expect to contribute with ideas if there are many books written on translation. The reason is very simple, during the time we translate different types of texts we have found many problems.

The most important problem was to believe that the translator has the right or duty to improve communication's objectives. But it occurs only when translator has an idea about what is the translation's objective. Usually, when translator starts his/her work, it is very common to think as a worker but not as translator because in our context there are no several companies dedicated to translate, therefore you, the translator, is the unique person dedicated to do this work. On the contrary, if we were in middle of Translation Centres, it is possible to work with people forcing you actively to evaluate the texts you work on, making you take on a major degree of responsibility for the texts they produce.

The other real situation occurs in our context is the fact of having professors during five years of study where the majority of those professors are inevitably linguistic or –

without empiric concepts-, bearing on adequate comprehension of content and on target-language production rather than on translation as such.

Consequently, criticism has to be very careful when invoking apparently immutable rules[60]. There are many ways of translating, many things that can be said through translation, and bad explicit theorization is apt to do more harm than is mere poverty on the level of practice.

**"So, our first conclusion is to translate in order to communicate properly. Do not translate to follow rules, they are breakable."**

The Web Page studied is www.economiayfinanzas.gob.bo that has some specific features mentioned in the previous part. However, this section will show through images the current situation (before the proposal is applied).

On the one hand, this section, according to the author, is reflected the most important part, considering that there is no sufficient information and theories to translate State web pages taking into account the Diagnosis as an example of current situation in Bolivia.

On the other hand, considering that this work has to be applicable, here we have designed a contextualized section translated into English using theoretical concepts and knowledge of foreign web pages are translated to inform efficiently[61].

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[60] This statement may be discussed considering that there are basic concepts of communication and therefore varied tools to achieve a successful communication, among them; contextualization –no equivalence- (linguistic criterion); simplicity and accessibility (computational criteria); use of telegraphic language – omitting some grammar rules- (press criterion), etc.

[61] We have selected some Governmental web pages to explore and contrast contextualization and designs of web pages are translated in English.

Finally, it is important to clear up that we will use the term *in situ* because we think it is the best way to state this is an empirical work.

## 8.1  Web Pages and their design – *in situ*

There is not a vast information in relation to proper designs (contextualized) of Web Pages that include, at least, two languages. Of course, we are focusing on domestic context, because if we present an innovative work, without worldwide references, we would be rejected at the beginning.

In that vein, we have explored, on the one hand, worldwide institutions such as United Nations' web page (Galaxy), Sony Corporation, CNN, etcetera. They demonstrate effectiveness of success when they diversify their communication through different languages. The exception would be United Nations that has a rule establishing at least five official languages, but for strategic purposes it limits its options employing only two[62].

On the contrary and anecdotally, we have seen Bibles translated into Aymara, even though we have seen these books in Africa translated into Lingala. This real situation suggest us to give a second conclusion:

**"We affirm that the purpose of translating is to communicate properly."**

Due to the lack of information, it will be important to provide some concepts as theoretical contributions in favour of researchers, professors, students, entrepreneurs, and people interested in giving specialized information to foreigners or speakers of a different language through a Web Page translated.

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[62] This situation is common when the institution has several requests or has success in its function. This relationship makes possible this kind of institutions decide what kind of people they will attend.

You will note, many people, commonly communicators without a specialized point of view in relation to professional translation think all words, phrases, sentences, paragraphs, and texts are equivalent one by one.

Those conceptions as paradigms make complex the differentiation of both design and content, at the moment of building a new web page.

But theories on translation support not only documental contextualization but also digital ones. Nobody rejects the idea of translating and contextualizing web pages. As we are suggesting to translate and contextualize a web page, it is very important to consider that all represents State may be used as official information, thus, the information published must be presented in that way.

If a linguist is reading this, it is possible he/she says "we are able to translate languages, but not designs."

Whereas it is appropriate to state:

**"Translators should think communicatively, thus they decide sections to be translated, a new and different section for English."**

The Ministry of Economy of Bolivia has several information in its official web page. That information published is important for the public and public servants. However, that information has a destiny, Bolivian people. The intention of web page's administrators is not reach foreign people or Anglo-speakers, but Bolivian people.

So the web page's design in English should be different due to its objective, foreign people (Anglo-speakers or people who talks English as 2$^{nd}$ Language).

## 8.2  Strategies of Translation – *in situ*

As it was previously commented, a common difficulty when translating is the fact of translate press releases closely related to domestic information. E.g.

In this case, we suggest translators:

**Do not translate this information. Based on empirical studies, when an official web page does not have "important" information, it is usually rejected by readers and visitors. Besides, theories on translation support the idea of functionality, and that translation is useless.**

The design of the web page should be contextualized. In other words, we should take into account sections – a menu and submenu contextualized- are considered important for both Bolivian interests and foreigners.

E.g.

In this case, we suggest:

**"To eliminate some irrelevant sections[63]."**

The complexity of information may cause confusion to foreign readers. E.g. not all Bolivians know about SIGMA (General Superintendence of the Sectorial Regulation System), this system is focused on specific people have a contractual relation with the State, but the majority of Bolivians do not understand the acronym used. In contrast, the section in English has this information too. That would be considered as a pleonastic content.

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[63] For more details, please review the Annex, Contextualized Design.

Another suggestion is:

**"At the moment of translating, consider to shorten and select the content of documents will be translated."**

E.g.



    In this case, for Bolivian interests, the Financial Services Law promulgated in 2014 is considered an important document. However, this document has not the same appreciation for foreign people, due to its domestic application. But it is possible authorities may demonstrate the political changes Bolivia is living through new rules, in that case, we suggest to translate according to theories provided in the last part; additionally, as an empirical contribution, we suggest:

**"To select innovative articles and order them to launch it as a Brief Version[64]."**

### 8.3 Tools of Translation – *in situ*

In addition to tools suggested according to theorists, we suggest:

**"To create it making a standardization of contents."**

E.g.

This is the structure of MOF's web page in Spanish

**ORGANIGRAMA**

**DEPARTAMENTALIZACIÓN DE LA PÁGINA WEB - SECCIÓN EN INGLÉS**

MENU

INICIO

**INSTITUCIÓN.-** Ministro (hoja de vida, Publicaciones, conferencias dictadas, entrevistas), Viceministerios (los cuatro viceministerios), Ministerio (información institucional, POA, Unidad Financiera, Unidad Administrativa), Recursos Humanos (Servidores públicos,, oportunidades de empleo), Transparencia (Rendición de cuentas, Contacto directo, funciones, publicaiones).

**CENTRO DE PRENSA.-** Notas de prensa (4 notas importantes), Boletín Ecoplural (Las 4 últimas ferias), Materiales impresos (Zoom económico, cartillas y folletos, revista economía plural, trípticos, bípticos, indicadores departamentales, brochure), Comunicados (Presentación estados financieros, Licitación pública internacional diseño, ejecución y puesta en marcha para la construcción del edificio del MEFP, la universidad Gabriel René Moreno tiene en sus cuentas...), galería de fotos (Reunión con la COB, Exposición en la UMSA, Presentación del Modelo en Washington DC- Estados Unidos ), galería de videos (Reunión con la COB, Exposición en la UMSA, Presentación del Modelo en Washington DC- Estados Unidos).

**ESTADÍSTICAS.-** Indicadores macroeconómicos (los banners interactivos), Gobernaciones, Municipios y Universidades (Transferencias, presupuestos, Saldos, Ejecución Presupuestaria, otros documentos), POA (Formulación POA, Techos presupuestarios, reformulación presupuestaria, Requisitos para la formulación del POA), Cifras fiscales (Sector Público no financiero, Emisión de Bonos), Pensiones y Servicios Financieros (Ley de Pensiones, Ley de Servicios Financieros), Reportes especiales (nada aun).

**PUBLICACIONES.-** Memorias (Memoria de la Economía Boliviana 2014), Boletines y dossiers especializados (Boletín de Estadística de Deuda Pública del TGN, Boletín de Ingresos Tributarios, Boletín del sistema Integral de Pensiones, Dossier de Estadisticas Fiscales del TGN), Libros especiales (Ley de Servicios Financieros, El Modelo Econompico beneficia a salud y Educación con más recursos, Un año más informando sobre los éxitos de la economía nacional), Publicaciones de Viceministerios (Pensiones, Sistema Financiero, Tesorería, Tesoro General de la Nación, Presupuesto, Tributaria).

**MARCO LEGAL.-** Constitución Política del Estado (CPE), Leyes (Leyes), Decretos Supremos (Decretos Supremos), Resoluciones (Resoluciones), Normas y Reglamentos (normas y reglamentos).

