

In some <u>marketing localization</u> project, translator have to pay special attention to the richesness of the words. besides, we have to be subject to the reader, audience or customer.

Here we take a medicine marketing website as a example:

original translation:

Seeing the edited sentence, we can see its advantage to the original translation at the first glance. The edited sentence should be more appreciated by reader, they can feel its affinity and it is more nature to the original translation. So we should consider this situation in translation, especially when the project is relevant to marketing. In order to deeper our outstanding, here is another example:

When required, we arrange priority access to the finest healthcare professionals.????????????????????????????????rom the above sentences, we can see that reader would definitely more appreciate the second translation, "??????"is more sound than "??????".thinking you are a reader, you can recognize its goodness.

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We can see that "????????????" was changed into "??????", as a Chinese,i of course can recognize that the two clause has same meaning, but when it come to translation, I was bindint to the English text, so I was focus how to express the exact meaning out and forget to keep it brief, so here I conclude that when we translated a sentence we should read it silently to appreciate its meaning and rethinking if it is as brief as possible, if we can do that, the quality of translation would be lifted into a higher level!