

# **Agile translation or assembly lines?**

## Implications of agile work on the localized content

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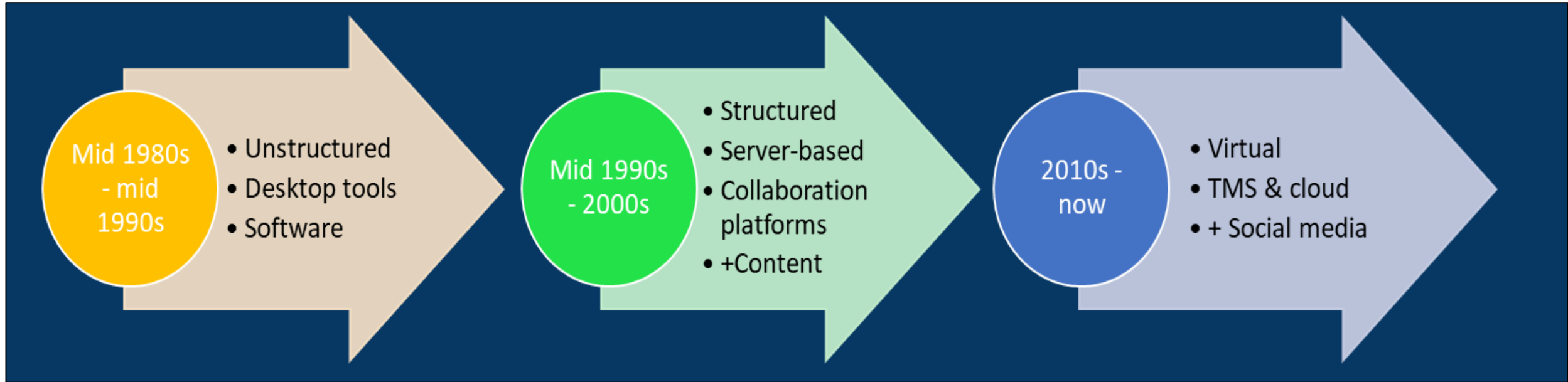
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# Content- and technology-based evolution of localization

Adapted from (Kassawat, 2022)



**Waterfall**

**Agile Manifesto (2001)**

**Agile working**



# Manifesto for Agile Software Development

We are uncovering better ways of developing software by doing it and helping others do it.  
Through this work we have come to value:

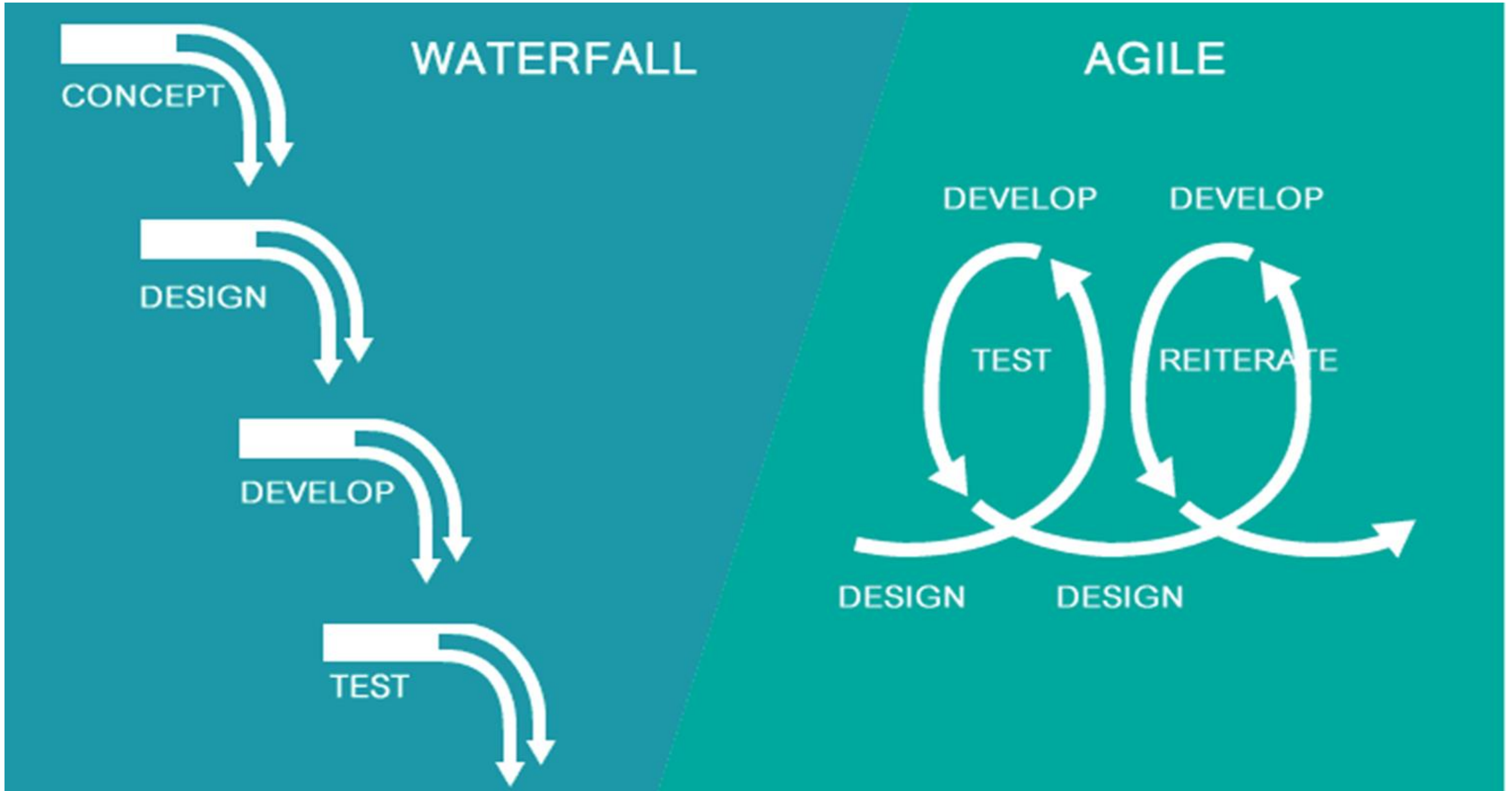
Individuals and interactions over processes and tools