**CONTACTO.-** Suscríbete (formulario), Contáctanos (direcciones), Consultas en línea (formulario), Preguntas frecuentes (respuestas por tema), enlaces (banners con links a otros sitios).

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[64] Usually, in State web pages there are many rules are published in order to give legal information to the public. In that vein, it is recommended to translate only those innovative articles, considering the translator should have, in this case, legal knowledge. For more information review the translation of Financial Services Law, it was annexed at the end.

**ORGANIGRAMA**

**DEPARTAMENTALIZACIÓN DE LA PÁGINA WEB - SECCIÓN EN INGLÉS**

**CONTEXTUALIZADO**

MENU

INICIO

INSTITUCIÓN.- Ministro (hoja de vida, Publicaciones, conferencias dictadas, entrevistas), Viceministerios (información del viceministro, direcciones generales, organigrama y contacto), Ministerio (información institucional, POA, Unidad Financiera, Unidad Administrativa), Recursos Humanos (Servidores públicos, oportunidades de empleo), Transparencia (Rendición de cuentas, Contacto directo, funciones, publicaciones).

CENTRO DE PRENSA.- Notas de prensa (4 notas importantes), Boletín Ecoplural (Las 4 últimas ferias), Materiales impresos (Zoom económico, cartillas y folletos, revista economía plural, trípticos, bípticos, indicadores departamentales, brochure), Comunicados (Presentación estados financieros, Licitación pública internacional diseño, ejecución y puesta en marcha para la construcción del edificio del MEFP, la universidad Gabriel René Moreno tiene en sus cuentas...), galería de fotos (Reunión con la COB, Exposición en la UMSA, Presentación del Modelo en Washington DC- Estados Unidos ), galería de videos (Reunión con la COB, Exposición en la UMSA, Presentación del Modelo en Washington DC- Estados Unidos).

ESTADÍSTICAS.- Indicadores macroeconómicos (los banners interactivos), Gobernaciones, Municipios y Universidades (Transferencias, presupuestos, Saldos, Ejecución Presupuestaria, otros documentos), POA (Formulación POA, Techos presupuestarios, reformulación presupuestaria, Requisitos para la formulación del POA), Cifras fiscales (Sector Público no financiero, Emisión de Bonos), Pensiones y Servicios Financieros (Ley de Pensiones, Ley de Servicios Financieros), Reportes especiales (nada aun).

PUBLICACIONES.- Memorias (Memoria de la Economía Boliviana 2014), Boletines y dossiers especializados (Boletín de Estadística de Deuda Pública del TGN, Boletín de Ingresos Tributarios, Boletín del sistema Integral de Pensiones, Dossier de Estadísticas Fiscales del TGN), Libros especiales (Ley de Servicios Financieros, El Modelo Económico beneficia a salud y Educación con más recursos, Un año más informando sobre los éxitos de la economía nacional), Publicaciones de Viceministerios (Pensiones, Sistema Financiero, Tesorería, Tesoro General de la Nación, Presupuesto, Tributaria).

MARCO LEGAL.- Constitución Política del Estado (CPE), Leyes (Leyes), Decretos Supremos (Decretos Supremos), Resoluciones (Resoluciones), Normas y Reglamentos (normas y reglamentos).

CONTACTO.- Suscríbete (formulario), Contáctanos (direcciones), Consultas en línea (formulario), Preguntas frecuentes (respuestas por tema), enlaces (banners con links a otros sitios).

Before the application of this proposal, the MOF did not have any tool to translate, except common dictionaries. The problem of the current situation is the diversity of concepts given to the same terms employed. It may cause confusion to readers.

The last step was to translate the selected terms as relevant sections for international perspective.
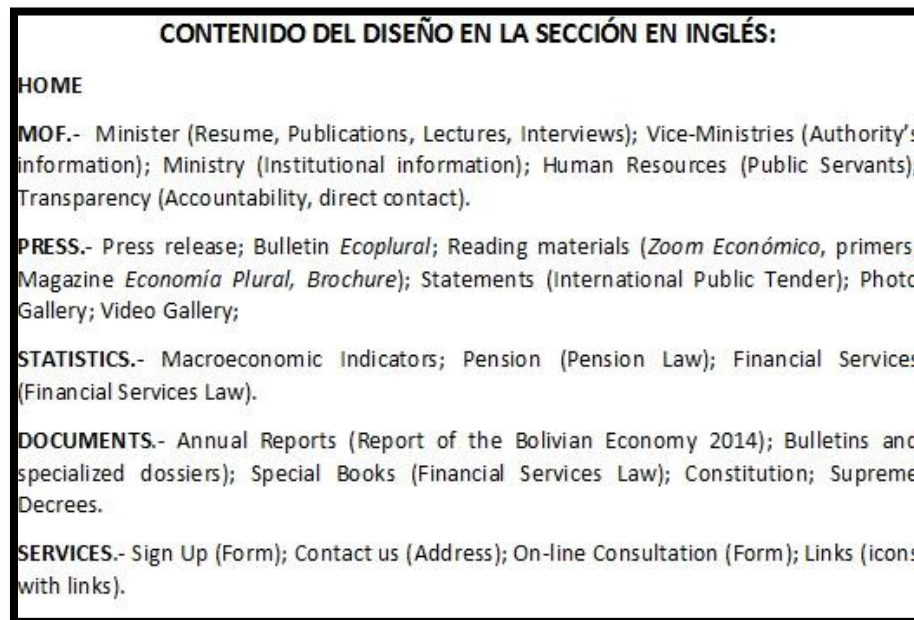
### *8.3.1   Glossary*

Terminology in glossaries is usually expressive of a conceptual focus, and thus terms should be used intentionally and carefully to maintain the coherence of a perspective. The following definitions reflect the typical use of terms in intercultural and related fields and identify certain terms that are consistent with a constructivist intercultural perspective.

The term "international" refers to multiple nations and their institutions, as it is used in "international relations." The focus of international relations is predominantly on political, economic, and religious institutions and their impact on cross-border events. When "international" is used to modify "education," it refers to curricula that incorporate attention to the institutions of other societies, and it refers to the movement of students, faculty, researchers, and other academics across national borders. For instance, "Our international education program incorporates foreign students and returned study-abroad students in an effort to internationalize the curriculum of the

university." For the most part, the term "international" does not connote interaction at a subjective cultural level and it therefore should not be used synonymously with "intercultural."

### 8.3.2   Hyperlinks[65]

The application of this tool is very usual in web pages, especially in those web pages where the information is varied. A clear example is www.wikipedia.com that has many hyperlinks allow readers explore and investigate.

The MOF's web page has not any hyperlink. This situation obligates translator works contextualizing and providing additional information to be understood.

Unfortunately, this situation causes multiplication of information against reader's accessibility to read direct information. In that vein, the use of hyperlinks which contain a brief description of words, phrases or acronyms can support the accessibility of information translated.

### 8.3.3   Other tools

Another suggestion is to have a proper knowledge of economics. In the specific case, translator should be formed firstly as translator and then as economist. If an economist tries to be translator, possibly he/she will commit many errors in his/her process of education, but if translator is not an economist, he probably will commit some mistakes but they will not be serious. In other words, knowledge will be as a tool of translation.

