**Brief**

‘Definition of the communicative purpose for which the translation is needed. The ideal brief provides explicit or implicit information about the intended target-text function(s); the target-text addressee(s); the medium over which it will be transmitted; the prospective place and time; and, if necessary, the motive of production or reception of the text.’ (Nord, 2018, p. 134)

**Brooks’ Law**

The observation that allocating additional human resources to a project that is already behind schedule will make the project take more (not less) time.

**Burnout**

‘Physical or mental collapse caused by overwork or stress.’ (Oxford English Dictionary)

**Check**

‘Examination of target language content carried out by the translator.’ (International Organization for Standardization, 2015, 2.2.5)

**Client**

The person or organisation that has commissioned the services of the LSP or professional, typically (but not exclusively) in return for payment.

**Computer-Aided Translation**

The process of translation using a suite of software tools which might include translation memories, termbases, corpora, machine translation, and other resources. It can also include post-editing as a process.

**Content**

‘Anything representing meaningful information or knowledge.’ (International Organization for Standardization, 2015, 2.3.1). In the context of project management, this will typically take the form of text, in addition to audiovisual content (broadly defined). Also referred to as copy in certain contexts.

**Context Match / 101% Match**

A context match occurs when a new source language segment is a perfect match or 100% match with a pre-existing source language segment in the translation memory and the new segment for translation and matching segment in the translation memory have the same context (i.e. they are preceded by the same segment in both the new document and in the translation memory).

**Copy**

See **Content**.

**Critical Path**

The critical path describes the minimum number of stages needed to complete a particular task.

**Death March**

In the context of project management, this describes a project that involves arduous and often (obviously) unrealistic expectations in terms of scope, staffing, and deadlines, and is therefore typically destined to fail.

**Demand**

‘The desire of consumers, clients, employers, etc. for a particular commodity, service, or other item.’ (Oxford English Dictionary)

**Dependency**

This describes a situation when one task in a work breakdown structure is dependent in some way on another task (e.g. completion of the other task, work on the other task having started, etc.).

**Desktop Publishing**

The use of specialist computer software to format and lay out a document with text, images, and other content, either for print media or online media.
Domain

‘Subject field, sphere of knowledge or activity having its own specialized culture, social context, and linguistic characteristics.’ (International Organization for Standardization, 2015, 2.3.10)

Estimate

An approximate calculation (which may be written down in an email, for instance) of the likely cost of a particular service or product. Unlike a quotation, an estimate is not binding and is subject to change.

Float

See Leeway.

Fuzzy Match

A fuzzy match, typically expressed as a percentage, describes a situation when a new segment in the source language is similar, but not identical, to a pre-existing source language segment in the translation memory. The conventional minimum threshold for fuzzy matches is 70% or higher, but most CAT tools allow users to edit this threshold according to their preferences.

Gantt Chart

A chart similar to a horizontal bar chart, used to designate the time taken to carry out various tasks. The y-axis (vertical axis) is used to list the various tasks involved in a project; the x-axis (horizontal axis) designates time.

Globalisation

This concept refers to activities destined to bring different global peoples and cultures closer together in various ways. In a business context, this specifically means forging better connections to global markets outside the company’s domestic market.

Goldilocks Principle

This refers to finding a perfect middle ground in terms of timescales, cost, and other constraints, such that the proposed time, for example, is neither too long (and will put off the client) nor too short (and will make the client worry about quality).

Harmonisation

The process of standardising the terminology and phraseology of translated text, typically during or after the revision stage, when the original translation has been produced by multiple translators.

Imperfect Substitute

An imperfect substitute is a substitute product or service that is perceptibly different to the product or service originally sought, but may only partially satisfy the client’s original needs.

In-house

Used to describe any part of the workflow that is carried out by the entity managing the project. This term is typically contrasted with ‘outsourced’.

Internationalisation

This is a strategy that involves adapting products in such a way that they are easy to localise and translate for different markets. This process can have an impact on character encoding systems, the user interface (e.g. text box sizes), and even on disambiguation of date formats (e.g. in the US, 10/12/2022 refers to 12 October 2022, while in the UK, it refers to 10 December 2022).

ISO 17100:2015

‘Translation Services – Requirements for Translation Services’. This standard lays down requirements, recommendations, permissions, and possibilities for all aspects of the translation process when a project has been commissioned as an ISO 17100:2015-certified project.