Working software over comprehensive documentation

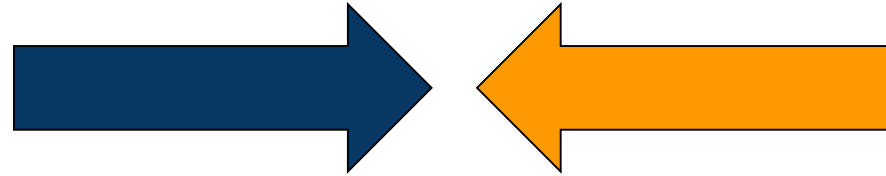
Customer collaboration over contract negotiation

Responding to change over following a plan

That is, while there is value in the items on the right, we value the items on the left more.



## Waterfall VS agile localization



### Waterfall

- Post-release localization
- Time consuming
- String freeze: strings are locked until the end of localization (Kabát 2023)

### Agile

- Localization integrated in the development process
- Product released with issues
- Bugs fixed during or after publication (Kabát 2023)

# Agility in the industry

“They are instead being **translated as the product is being created**. This means that when new versions are released, teams of translators or localization experts work to **localize the changes** occurring in the product.

**Smaller amounts of content** are filtered through the system continuously and **do not require massive updates over time**\*.”

## Advantages

- Higher efficiency rate
- Simple accessibility (platforms instead of files/emails)
- Sustainable development\*\*

## Disadvantages

- A lot of effort is required
- Proper coordination (translators and developers)
- Quality is often compromised

**Using MT**: “In some cases, **the trade-off is acceptable**, particularly as the translations are **easily corrected** with continuous Localization in contrast to waterfall localization, where everything has to be in perfect order before the release.”

\*<https://www.marstranslation.com/blog/agile-translation-a-quick-guide>, accessed on 07 April, 2024.

\*\*<https://phrase.com/blog/posts/translation-management-agile-localization/>, accessed on 07 April, 2024.

## Agile working before the 2001 manifesto

- **Industrial manufacturing** and logistics management areas
  - “agile manufacturing” (Kidd 1995; Shewchuk 1998)
  - “agile supply chain” to cope with uncertainties (Bal, Wilding, and Gundry 1999)
  - “agile assembly systems” (Arai et al. 2000) to improve the competitiveness of firms (Gunasekaran 1999)
- Achieve a **better quality** with **more flexibility**, **lower costs**, and **shorter** product life **cycles** (Plonka 1997)
- **Minimizing the “time-to-market”** (Bunce and Gould 1996)
- Now, temporal and spatial flexibility with the **digital technologies**
- Almost every virtually-performed job (Grant 2020)