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[65] They are also called **tool tip** in computational area. In short, it is a box that appears when cursor is in the word attributed with a link and explanatory text to describe briefly the meaning of the word, phrase or acronym.
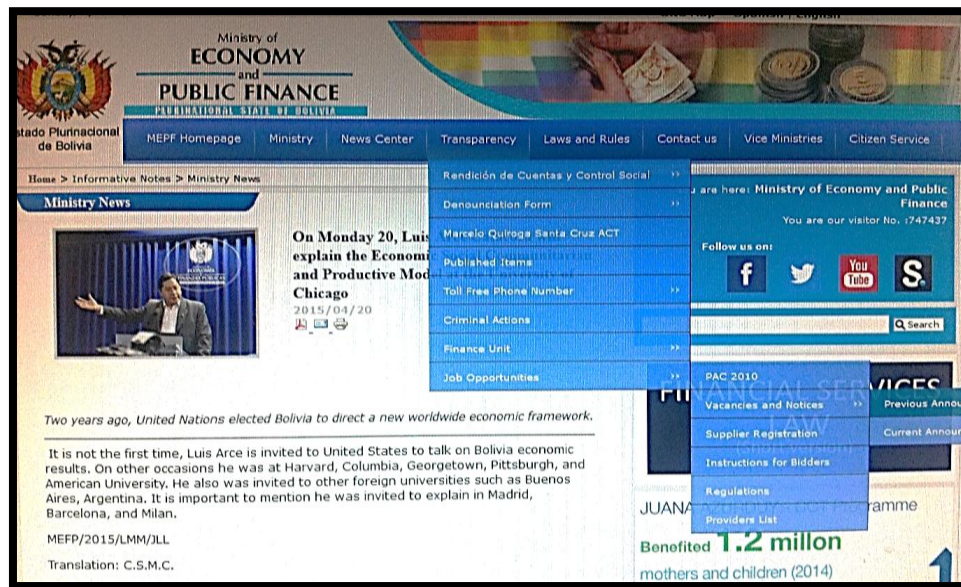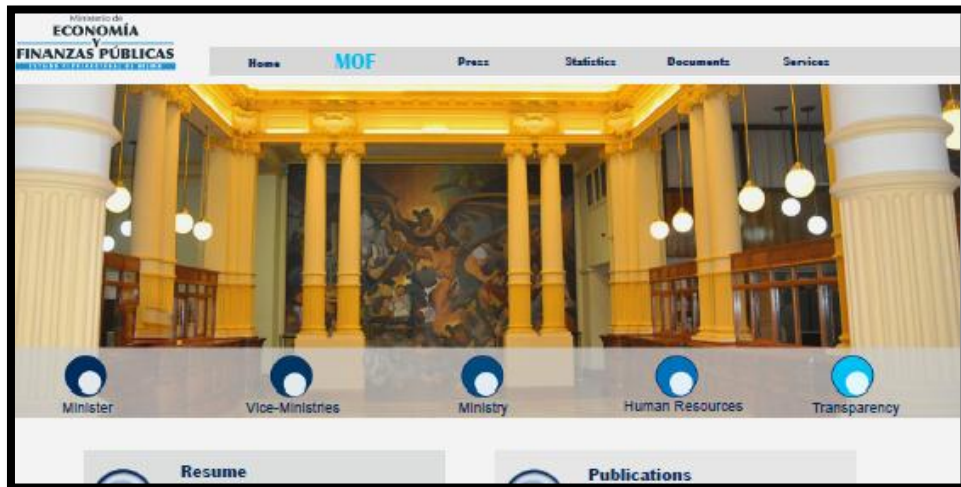
## 8.4  Illustration by contrast

In this section we will offer you some exemplification of theoretical and empirical contribution provided previously.

### *8.4.1   Design*

**Current Design**



**Proposal**

### 8.4.2 Content

**Current Situation**



**Proposal**

FINANCIAL SERVICES LAW
(Short version)

CUMULATIVE INFLATION
5.19%
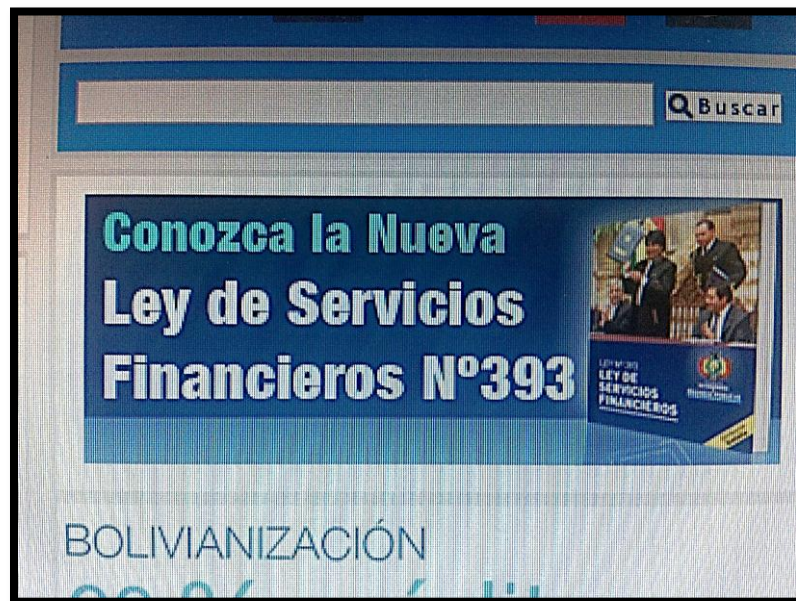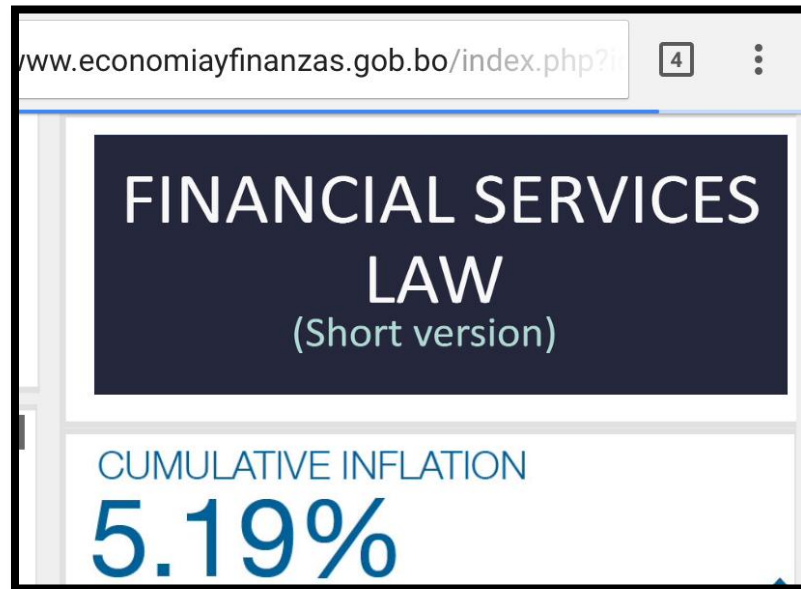
### 8.4.3 Translation[66]

**Current Situation**
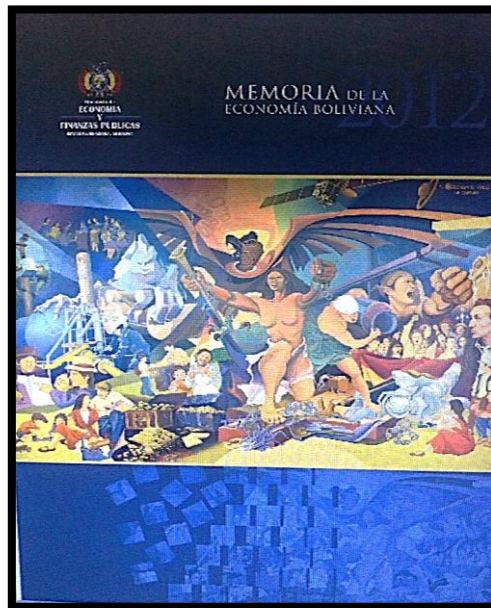


**Proposal**

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[66] The text translated was annexed to be compared. See the Annex.
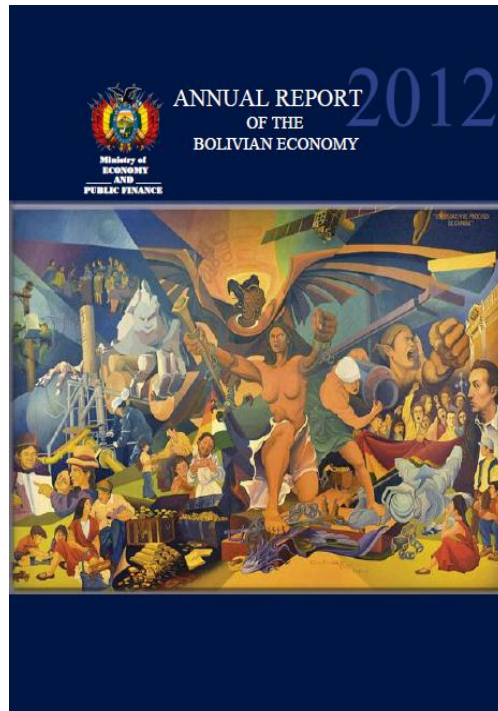
### *8.4.4 Use of Glossary*

As we mentioned, the Ministry of Economy has not any glossary, so we present a proposal[67]:
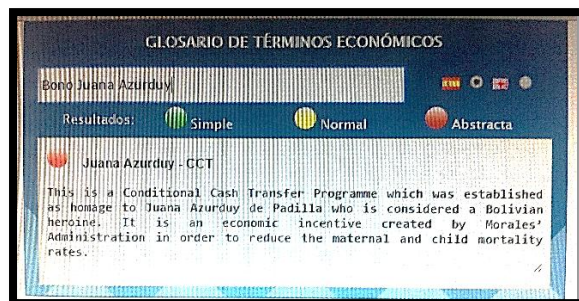


This is categorized in three; simple translation "GREEN" (word by word), normal translation "YELLOW" (words, phrases or acronyms require a simple explanation), and complex terms "RED" (it will constitute hyperlinks).