Language Register

‘Variety of language used for a particular purpose or in a particular social or industrial domain.’ (International Organization for Standardization, 2015, 2.3.7)

Language Service Provider (LSP)

‘Person or organization who provides language-related services.’ (International Organization for Standardization, 2015, 2.4.1)
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law of Diminishing Returns</td>
<td>This concept refers to the fact that adding additional human resources to a project will reduce the time taken to complete the task, up to a point. Beyond a certain threshold, adding more human resources will cause this effect to disappear due to the added complexity of managing the human resources and their output effectively.</td>
</tr>
<tr>
<td>Leeway</td>
<td>This refers to the degree of freedom or flexibility in the time (or sometimes cost) allocated to a project. Also referred to as float.</td>
</tr>
<tr>
<td>Locale</td>
<td>‘Set of characteristics, information, or conventions specific to the linguistic, cultural, technical, and geographical conventions of a target audience.’ (International Organization for Standardization, 2015, 2.3.11)</td>
</tr>
<tr>
<td>Localisation</td>
<td>Typically coming after the ‘Internationalisation’ stage, this is the process of adapting a product for a specific target market or locale. This may include, for example, sensitivity to specific colours and symbols, and awareness of cultural or religious taboos or customs, all of which would need to be integrated into the design of the product or related documentation before the product or service can be successfully marketed in the new locale.</td>
</tr>
<tr>
<td>Machine Translation</td>
<td>‘Automated translation of text or speech from one natural language to another using a computer system.’ (International Organization for Standardization, 2015, 2.2.2)</td>
</tr>
<tr>
<td>Milestone</td>
<td>A key stage in the progress or development of a project.</td>
</tr>
<tr>
<td>Necessity Good</td>
<td>A necessity good is a product or service that consumers will buy even if their income levels change, and to an extent, even if the price of the product or service increases.</td>
</tr>
<tr>
<td>Optical Character Recognition</td>
<td>The use of specialist computer software to identify printed characters and convert them into editable digital text.</td>
</tr>
<tr>
<td>Outsourcing</td>
<td>The procurement of services from an external vendor or supplier, often contrasted with ‘in-house’ services.</td>
</tr>
<tr>
<td>Parkinson’s Law</td>
<td>This concept describes situations where work will expand to fill the time allocated to that task. For example, if one day has been allocated to a translation, but the translation will only take half a day in reality, Parkinson’s Law dictates that the work would expand to fill the day regardless of the actual time required.</td>
</tr>
<tr>
<td>Perfect Match / 100% Match</td>
<td>A perfect match or 100% match describes a situation when a new segment in the source language is identical in all respects to a pre-existing source language segment in the translation memory.</td>
</tr>
<tr>
<td>Perfect Substitute</td>
<td>In contrast with an Imperfect Substitute, a perfect substitute is a product or service that is, by function, identical to the replaced product or service. It may, for instance, be provided by another supplier, or the product or service may be different in some way but offer exactly the same functions and characteristics.</td>
</tr>
<tr>
<td>Planning Horizon</td>
<td>This describes the period of time into the future which can be planned for with any real degree of accuracy.</td>
</tr>
<tr>
<td>PMBOK</td>
<td>The Project Management Book of Knowledge (PMBOK) is a resource on standardised terminology and process-based guidelines in the practice of project management, and is produced by the Project Management Institute (PMI). It refers to different inputs, tools and techniques, and outputs across five basic process groups: initiating, planning, executing, monitoring and controlling, and closing.</td>
</tr>
</tbody>
</table>
Post-editing

‘Edit and correct machine translation output.’ (International Organization for Standardization, 2017, 3.1.4). Post-editing may be ‘full’ – ‘to obtain a product comparable to a product obtained by human translation’ (3.1.5) – or ‘light’ – ‘to obtain a merely comprehensible text without any attempt to produce a product comparable to a product obtained by human translation’ (3.1.6).

Post-production

All workflow stages that take place after the main translation and related services are complete. This might include handling feedback, issuing invoices, and closing administration, more generally.

Pre-production

All workflow stages that take place prior to the main translation and related services. This includes the enquiry and feasibility study, drawing up a quotation, drawing up a Client-LSP Agreement, and preparing the project files and documentation.