# What is agile translation?

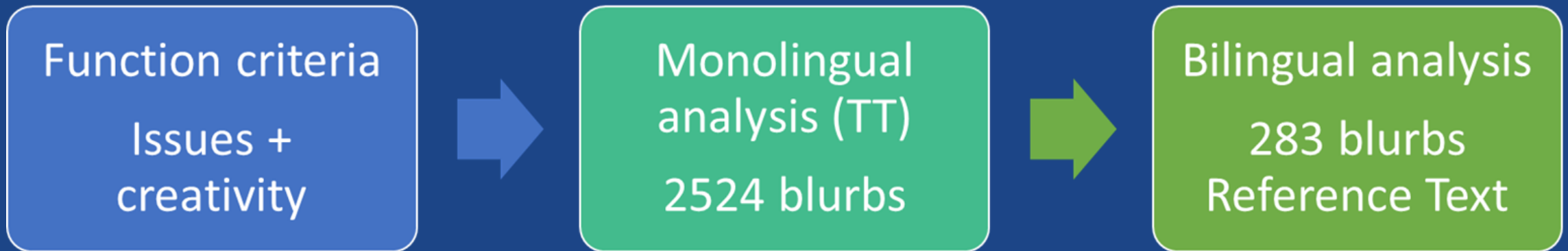
“ a **technology**-dependent translation **management** method used mostly in localization, whose practices can be followed partly or completely to ensure fast and **small-batched** delivery of translations, and **iterative** linguistic **testing** and bug **fixing**, while facilitating **communication** between agents and/or with the client in a time- and space-**flexible** manner. ”

Kassawat, Upcoming



# What is the impact of agility on the localized content in Arabic?

In particular, the cultural and linguistic adaptation of the textual content.

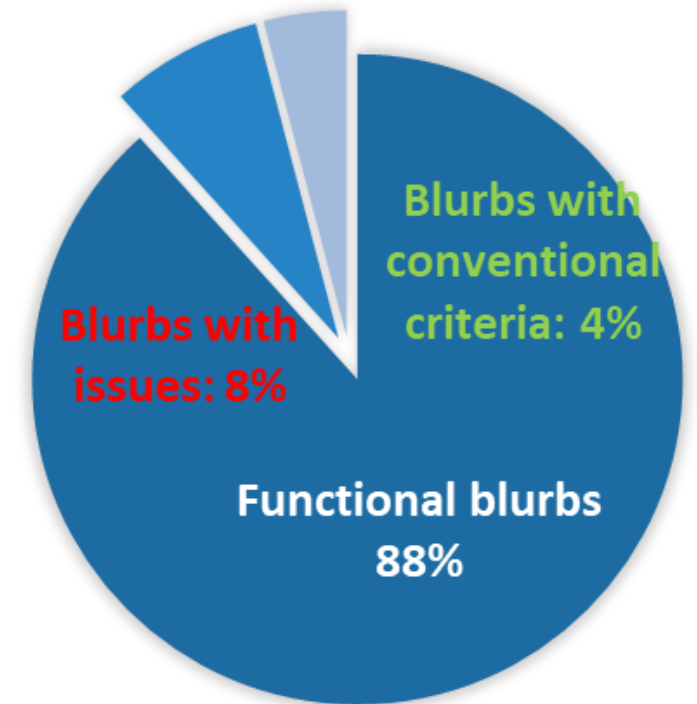


Methodological map (Kassawat, 2022, p. 152)