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[67] The proposal (Glossary) is annexed at the end. See the Annex.

Its features are illustrated at the following pictures[68]:
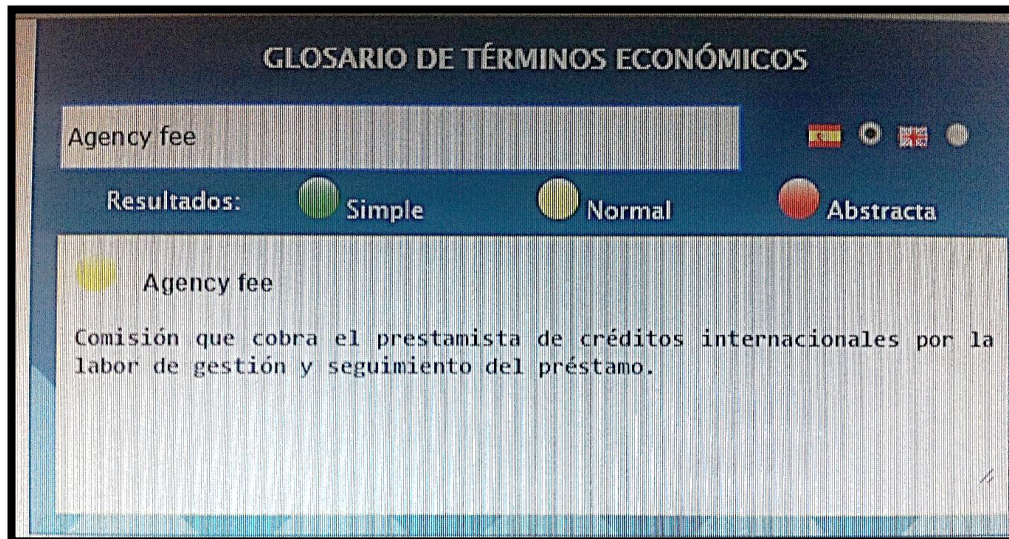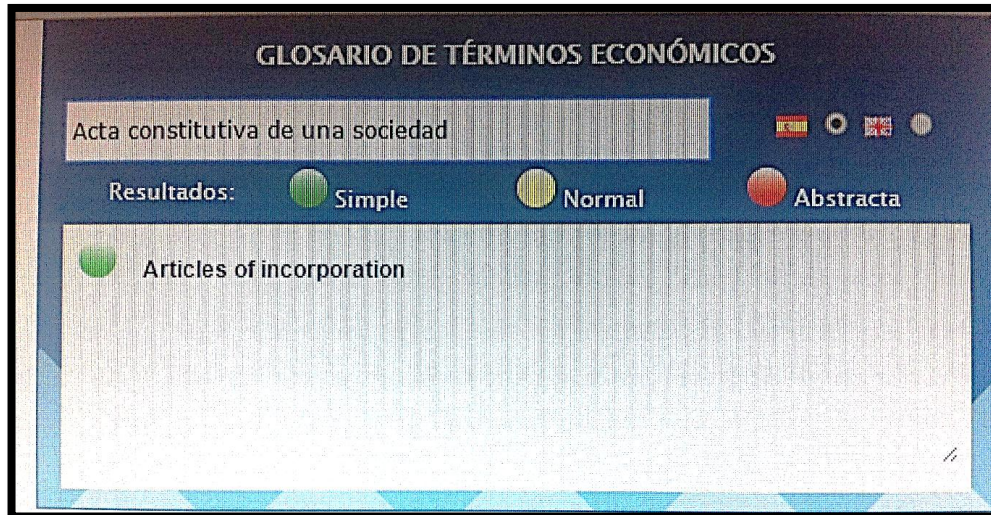




### 8.4.5  *Use of Hyperlinks*

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[68] These examples show an electronic Glossary, focused on a web page.

We have taken an advantage of the Glossary, because this toll will be the same tool for generating hyperlinks, but as we said in the previous section, only the complex terms selected with colour RED will be added as hyperlinks.

| TÉRMINO ESPAÑOL | TRADUCCIÓN INGLÉS | DESCRIPCIÓN ESPAÑOL | DESCRIPCIÓN INGLÉS |
|---|---|---|---|
| Aptapi | Aptapi | | Cultural practice from the Andean region, which consists in sharing typical food, such as potatoes, chuño (dry potatoes), cheese, charque (dry meat) and eggs, all this food is mixed on a woollen material named aguayo which is set on the floor and the people invited to eat sit around it. The purpose of this practice is to celebrate public work openings, familiar meetings, and any other events. |
| Asamblea Legislativa Plurinacional (ALP) | Plurinational Legislative Assembly | La Asamblea Legislativa Plurinacional es la representación del Poder Legislativo en Bolivia y sesiona en la | The Plurinational Legislative Assembly is the national legislature of Bolivia, located in La Paz, seat of Government according |

| | | ciudad de La Paz, sede del gobierno. Es bicameral, consistiendo de una Cámara de Diputados, con 130 miembros, y una Cámara de Senadores o Senado, con 36 miembros. La Asamblea se caracteriza por haber nacido junto con la Constitución y éste agrupa a una representación plural de naciones. | to Constitution 2009. The Assembly is bicameral, consisting of a lower house (the Chamber of Deputies) and an upper house (the Senate). It is characterized by representing different native nations. |
|---|---|---|---|
| Asociación de Entidades Financieras Especializadas en Micro Finanzas (ASOFIN) | ASOFIN | La Asofin es una institución gremial representativa del sector de micro finanzas boliviano, mismo que aglutina a entidades financieras, compuesto en su mayoría por bancos y fondos financieros privados, supervisados por la Autoridad de Supervisión del Sistema Financiero | Asofin is composed by the Bolivian microfinance sector, it agglutinates financial entities, composed in its majority by banks and private financial funds, supervised by the Bolivian Financial System Supervision Authority (ASFI.) |

| | | | |
|---|---|---|---|
| | | (ASFI). | |
| Asociación Nacional de Bancos Privados (ASOBAN) | Private Banks National Association (ASOBAN) | La ASOBAN es una institución de derecho privado, sin fines de lucro, constituida al amparo del Código Civil Boliviano e integrada por todos los bancos privados nacionales y extranjeros establecidos en Bolivia. Su objetivo principal el proponer, diseñar y programar políticas orientadas a desarrollar el negocio bancario en Bolivia, así como el de preservar y precautelar los intereses y prioridades del sector en el proceso de desarrollo | This institution is a private non-profit organization, made of national private banks placed in Bolivia. Its main objective is to propose, design and configure policies in order to develop the Bolivian banking business as well as to preserve and protect the banking sector in the economic development process of Bolivia. |

| | | económico de Bolivia. | |
|---|---|---|---|
| Autoridad de Fiscalización y Control Social de Electricidad (AFCSE) | Electricity Fiscalization Authority (EFA) | | |
| Autoridad de Impugnación Tributaria (AIT) | Tax Challenge Authority (AIT) | | |
| Autoridad de Regulación y Fiscalización de Telecomunicaciones y Transportes (ATT) | Telecommunication and Transport Fiscalization & Regulation Authority (ATT) | | |
| Autoridad de Supervisión del Sistema Financiero | Bolivian Financial System Supervisor Authority (ASFI) | Es la institución encargada de regular y supervisar el | This institution is responsible for regulating and |

| | | | |
|---|---|---|---|
| (ASFI) | | funcionamiento de las Entidades de Intermediación Financiera; bancos, cooperativas de ahorro y crédito, mutuales, fondos financieros privados, entidades que operan en el Sector de Valores y aquellas que prestan Servicios Auxiliares Financieros, mismas que son parte del Sistema Financiero del Estado Plurinacional de Bolivia. | supervising the financial intermediation entities' operation such as; banks, credit and loan cooperatives, mutual banks, private financial funds, and other entities are within Financial System of Bolivia. |
| Banco de Desarrollo Productivo (BDP) | Bank for Productive Development | El BDP es una entidad de intermediación financiera de segundo piso, regulada por la Autoridad de Supervisión del Sistema Financiero de Bolivia. Tiene por objetivo intermediar fondos hacia entidades financieras privadas, actúa como banco fiduciario, administra | The BDP is a second-tier financial intermediation bank, regulated by the Bolivian Financial System Supervision Authority (ASFI.) Its objective is to intermediate funds to private financial entities; it works as fiduciary bank and this entity is in charge of |

