



Imagine a world without translation

Without translation, the world would be a duller, poorer and more unequal place, both economically and culturally, where only the 'happy few' with a knowledge of other languages would have access to goods, information and culture from other countries.

Translation has oiled the wheels of human interaction and helped civilisations evolve for thousands of years. Even today, could you imagine a world without online services, news from other countries, or subtitles for your favourite TV series? No translation, no fun!

But it doesn't stop there: in a world without translation, cross-border trade would become more complicated, requiring as it does translated versions of contracts, forms, instructions, etc.. Picking up the latest cool new gadget or household device would become much harder – if not outright impossible.

What's more, before buying stuff or booking a trip abroad, many people want information so they can compare them. If they can't find this information in their language, they might go and shop somewhere else: research has shown that 75% of consumers prefer to buy products in their native language. And 60% rarely or never buy from English-only websites. Without translation, online shopping would be limited to national markets.

And that phone in your pocket? With 1 click you can set it to whatever language you choose, and the same for any app you put on it. This even includes rare languages that may not be widely spoken. In this sense, translation offers another service: keeping these languages alive in the modern world.

More examples of the good translation does are all around us, we just don't notice them:



Keeping us **healthy** by avoiding potential allergens in food/chemicals/medicines, all listed in the ingredients/composition.



Helping us avoid **danger**, through clear emergency communication and warning signs



Keeping us **entertained**, by localising international bestsellers, blockbusters and hit video games, so we can enjoy them in our own language



Enabling **economic interaction** across borders – from marketing and sales to political and scientific cooperation, helping investors make informed decisions, enforcing legal rights and obligations, etc.



Keeping us **informed** – how else would we get access to news in foreign languages?



Expanding our **cultural** horizons – how much would we get from going to a museum/exhibition if we couldn't read the accompanying texts and explanations, or listen to an audio guide in a language we know?

And many more ...

'Translation all around us'

#DiscoverTranslation

A campaign to promote the translation profession to audiences outside the language industry