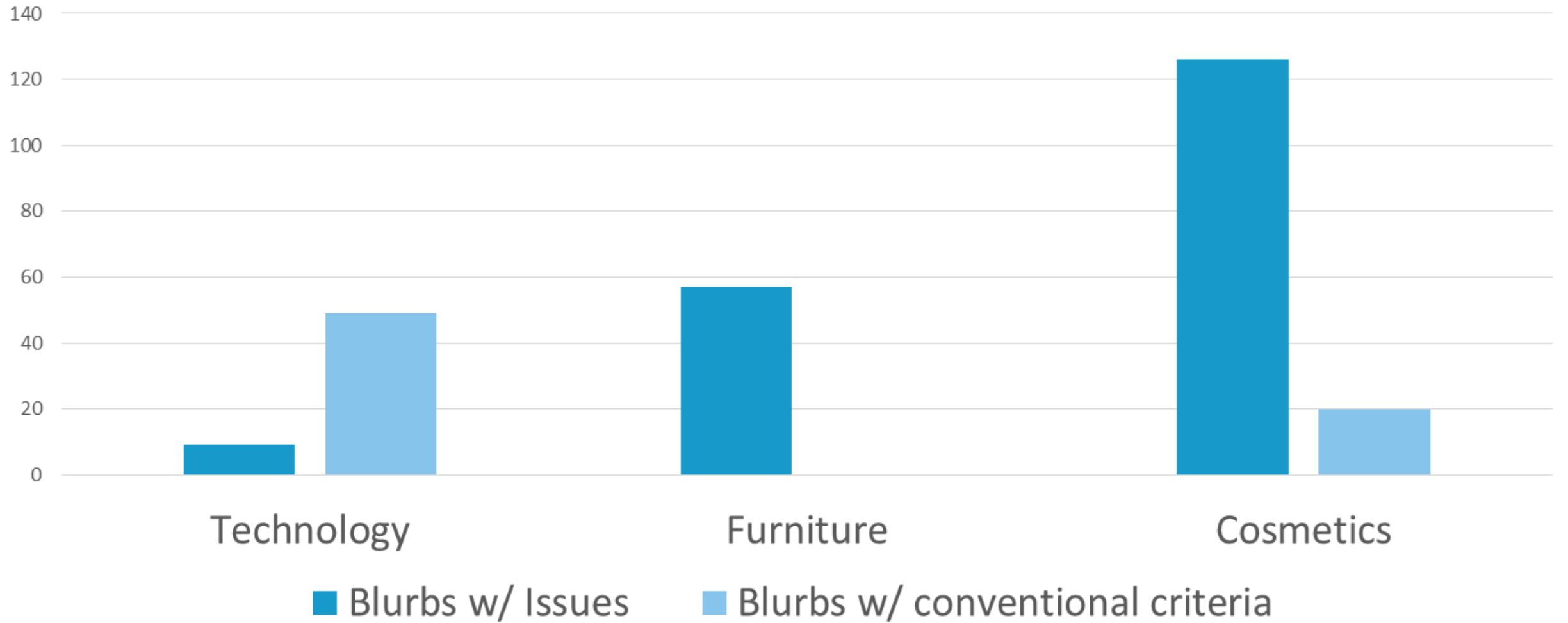
- **Target-based** analysis (Larose 1998) & (Nord 2005)
- **15 websites:** 1 furniture, 2 high-tech, 12 cosmetics
- 2524 blurbs (**advertising** texts)
- Comparison of **Arabic** blurbs with a **reference text** (Kassawat 2020, 2022)

## Results of the monolingual analysis

Industry	Websites	N blurbs	Selected	w/ issues	w/ creativity
Technology	2	840	70	9	63
Furniture	1	880	58	57	1
Cosmetics	12	804	155	126	40
Total	15	2524	283	192	104



## Results of the monolingual analysis



<b>RT</b>	<p>HEMNES</p> <p>Bench with shoe storage, white</p> <p><b>Have a seat while putting on your shoes.</b> The simple, classical design with a touch of tradition looks great with other furniture in the HEMNES series.</p>
<b>TR</b>	<p style="text-align: right;">HEMNES</p> <p style="text-align: right;">مقعد مع وحدة تخزين للأحذية، أبيض</p> <p style="text-align: right;"><b>اجلس بينما تكون مرتدياً حذاءك.</b> التصميم الكلاسيكي البسيط بلمسة تقليدية يبدو رائعاً مع قطع الأثاث الأخرى من مجموعة HEMNES.</p>
<b>BT</b>	<p>HEMNES</p> <p>Bench with shoe storage unit, white</p> <p><b>Sit with your shoes put on.</b> The simple, classical design with a traditional touch looks great with other furniture in the HEMNES collection.</p>

## Accuracy

“**sit with your shoes put on**” = as if the person can sit down only if they are not barefooted.

This part should rather be understood as “**have a seat while putting on your shoes**”.

<b>RT</b>	<p>hervana ultra plush berry pink lip gloss <b>Pure lip bliss!</b></p> <p>Our plush <b>glosses glide</b> on extra smooth and feel ahhh-mazing. The six irresistible shades, from sultry nudes to punchy pinks, come in soft-squeeze tubes with a custom tip designed for perfectly even application.</p>
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<b>TR</b>	<p>مستحضر hervana ultra plush ملمع شفاه وردي توتي شفاه في <b>غاية النعومة!</b></p> <p>تنسب مستحضراتنا لتلميع الشفاه بكل نعومة وتجعلك تبدين رائعة. يتوفر هذا المستحضر في ست درجات ساحرة، من درجات النود الجذابة إلى الدرجات الوردية المثيرة، ويأتي في أنابيب من السهل الضغط عليها مع طرف صمّم خصيصاً لتطبيق متناغم مثالي.</p>
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<b>BT</b>	<p>The hervana ultra plush product berry pink lip gloss <b>Very soft</b> lips!</p> <p>Our lip gloss products <b>glide</b> smoothly and make you look great! This product comes in six charming shades, from attractive nude shades to alluring pink shades, and it comes in soft-squeeze tubes with a tip designed especially for perfectly even application.</p>
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## Inconsistent meaning