| | | patrimonios autónomos, así como activos y componentes financieros. | autonomous patrimonies, assets and financial components. |
|---|---|---|---|
| Banco Unión S.A. | Bank Unión | Es una entidad financiera de propiedad del Estado Plurinacional de Bolivia. Entre sus objetivos se encuentra el contribuir al desarrollo económico y social del país, con especial atención a regiones, sectores económicos y segmentos de la población, no atendidos por la banca tradicional. | The Bank Union is a public limited company, managed by the Plurinational State of Bolivia. Its main objective is to contribute social and economy development, specially serving some regions are not attended by traditional banking sector. |
| Blue list | Blue list | Publicación diaria en EE.UU. con los bonos que ponen en venta unos 700 operadores y bancos, los que | |

| | | | |
|---|---|---|---|
| | | representan a más de USD3.000 millones en valor nominal. | |
| Blue sky laws | Blue sky laws | Legislación estadounidense que protege a los inversores, exigiendo a los vendedores de emisiones y fondos de inversión la inscripción de sus ofertas y la publicación de datos sobre su estado financiero, para que los interesados puedan tomar sus decisiones en base a ellos. | |

| Boliviana de Aviación (BOA) | BOA | Es una aerolínea que presta servicios de transporte nacional e internacional, creada mediante el Decreto Supremo 29318 del 2007, con el nombre de Empresa Pública Nacional Estratégica Boliviana de Aviación – BoA, como una persona jurídica de derecho público; duración indefinida; patrimonio propio; autonomía de gestión administrativa, financiera, legal y técnica, bajo tuición del Ministerio de Obras Públicas, Servicios y Vivienda. | This is a State Airline that provides national and international services, it was created in 2007, its legal name is Bolivian Strategic Company of Aviation – BoA, it was established as an independent company in relation to its patrimony, administration, legality and technic management under the responsibility of Ministry of Public Works, Services and Housing. |
|---|---|---|---|
| Bolivianización | De-Dollarization | Es el proceso de cambio de moneda, el cual incentiva el empleo de la moneda nacional. En Bolivia este proceso es conocido como "Bolivianización". | This is an economic process on change of currency, its goal is to promote the domestic currency against foreign currencies. In Bolivia it is known as "Bolivianization." |

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|---|---|---|---|
| Bono Beneméritos de la Patria | Bond for Chaco War Veterans | Este es un Bono que concede el pago único de reconocimiento económico a favor de los sobrevivientes de la Guerra del Chaco. | This Bond is established in order to recognize economically an amount in favour of survivors of Chaco War. An individual may only receive the sum once. |
| Bono Juana Azurduy | Juana Azurduy - CCT | Este Bono fue establecido en homenaje a Juana Azurduy de Padilla, quien es considerada una heroína boliviana. Es un incentivo económico creado por la administración de Evo Morales con el fin de reducir los índices de mortalidad materno-infantil. | This is a Conditional Cash Transfer Programme which was established as homage to Juana Azurduy de Padilla who is considered a Bolivian heroine. It is an economic incentive created by Morales' Administration in order to reduce the maternal and child mortality rates. |

| | | | |
|---|---|---|---|
| Bono Juancito Pinto | Juancito Pinto - CCT | El Bono Juancito Pinto establece anualmente la suma de Bs200 para los niños de Primaria y algunos cursos de Secundaria de escuelas públicas como un incentivo a su asistencia. Esta acción es parte de las políticas económicas de la Administración del Presidente Evo Morales enfocada a la reducción de la deserción escolar. | This is a Conditional Cash Transfer Programme, an action adopted by Morales' Administration and it is part of the economic policy focused on social work. This benefit establishes a yearly cash grant of Bs200 for each child from elementary and some secondary grades of public schools as an incentive to school attendance. |
| Bono Tesoro Directo | Direct Treasury Bond | Este es una medida económica que pone a la venta títulos de valor con altos intereses que sirven de mecanismo de redistribución del excedente económico. | This is an economic measure that puts on the market securities with high interests; it is used as a mechanism of redistribution of economic surplus. |

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| Bonos Soveranos | Sovereign Bonds | Es un instrumento de deuda emitida por un gobierno en un país extranjero, el cual se encuentra en moneda extranjera. Donde la moneda extranjera empleada probablemente sea la más sólida, y que puede representar un riesgo significativo para el titular de estos bonos. | This is a debt security issued by a national government within a given country and denominated in a foreign currency. The foreign currency used will most likely be a hard currency, and may represent significantly more risk to the bondholder. |
| Cabildo | Town Council | | In Bolivia it is a great meeting where leaders or authorities can call people in order to establish some resolutions |
| Cámara de Exportadores de La Paz (CAMEX) | Chamber of Exporters of La Paz (CAMEX) | Es una institución que representa a los exportadores del Departamento de La Paz, que promueve, promociona e incentiva la calidad en el comercio internacional a través de la prestación de | This is a private organization that represents La Paz's exporters, its objective is to promote, sponsor and motivate the quality of international trade providing services to small, medium-size, and big businessmen. |

| | | servicios de pequeños, medianos y grandes empresarios. | |
|---|---|---|---|
| Cámara de Industria, Comercio, Servicios y Turismo de Santa Cruz (CAINCO) | Chamber of Industry, Trade, Service and Tourism from Santa Cruz (CAINCO) | | This entity was created in 1915; its objective is to promote the economic development of Santa Cruz by grouping different factories and companies which are established in this Department. Its historical record says that since 1937, CAINCO have been supporting and promoting sugar refineries settlement and rice and cotton growing in this Department. This entity, in 2001, included telecommunication, and finance areas. In 2003 this institution included the tourism area. |

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| Central Obrera Boliviana (COB) | Bolivian Union Worker (COB) | La COB es la máxima entidad sindical de Bolivia que representa a diferentes sectores, principalmente laborales, entre ellos a mineros, fabriles, maestros y otros. | The COB is the main organization that gathers especially workers from different Bolivian society sectors, among them; miners, manufactures, teachers, and other sectors. |
| Central Obrera Regional (COR) | Regional Union Worker (COR) | Esta organización está subordinada a la COB, su principal rector, que reúne a trabajadores locales de diferentes sectores laborales de la ciudad. | This organization is subordinated to Bolivian Union Worker, its main entity. It gathers local workers from different labour sectors of a city. |
| Centro de Promoción Bolivia (CEPROBOL) | Centre of Bolivian Promotion (CEPROBOL) | Es una entidad dependiente del Ministerio de Desarrollo Productivo y Economía Plural, mismo que promueve la exportación y turismo nacional mediante estrategias comerciales. | It is an entity depending on the Ministry for Productive and Plural Economy Development. This entity encourages Bolivian exports and tourism through commercial strategies. |

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|---|---|---|---|
| Cocalero | Cocalero | | People devoted to cultivate coca leaf, located mainly on the Cochabamba's tropical region called "El Chapare". However, they are also in "Los Yungas" from La Paz. Currently, Chapare's coca producers are organized in six federations and those from La Paz in one. The policies of previous Governments to eradicate coca, took these people to organize themselves in order to defend the leaf production with medicinal aims, in that defense Evo Morales stood out, becoming one of the main coca leaf defenders and now the present President of Bolivia. |

| Comité Civico | Civic Committee | Es una organización cívica conformada por diferentes instituciones y grupos sociales en cada Departamento de Bolivia, estas instituciones fueron creadas para favorecer los requerimientos locales y promover su desarrollo. | This is one civic organization made up of different institutions and social groups of a Department in Bolivia. These were created to work in favour of local requirements as well as to promote the departmental development. |
|---|---|---|---|
| Comtrol Operativo Aduanero (COA) | Customs Operative Control (COA) | | |
| Confederación de Empresarios Privados de Bolivia (CEPB) | Bolivian Confederation of Private Businessmen (CEPB) | Esta entidad agrupa a la mayoría de las empresas bolivianas, su objetivo general es promover y participar activamente en el proceso de desarrollo económico y social de Bolivia, sustentando la filosofía de la libre empresa, la economía de mercado y la defensa de los intereses del empresariado. | This organization is made up of majority of Bolivian companies, its objective is to motivate and participate in the economic and social development process, sustained in three principles; free enterprise, market economy and the defence of businessmen interest. |

| | | | |
|---|---|---|---|
| Confederación Indígena del Oriente Boliviano (CIDOB) | Indigenous People Confederation From Eastern Bolivia (CIDOB) | Es una organización social conformada por indígenas y campesinos de las regiones tropicales y valles de Bolivia (Beni, Pando, Santa Cruz, el norte de La Paz, Tarija, Cochabamba y Chuquisaca). Su sede se encuentra en la ciudad de Santa Cruz. | This social organization is made up of indigenous people and peasants from tropical regions and valleys of Bolivia (Beni, Pando, Santa Cruz, northern La Paz, Tarija, Cochabamba and Chuquisaca). It was established in October 1982 and its headquarters is in Santa Cruz city. |
| Confederación Nacional de Choferes de Bolivia | Bolivian Confederation of Drivers | Se trata de una organización a nivel nacional compuesta por conductores de diferentes automóviles con el fin de prestar un servicio de transporte público a cambio de una tarifa regulada por la Administración Pública. | This is a national organization made up of taxi drivers, bus drivers and truck drivers, its objective is to offer a public transport service in return for payment. This payment is regulated by the Public Administration. |