Price Elasticity

Price elasticity refers to the responsiveness of either supply or demand to changes in price.

Price Equilibrium

This is a situation where the quantity of a product or service demanded and the quantity supplied are equal. Typically, the price will not change unless the quantity of either supply or demand changes.

PRINCE2

Projects IN Controlled Environments 2 (PRINCE2) is a project management framework and certification programme which breaks up projects into manageable and controllable stages. It focuses on six key tolerances or performance goals: scope, timescale, risk, quality, benefits, and cost, and guides readers to consider which guidelines to follow (and why), which tools to use, and how to manage the project overall.

Process

‘Set of interrelated and interacting activities performed in order to achieve a stated objective.’ (International Organization for Standardization, 2015, 2.1.4)

Product

‘Output of process.’ (International Organization for Standardization, 2015, 2.1.5)

Production

All workflow stages that can be considered part of the main translation and related services at the core of the managed project.

Project

‘A temporary endeavor to create a unique product, service, or result’ (Project Management Institute, 2017, p. 542). ‘A temporary organization that is created for the purpose of delivering one or more business products according to an agreed business case’ (Office of Government Commerce, 2018, p. 8).

Project Management

‘Coordinating, managing, and monitoring a project throughout its complete lifecycle.’ (International Organization for Standardization, 2015, 2.2.9)

Proofread(ing)

‘Examine the revised target language content and applying corrections before printing.’ (International Organization for Standardization, 2015, 2.2.8)

Purchase Order

A commercial document drawn up by a buyer of products or services, listing quantities, descriptions, and agreed prices, to confirm a buyer’s intention to buy said products or services.

Quotation

A formal document that sets out the cost of a particular product or service. In contrast with an estimate, a quotation is typically a binding commitment to the stated price.
| **Review** | ‘Monolingual examination of target language content for its suitability for the agreed purpose’ (International Organization for Standardization, 2015, 2.2.7). Note that ‘monolingual editing’ is also sometimes used as a synonym for review. |
| **Revise / Revision** | ‘Bilingual examination of target language content against source language content for its suitability for the agreed purpose’ (International Organization for Standardization, 2015, 2.2.6). Note that ‘bilingual editing’ is also sometimes used as a synonym for revision. |
| **Skopos Theory** | ‘According to *Skopostorie*, the theory that applies the notion of *Skopos* to translation, the prime principle determining any translation process is the purpose (*Skopos*) of the overall translational action.’ (Nord, 2018, p. 137) |
| **Student Syndrome** | Often referred to as planned procrastination, Student Syndrome refers to cases where a person leaves a task until the last possible moment before a deadline to start work on the project. |
| **Supply** | ‘The amount of a good or service offered for sale.’ (Oxford English Dictionary) |
| **Text-type Convention** | ‘Subset of specifications for the target language content related to the content type and domain.’ (International Organization for Standardization, 2015, 2.3.9) |
| **Translation** | ‘Set of processes to render source language content into target language content in written form.’ (International Organization for Standardization, 2015, 2.1.2) |
| **Translation Service Provider (TSP)** | ‘Language service provider that provides professional translation services’ (International Organization for Standardization, 2015, 2.4.2). Examples include translation companies, in-house translation departments, and even individual translators. |
| **Vendor** | Vendors are the suppliers of translation and related services. They might comprise translators, post-editors, revisers, reviewers, and proofreaders, in addition to experts from other fields such as engineers, desktop publishers, web designers, etc. These are the individuals or entities to which tasks are outsourced and are external to the entity managing the project. |
| **Weighted Word Count** | A weighted word count incorporates all repetitions, translation memory matches, and ‘new words’ into a single word count by proportionately weighting each match type according to a pre-defined percentage (e.g. 0% for repetitions, 100% for new words, and fuzzy matches varying percentages in between). It therefore offers a more reliable way to calculate the possible time that a project may take to complete. |
| **Work Breakdown Structure** | A Work Breakdown Structure (WBS) is used to define all activities that form part of a project or specific task within a project. The level of detail can vary from broad overview tasks (e.g. translation, revision, etc.) to highly detailed, granular breakdowns of individual tasks. |
| **Workflow** | A sequence or pattern of activity or processes by which a product or service is produced or delivered, from initiation through to completion. |