A gloss

AR slogan focuses on the smoothness effect

Not the main characteristic

RT	<p><b>Get everyone in the shot</b></p> <p>Selfies with friends have never looked better. The GALAXY Grand Prime has a 5MP front camera with an <b>ultra-wide view angle</b> of 85 degrees. The wider angle of view means you can <b>get more of your friends</b> and more of the background in every shot—and leave the selfie stick at home. The high resolution ensures you’ll get crisper, more awesome photos that you can’t wait to post.</p>
TR	<p><b>صورة تجميع بين الجميع</b></p> <p>استمتع بصور ذاتية مع الأصدقاء لم يسبق لها مثيل. حيث يتمتع هاتف GALAXY Grand Prime بكاميرا أمامية بدقة 5ميجابكسل بزاوية عرض فائقة الاتساع تبلغ 85 درجة. وتتيح لك هذه الزاوية العريضة التقاط صور تجمع المزيد من الأصدقاء وخلفية أكبر في كل لقطة - واستمتع بالصور الذاتية التي تملأ جنبات المنزل. وتضمن الدقة العالية الحصول على صور أوضح وأكثر نقاءً ستشعر بالرغبة في نشرها على الفور.</p>
BT	<p><b>A collage image among everyone</b></p> <p>Selfies with friends have never looked better. The GALAXY Grand Prime has a 5MP front camera with an ultra-wide view angle of 85 degrees. The wider angle of view means you can get more of your friends and more of the background in every shot—and leave the selfie stick at home. The high resolution ensures you’ll get crisper, more awesome photos that you can’t wait to post.</p>

## Inconsistent meaning

AR slogan refers to a photo made up of **several images** rather than **one single image**.

**Creative attempt** (rhetorical device ‘tajmee’ and ‘jamee’)

**Incorrect message** about the function of the product.

<b>RT</b>	<p>DRESSING TABLES</p> <p>Your personal styling <b>station</b></p> <p>Fancy your own personal styling zone, with everything you need within easy reach? Our stylish dressing tables make this dream come true. You can <b>hide away your mascara and jewellery in the drawers</b> or get a few mysterious-looking boxes for the table top. <b>Choose</b> a dressing table with a built-in mirror or <b>add</b> a vanity mirror that suits your style.</p>
<b>TR</b>	<p>طاولات منطقة الزينة الخاصة أناقتك</p> <p>هل <b>تحلم</b> بمنطقة أناقتك الخاصة، التي تتضمن كل شيء <b>تحتاج</b> إليه في متناول اليد؟ طاولات الزينة الأنيقة لدينا تحقق لك هذا الحلم. يمكنك <b>إخفاء الماسكارا والمجوهرات في الأدراج</b> أو شراء مجموعة من الصناديق ذات الشكل المثير تضعها على سطح الطاولة. <b>اختر</b> طاولة زينة بمرآة مدمجة أو <b>أضف</b> مرآة تجميل تناسب ذوقك.</p>
<b>BT</b>	<p>Dressing tables</p> <p>Your personal styling <b>region</b></p> <p>Do you <b>dream</b> about your own personal styling area, with everything you <b>need</b> within easy reach? Our stylish dressing tables make this dream come true. You can <b>hide away your mascara and jewellery in the drawers</b> or get a few boxes with exciting shapes to put on the table top. <b>Choose</b> a dressing table with a built-in mirror or <b>add</b> a beautifying mirror that suits your style.</p>

**Audience / awkwardness**

Verbs in the feminine form

Mascara and jewellery



## Time and cost efficiency

- **Agile manufacturing: Better quality & faster production** (Plonka 1997)
- **Agile translation: Cheaper & short/fast sprints & compromised quality** (marstransaltion 2024)
- Functioning but not error-free
- Quality level is tailored per industry





## **Bigger teams - Smaller tasks - Mechanic work**

- Inconsistency
- Lack of context (Kabát 2023)
- Shrinking roles
- Compromised creativity (LeBlanc 2017)
- I18n / ST simplification  
Literal translation (Pym 2011)
- Repetitive cycles & similar texts



## Virtual assembly lines

- **Localize** the changes
- **Post-edit** MT
- **Test** functionality
- **Fix** linguistic bugs
- **Update** terms
- **Clean up** TMs
- **Push** the task to the next agent!

**Thank you!**

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