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|---|---|---|---|
| Confederación Nacional de Gremiales | Trade Union Organization | La Confederación de Gremiales agrupa a todos los comerciantes nacionales con capitales que oscilan entre Bs 15.001 a Bs 45.000, quienes se benefician con el Régimen Tributario Simplificado. | This is an organized group of small merchants (dealers, retailers and craftsmen) that works with small amounts (from Bs15,000 to Bs45,000), they are benefited with the Simplified Scheme. |
| Confederación Sindical Única de Trabajadores Campesinos de Bolivia (CSUTCB) | Confederation of Rural Labourers (CSUTCB) | Es la principal organización sindical de los Pueblos Originarios Quechuas, Aymaras, Guaraníes y otros trabajadores del campo, fundada en 1979. Esta instancia está afiliada a la Central Obrera Boliviana. | This organization is made up of native people from different regions of Bolivia, among them; Quechuas, Aymaras, Guaranies and peasants. It was created in 1979 and nowadays it is affiliated to COB. |

| | | | |
|---|---|---|---|
| Consejo Nacional de Ayllus y Markas del Qullasuyu (CONAMAQ) | National Council of Indigenous People From Bolivian Andean Region (CONAMAQ) | Esta organización está conformada por indígenas de las regiones del occidente boliviano. Entre sus principales objetivos se encuentran la recuperación y establecimiento de un sistema político, social y económico aplicado por el Imperio Inca, además de la inclusión de indígenas en el nuevo escenario político y constitucional. | This organization is made up of indigenous people from Andean region of Bolivia. CONAMAQ's basic aims are to recover and introduce the political, social and economic system applied by Inca Empire and the inclusion of indigenous people from Bolivian Andean region in the political and constitutional scenario. |
| Control Operativo Aduanero (COA) | Customs Operative Control (COA) | El COA es un órgano operativo de la Aduana Nacional, conformado por personal especializado de la Policía Nacional su objetivo es ejecutar acciones represivas y preventivas de los delitos aduaneros de mercancías que circulen en el territorio de su jurisdicción, en zona | The COA is an operational body of National Customs, made up of specialized policemen, its objective is to carry out control operations to importers and exporters in order to establish customs offences on Bolivian territory, including land, fluvial, lake or air areas. |

| | | | |
|---|---|---|---|
| | | secundaria y primaria, así como en rutas habilitadas e inhabilitadas (terrestre, fluvial, lacustre o aérea). | |
| Coordinadora Nacional para el Cambio (CONALCAM) | Coordinating Committee for the Change (CONALCAM) | | This social organization was established on January 23, 2007. Its main aim is to apply joint actions between President's cabinet, Congress and social organizations in order to guarantee and support the implementation of the social-economic program applied by Morales' Administration. This organization is made up of important social ans politic groups. |
| Corporación Minera de Bolivia | Bolivian Mining Corporation | | |

| (COMIBOL) | (COMIBOL) | | |
|---|---|---|---|
| Defensoría del Consumidor Financiero | Financial Consumer Advocacy | Es una entidad con dependencia funcional directa de la Dirección Ejecutiva de la ASFI. Esta defensoría tiene la misión defender y proteger los derechos de los consumidores financieros, frente a los actos, hechos u omisiones de las Entidades Financieras. | This is a consumer advocacy entity in charge of the Bolivian Financial System Supervision Authority (ASFI.) This institution protects and defends financial consumer rights before facts or omissions caused by financial entities. |
| Departamento | Department | Bolivia está estructurada política y geográficamente por nueve departamentos y cada uno está subdividido por provincias y éstos por municipios. Los nueve departamentos son La Paz, Santa Cruz, Cochabamba, Chuquisaca, Tarija, Beni, Oruro, Potosí y Pando. Además cada departamento cuenta con una ciudad capital. | Bolivia is structured politic and geographically in nine Departments/Provinces and each one is subdivided in provinces and these ones in municipalities. The nine Departments are La Paz, Santa Cruz, Cochabamba, Chuquisaca, Tarija, Beni, Oruro, Potosí and Pando. Moreover, each Department has a capital city. |

| | | | |
|---|---|---|---|
| El Vivir Bien | "To Live Well" | Es una expresión rescatada de los valores de los pueblos originarios de Bolivia, que significa valorar su historia, música, vestimenta, cultura, idioma, recursos naturales y todo lo que le pertenece a los pueblos para la convivencia en complementariedad y armonía con la naturaleza. | This is a native expression that was rescued from native peoples. The translation of this phrase in native languages means to value own history, music, clothing, culture, language, natural resources and everything that is owned by peoples in order to coexist in according to harmony and complementarity with nature. |
| Empresa Nacional de Telecomunicaciones (ENTEL) | National Telecommunications Company (ENTEL) | | |

| | | Es la denominación que reciben las instituciones financieras autorizadas por la Autoridad de Supervisión del Sistema Financiero (ASFI), para realizar operaciones de captación de ahorros y colocación de créditos. Estas entidades pueden ser; Bancos, Fondos Financieros Privados (FFP), Mutuales de Ahorro y Préstamo (MAP), Cooperativas de Ahorro y Crédito Abiertas Societarias (CAC), e Instituciones Financieras de Desarrollo (IFD). | The EIF is a denomination for financial institutions which are authorized by the Bolivian Financial System Supervision Authority (ASFI) to develop savings and issue of credits training. These entities can be; banks, private financial funds, mutual banks, saving cooperatives, financial institutions for development and other financial institutions. |
|---|---|---|---|
| Entidades de Intermediación Financiera (EIF) | Financial Intermediation Entities (EIF) | | |
| Escuela de Jueces del Estado Plurinacional de Bolivia | Judge School of Plurinational State of Bolivia | | |
| Federación de Juntas Vecinales | FEJUVE (Neighbour Union Groups | | |

| | | | |
|---|---|---|---|
| (FEJUVE) | Federation) | | |
| Fondo Financiero Privado (FFP) | Private Financial Fund (FFP) | | |
| Fondo Nacional de Desarrollo Regional | National Fund for Regional Development | | |
| Fondo Nacional de Inversión Productiva Social | National Fund for Productive and Social Investment | | |
| Gobernador | Governor | En la organización política de Bolivia, el Gobernador es la autoridad elegida democráticamente, que gobierna un determinado Departamento de forma autonómica de acuerdo al orden jurídico establecido. | Within the political organization of Bolivia, the Governor is that authority elected by Bolivian people's vote who governs autonomously a determined Department under the legal framework established. |
| Gremiales | Small Merchants | Se denomina así al grupo de personas sindicalizadas que se dedican al comercio informal con pequeños capitales. | They are an organized group of merchants that works with small amounts within informal market. |

| | | | |
|---|---|---|---|
| Impuesto Directo a los Hidrocarburos (IDH) | Direct Tax on Hydrocarbons (IDH) | La nueva Ley de Hidrocarburos 3058, fue promulgada el 17 de mayo de 2005, la creación del Impuesto Directo a los Hidrocarburos (IDH) es citada en el Artículo 53. Este impuesto es aplicado a la producción de hidrocarburos en boca de pozo para el Estado Boliviano y se dispone que éste retenga el 50% del valor de la producción del gas y del petróleo y su distribución. | The new Hydrocarbon Law was promulgated on May 17, 2005, the Direct Tax on Hydrocarbons is established in its Article 53. This tax is applied to hydrocarbons production at the wellhead in favour of Bolivian State obligating to companies to pay 50% of production value in relation to gas, oil and its distribution. |
| Impuesto Especial a los Hidrocarburos y sus Derivados (IEHD) | Special Tax on Hydrocarbons and Their Derivatives | | |
| Instituto Nacional de Innovación Agropecuario y Forestal (INIAF) | Agrararian and Forestry Innovation National Institute (AFINI) | | |

