Language Translation Options
Welcome

What led you to this webinar?
The facts

• 20% of Americas
• 25 with limited proficiency in English
  – Spanish (66%)
  – Chinese (6%)
  – Vietnamese (3%)
Types of Translation

**Machine Translation**
- Handled by a computer or webservice

**Human Translation**
- Ican Localize for WP/Drupal
- Cost Per Word
### Pros and Cons of Machine Language

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
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<tbody>
<tr>
<td>• FREE ONLINE TRANSLATION TOOL</td>
<td>• PARAGRAPHHS &amp; TECHNICAL TERMS TRANSLATED = LIMITED !!!</td>
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<tr>
<td>• Not dependent on certain proficiency</td>
<td>• NOT 100% RELIABLE</td>
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Start with Plain Language

What is Plain Language?

Plain language (also called Plain English) is communication your audience can understand the first time they read or hear it. Language that is plain to one set of readers may not be plain to others. Written material is in plain language if your audience can:

- Find what they need;
- Understand what they find; and
- Use what they find to meet their needs.

There are many writing techniques that can help you achieve this goal. Among the most common are:

- Logical organization with the reader in mind
- "You" and other pronouns
- Active voice
- Short sentences
- Common, everyday words
- Easy-to-read design features

No one technique defines plain language. Rather, plain language is defined by results—it is easy to read, understand, and use.
Tips for Plain Language

• Eliminate excess words and content
• Help readers scan
• Identify and target your readers top tasks
Options to Enhance

Videos in Spanish

Helping Low Income People Find Solutions to Civil Legal Problems

1. The Northwest Justice Project: Law for the Tenant Fair Assessment in Washington
2. The Northwest Justice Project: Public Health Care for Children and Youth
5. The Northwest Justice Project: History of Minor Seal of the State of Washington
Machine Language Options

- Bing Translator
- Google Translate
- Babelfish
- Plugins for CMS systems
Why Google?

- 63 languages instead of 37 of Bing...
- Market share - usage
Used by Office of New Americans
Walk Through

https://translate.google.com/manager/website/
How to Ask Your IT/Consultants