

WÖRÐS MİTĤ

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Association of Translators, Agencies & Linguists



FROM THE EDITORS DESK...

By Priyanka

Most people are not interested in reading the editor's message. I too don't read such messages from the editor. It's fine if you skip and read something else.

I'm just trying to set a friendly pace.

Now that the weird part is over, welcome to 'Wordsmith'.

We are not as good as some of our industry writers - but will try our best to improve and accommodate articles of interest to our super linguists. If writers send good articles, they will be evaluated and placed on the website - and may also feature on the newsletter.

Still reading?

It's a high credit business and I will try and cheer you with a little humour from time to time. Sometimes, to make myself look intelligent, I will use a fancy word which you can check from the dictionary.

Let's keep this message short and with lesser talk about the language industry.

Thanks for still being there.

LINKS FOR TRANSLATION TOOLS

SDL Trados - <https://www.trados.com/products/trados-studio/>

Smartling - <https://www.smartling.com/software/>

Smart Cat - <https://www.smartcat.com/organizations/localization-process-automation/>

Memo Source - <https://www.memsource.com/features/memsource-translate/>

Mate Cat - <https://www.matecat.com/>

Memo Q - <https://www.memoq.com/pricing>

Industry Trends

Our language industry has changed post Covid. We hope the trends do not hurt businesses.

Here are our readings-

Translation - The ratio of need for translation work has changed from a 40-60 ratio of print and web translations to over 80% for online business. Interestingly, business has increased because the web has become much more demanding. Many smaller companies went out of business for sheer inability of movement for meetings to clients due to lockdowns. Translators were least effected due to online work but the work was much lesser.

Transcription - Work reduced marginally.

Subtitling - This industry saw a positive trend. Visual media sought other markets and the online movie market saw excellent growth.

Interpretation - Physical offline interpretation saw a sharp decline because of much lesser international travel and movement. Lack of new projects in new countries was detrimental to this business. Online interpretation too did not fare too well although there was a slight increase.

Content Writing - Creative writing and the increase of demand for online articles increased marginally. This is what will be a big player in the coming years.



FEW MEMBER BENEFITS

WE NEED YOUR MEMBERSHIP - and your money too... :)

Payment Claim Mails

Soft email claim mails can be sent for long outstanding dues on member's behalf to the fraternity.

Arbitration Settlements

Members may request us for settlement of due amount or agencies for undue claims on quality issues.

Job Postings

Permitted for members, without charge, including contact details visible to members and only job details for others.

Free Advertising

Member agencies and translators can present their strength through portfolio for others (three times) at no cost.

Escrow Payments

Will be accepted with recall from members for larger transactions or for unknown agencies on behalf of translators.

Fraternity Branding

Members can use the association logo for goodwill and camaraderie with an entire organization to back them.

Industry News

Events, human losses, current offers, tips, suggestions and real news will soon be available to members only.

Protecting our own

We will be regularly providing and updating information to protect members from bad paymasters or unethical translators.

SMILING FACES

One liner to tickle your budding bellies.

Would the Standing Committee please sit down?

How do u think Shakespeare wrote such master pieces? Student -With a pencil ma'am either a 2B or not 2B

It is bad luck to be superstitious

Smoking kills, and if you're killed, you've lost a very important part of your life

That lowdown scoundrel deserves to be kicked to death by a jackass and I'm just the one to do it

Oh! Look at the dead bird. The other person looked skyward and said 'Where, where?'

3 best things about heaven. Location, location, location

90% of all statistics are made up, including ...

A beggar to a Rich woman - haven't eaten anything for four days. Woman - 'Man, I wish I had your will'

A doctor gave a man six months to live. The man couldn't pay his bill, so he gave him another six months

A friend in need is a pest indeed

THANK YOU

Our teams at Atal thank Ansh for helping us in recommending members, guiding in all promotion and marketing activity. Their team has worked tirelessly with complete dedication in the pavement of the road to our goals.