| | | | |
|---|---|---|---|
| Lista azul | Blue list | En Bolivia, la "lista azul" garantiza que todas las entidades financieras establezcan condiciones favorables a los clientes que sean calificados como responsables. | In Bolivia, the "blue list" guarantees financial entities must establish favourable interest rates, long terms, easy processing, etc., to responsible customers or borrowers. |
| Movimiento al Socialismo (MAS) | Movement to Socialism (MAS) | El MAS es una agrupación boliviana de izquierda que inicialmente 2001 estaba conformada por campesinos que no se sentían representados por los partidos tradicionales. Por lo que decidieron conformar un instrumento político liderado por Evo Morales Ayma, y que actualmente reúne a diferentes sectores de la sociedad boliviana. | MAS is a left-wing organization which, at the beginning 2001, was made up by Bolivian peasant sector did not feel represented by traditional parties from last decades. So they decided to develop a political instrument which joined Bolivian society's different sectors. It is led by Evo Morales Ayma. |
| Movimiento de Izquierda Revolucionaria | Revolutionary Left Wing Movement (MIR) | Partido Político | Politic Party |

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| (MIR) | | | |
| Nacionalización | Nationalization | | In Bolivia refers to the process of change implemented by Evo Morales' administration aganist the process of privatization established by neoliberal governments which took the control of public companies and industries. In these instances, nationalization is often a way for the government to establish its sovereignty. |
| Normalista | Teacher | | In Bolivia we use the term **normalista** to teachers of primary and secondary schools, besides those people belong to teacher's association, which joins together only Normal Institutes' members (three years of study.) |
| Nueva Fuerza Republicana (NFR) | New Republican Party (NFR) | Partido Político | Politic Party |

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| Nuevo Modelo Económico Social Comunitario Productivo | New Economic, Social, Communitarian and Productive Model | Es un modelo económico que tiene un impacto directo hacia el conjunto de la sociedad, su objetivo es implementar una ingeniería económica para el bien común, recogiendo valores originarios, además de caracterizarse por la responsabilidad y sustentabilidad en la producción. | The New Economic Model is a mechanism that has an impact on whole society, its objective is to apply some native values in order to support the common good, and it is characterized by its responsibility and sustainability in the production process. |
| Pensión Solidaria de Vejez | Solidarity Pension for Old Age | La Pensión Solidaria de Vejez, se llama así porque aplica un mecanismo de redistribución de ingresos, donde los que ganan más aportan a favor de aquellos que percibieron sueldos más bajos. Su objetivo es ampliar la cobertura del sistema de seguridad social a todos los sectores laborales, en especial al conformado por | It is called Solidarity Pension for Old Age because it applies a mechanism of redistribution incomes, where those who earn least are contributed by those who earn most. Its main objective is to expand coverage of Social Security System in favour of labour sector, especially for self-employed workers. |

| | | obreros a cuenta propia. | |
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| Poder Democrático Social (PODEMOS) | Social Democratic Power (PODEMOS) | | |
| Ponchos Rojos | Red Ponchos | Organización Social principalmente formada por las provincias del departamento de La Paz; Omasuyos, Pacajes, Los Andes, Manko Capac y Camacho. Conocidos por vestir un poncho rojo, que es como una alerta antes de una posible guerra/enfrentamiento, el poncho también va acompañado de un látigo y una honda. | Social Organization mainly composed by peasants from Omasuyos, Pacajes, Los Andes, Manko Capac and Camacho provinces from La Paz Department. They are known for wearing a red poncho, this color means an alert before a likely war, that's why this dress also goes with some ancient weapons such as: the whip and the sling. |

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| Presupuesto General del Estado (PGE) | State Budget | El presupuesto constituye una previsión de gastos e ingresos a gestionar, en el marco de la política fiscal, durante un período de tiempo determinado, al que se denomina ejercicio presupuestario. Recoge un conjunto ordenado de decisiones financieras, sobre la asignación de los gastos para el cumplimiento de diversos fines y los ingresos con que financiarlos. | State Budget is the annually compiled estimate (schedule) of a state's forthcoming incomes and expenditures. The essence of any country's state budget is determined by the economic system of the society and the nature and functions of the state. |
| Privatización | Privatization | | The privatization is the opposite of nationalization, when government-owned companies are spun off into the private business sector. In Bolivia, the process of privatization, through the capitalization, was carried out by neoliberal governments, specially |

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| | | | by Gonzalo Sanchez de Lozada's administration. |
| Producto Interno Bruto (PIB) | Gross Domestic Product (GDP) | Es una medida macroeconómica que expresa el valor monetario de todos los bienes y servicios producidos dentro de las fronteras de un país en un período de tiempo específico. Incluye el consumo privado, público, los gastos del Gobierno, las inversiones y las exportaciones y otros. El PIB es usado como una medida del bienestar material de una sociedad y es objeto de estudio de la macroeconomía. | Gross Domestic Product is the market value of all officially recognized final goods and services produced within a country in a given period of time, it includes, public and private consumption, expenditures and investments. GDP per capita is often considered an indicator of a country's standard of living. |
| Régimen Agropecuario Unificado | Unified Agricultural and Livestock System | | |

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| Régimen General | General Scheme | Este es un impuesto a los comerciantes mayoristas, quienes deben pagar una suma de dinero al Estado para que éste a su vez lo invierta en obras públicas. | This is a tax on wholesalers, who must pay an amount to State in order to invest this sum in Public Works. |
| Régimen Tributario Integrado | Integrated Tax System | El Régimen Tributario integrado comprende; el Régimen General y Régimen Simplificado | The Bolivian Tax Regime includes: General Scheme and Simplified Scheme. |
| Régimen Tributario Simplificado (RTS) | Simplified Scheme | Es el pago unificado de los impuestos al valor agregado, a las transacciones, a la renta presunta de empresas y al régimen complementario al impuesto al valor agregado, por parte de las personas naturales que ejerzan habitualmente las actividades de comerciantes minoristas, vivanderos y artesanos. Este régimen se caracteriza por brindar el | This is an annual tax payment that includes VAI, transaction tax, and other taxes. This benefit is favourable for small merchants (dealers, retailers and craftsmen.) Besides this scheme is characterized by non-issue of invoices. |

| | | beneficio de la no emisión de facturas. | |
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| Renta Dignidad | Rent Dignity | La Renta Dignidad fue creada por el Gobierno Nacional para que los adultos mayores tengan una vejez digna. Este beneficio permite que las personas mayores a 60 años reciban Bs250 al mes, lo que representa Bs3.000 al año. Esta renta llega a manos de los bolivianos gracias a las ganancias de los impuestos de los hidrocarburos. | Dignity Rent was created by the Government in order to provide a decent and secure old age. This benefit consists to a payment of Bs250 per month or Bs3.000 per year in favour of people who are 60 years old and older ones. This amount of money is another benefit of Direct Tax on Hydrocarbons. This rent is another Conditioned Cach Transfer programme. |
| Revocatoria | Repeal | Sirve para anular una ley o un mandato por un estatuto revocado o por el voto mediante un referéndum. | To annul an existing law, by passage of a repealing statute, or by public vote on a referendum. In Bolivia it was employed to annul a mandate through public vote. |

| | | Es la remuneración mínima que tiene derecho todo trabajador para permitirle satisfacer sus necesidades básicas y así protegerlo de la explotación laboral. Este monto (Bs1.200) es establecido por el Gobierno a través de un Decreto Supremo por lo que su cumplimiento es obligatorio. | The minimum wage attempts to protect employees from exploitation, allowing them to afford the basic necessities of life. Minimum wages are typically established by the Government (Bs1,200.) As such, it is illegal to pay an employee less than the minimum wage. |
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| Salario Mínimo Nacional (SMN) | Minimum Wage (MW) | | |
| Servicio de Registro Cívico (SERECÍ) | National Civil Registry and Identification System (SERECI) | Es una entidad pública bajo dependencia del Tribunal Supremo Electoral, su objetivo es registrar a las personas naturales, en cuanto a nombres y apellidos, estado civil, filiación, nacimiento, hechos vitales y defunción, así como el registro de electores para el ejercicio de sus derechos civiles y | This is a public entity in charge of Supreme Electoral Tribunal. This institution must register all people live in Bolivia, identifying names, surnames, civil status, filiation, birth, vital facts, deaths, as well as registration of voters in order to allow them voting in elections. |

| | | políticos. | |
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| Servicio Nacional de Propiedad Intelectual (SENAPI) | National Service of Intellectual Property (SENAPI) | | |
| Servicio Nacional del Sistema de Reparto (SENASIR) | Pension National Service (SENASIR) | Esta entidad del Estado otorga y paga prestaciones del fondo de Sistema de Pensiones, vigente hasta 1997, a los diferentes beneficiarios. | This is a State institution, a rule that had been in force until 1997, which grants and pays economic resources from Pension System fund to beneficiaries. |
| Servicio Restringido y Extendido de Depósitos | Extended and Restricted Deposit Service | | |
| Sistema de Información de Contrataciones Estatales | Information System of State Hirings (SICOES) | | |

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| Sistema Integral de Pensiones | Pension System | Este sistema de pensiones integra a tres regímenes; Contributivo que contempla a la Prestación de Invalidez, las Pensiones por Muerte derivadas de éstas y Gastos Funerarios; Semi-Contributivo que contempla la Prestación Solidaria de Vejez, Pensión por Muerte derivada de éstas y Gastos Funerarios; y el No Contributivo que contempla la Renta Dignidad y Gastos Funerales. | This Pension System involves three kinds of schemes; Contributory that includes the Invalidity Benefit, Death Pensions coming from itself. and Funeral Expenses; Semi-contributory that includes Solidarity Pension for Old Age, Death Pensions coming from itself and Funeral Expenses; and Non-contributory that includes the Dignity Bond and Funeral Expenses. |
| Superintendencia General del Sistema de Regulación Sectorial (SIGMA) | General Superintendence of the Sectorial Regulation System (SIGMA) | | |

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| Tarifa Dignidad | Electricity Rate - Dignity | Esta tarifa fue establedida mediante el Decreto Supremo 28653, 2006, que fija un 25% de descuento del servicio de electricidad a favor de las personas que gastan menos de 70 kilowatts en áreas urbanas y 30 kilovatios en áreas rurales. | Dignity Electricity Rate: It's ruled by the Supreme Decree 28653, 2006, establishes a 25% of discount on electricity service in favour of people that spends less than 70 kilowatts in urban areas and 30 kilowatts in rural areas. |
| Tratado de Comercio de los Pueblos (TCP) | Peoples' Trade Agreement | El tratado de Comercio de los Pueblos o TCP es una iniciativa del presidente boliviano Evo Morales de un tratado de comercio en el marco del ALBA, entre Bolivia, Cuba y Venezuela. Fue firmado en La Habana el 29 de abril de 2006 por los presidentes Fidel Castro, Hugo Chávez y Evo Morales. Los Tratados de Comercio de los Pueblos son | In April, 2006 the Bolivian Government - Evo Morales - released a new document which articulates the kind of Trade Agreement they are looking to sign with willing countries (Cuba, Venezuela and Bolivia.) The stated purpose of their Agreement is: to achieve a true integration among peoples that transcends the commercial and economic arenas, recognizing the differences of each |

| | | instrumentos de intercambio solidario y complementario entre los países destinados a beneficiar a los pueblos, en contraposición a los Tratados de Libre Comercio tradicionales. | country, and at the same time prioritizing the protection of internal production and national companies. A treaty which holds, above all, the well being of the people and a respect for their history and cultures. |
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| Unidad de Fomento a la Vivienda (UFV) | UFV | Es un índice referencial que muestra la evolución diaria de los precios y se calcula sobre la base del Índice de Precios al Consumidor que publica el Instituto Nacional de Estadística (INE). | This is a referential rate on daily changes of prices and it is calculated to Consumer Price Index which is published by the Statistics National Institute. |
| Unidad de Investigaciones Financieras (UIF) | Financial Investigations Unit (UIF) | La UIF es un órgano desconcentrado de la ASFI, con autonomía funcional, administrativa y operativa. Desarrolla una función específica y especializada en la lucha contra la | This is an independent body of Bolivian Financial System Supervision Authority (ASFI.) It develops a professional work on the fight against corruption, laundering of illicit profits and |

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|---|---|---|---|
| | | legitimación de ganancias ilícitas, corrupción y delitos precedentes. | other crimes related to financial affairs. |
| Unidad Móvil de Patrullaje Rural (UMOPAR) | Bolivia's Mobile Police Unit for Rural Areas (UMOPAR) | | |
| Unidad Nacional (UN) | National Unit (UN) | Partido Político | Politic Party |
| Wiphala | Wiphala | Bandera cuadrada multicolor de la región andina dividida en 49 cuadros pequeños colocados en líneas diagonales con siete colores del arcoíris: rojo, naranja, amarillo, blanco, verde, azul y violeta que representan la unidad de los pueblos de Los Andes y el Amazonas. | A square multicolor flag from the Andean region divided in 49 small squares placed in diagonal lines, its seven rainbow colors: red, orange, yellow, white, green, blue and violet represent the unity of those peoples from the Andean and Amazon region. It is seen generally over ceremonies, parties, demonstrations, games and special occasions. Lastly, it is displayed at Congress building located on Murillo |

| | | | square from La Paz city, in Bolivia. |
|---|---|---|---|
| Yacimientos Petrolíferos Fiscales Bolivianos | Bolivian National Gas and Oil Fields (YPFB) | | |

The application of those hyperlinks would be represented like this[69]:



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[69] This presentation will be also annexed at the end. This presentation is in Spanish because public servants in the Ministry of Economy need another presentation of it.

## 9. CONCLUSION

### 9.1 Conclusions

Having demonstrated the need of using tools and some strategies to translate, specifically in the MOF's web page, we can be persuaded to implement these subjects to make translation more effective. We conclude this work after justifying the use of glossaries and hyper contexts to standardize words, phrases, and sentences to be translated. Empiricism helped us to identify basic strategies of translation which are highlighted systematically to be considered and applied by translators.

We also conclude this document stating the use of glossaries, hyperlinks, and strategies were generated and implemented during the process of translation, especially for State web pages.

A brief description of our conclusions:

- To translate in order to communicate properly.
- Translators should think communicatively, thus they decide sections to be translated, a new and different section for English.
- Based on empirical studies, when an official web page does not have "important" information, it is usually rejected by readers and visitors. Besides, theories on translation support the idea of functionality, and that translation is useless. Do not translate irrelevant information.
- At the moment of translating, consider to shorten and select the content of documents will be translated.
- To translate broad documents such as a law, select innovative articles and order them to launch it as a Brief Version.

- Finally, to employ hyperlinks and glossaries the contents must be standardized by means of coordination among involved people.

These tools and strategies can support the efficiency of proper translations in the official MOF's web page. Both translator and communicator are seeking the same goal – a high quality of information while being accessible and compelling for readers.-

The Glossary supports standardization as a tool to make more efficient the translation of MOF's web page. Besides, we take advantage of complex terms to generate hyperlinks.

Through empirical observation there were created some criteria on strategies of translation. This contribution can help translators work using and applying these concepts.

Theories studied during the last years at the Universidad Mayor de San Andrés and experience during the investigation carried out of MOF's web page, were taken into account to design a contextualized section in English.

As researchers, we are contributing to improve the current situation of the Ministry of Economy and Finance. Additionally, exemplification provided previously can encourage authorities implement sections in English to improve the interaction between Bolivian people and Anglo-speakers.

### 9.2 Recommendation

First of all, we consider important to suggest that the English Area of the Linguistics Department (Universidad Mayor de San Andrés) must pay more attention to the subject of Translation that requires additional academic hours to cover all the elemental practice

of technical translation in different areas of the knowledge – we must take into account that some developed countries have established translation degrees and post-graduate courses on medical, engineering, law translation- on the contrary, what is more, local students do not have enough time for practicing formally (because of the academic design) the translation from Spanish to English as well as the practice on the different scales of formality that a text could have.

Secondly, from twenty one ministries, only the Ministry of Economy and Finance has a section in English, in that regard, we motivate professors and authorities to sign some agreements focused on translation training.

Finally, it was very difficult to find out about web pages translation, thus, we encourage students, professors and authorities to strengthen investigation. And this document can support some views of translating not only State web pages but also private ones considering that local-private web pages are also monolingual.

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