

## Who and Where?

By ASIST Translations

When you employ a translation agency to create Portuguese, French or Spanish translations of your existing material, simply specifying one of these language names is not sufficient! A professional translation company will ask you to specify not only the target language, but exactly where the translation will be used. They can help you identify dialect issues (and accents, if you are recording narrations for a video or for e-learning), conventions for measurement units, and ensure the grammar, vocabulary and style are appropriate for your target audience.

### Spanish Translation

Spanish varieties present an even more complex mosaic. This language is spoken in diverse regions around the globe—by nearly 500 million people, if we include those who speak Spanish as a second language. Aside from the extensive differences in vocabulary that you would expect among people from so many different nations, the most fundamental difference concerns grammar. Use of the second person plural form vosotros is commonplace in Spain, whereas it sounds archaic or scriptural to most Spanish speakers in the Americas.



### Portuguese Translation

The Portuguese variety spoken by 163 million people in Brazil has a number of significant differences from the variety spoken by 10 million in Portugal. The following are just a sample of these variations:

- Vocabulary
- Use of verb tenses
- Accepted spellings of many words
- Spoken accents, and
- Conventions for formal and informal forms of address.

*Someone once said  
about happiness:*

*To be happy for an hour:  
take a nap.*

*To be happy for a day:  
go shopping.*

*To be happy for a week:  
take a vacation.*

*To be happy for a month:  
get married.*

*To be happy for a year:  
inherit a fortune.*

*To be happy for a lifetime:  
help others.*

### French Translation

Canadian French has notable vocabulary differences when compared to the language variety spoken by nearly 54 million people in France—and the accents are also very different. Some Canadian practices regarding punctuation, capitalization and idiomatic expressions also differ from European French.

*ASIST Translation Services, Inc. is a full-service interpreting and translation agency. In addition to translation and interpreting, we also provide proofreading of English and translated text, studio voice recording and media production, localization of Web content and proprietary software, and specialized language services to clients around the world.*

*We always look forward to hearing from you!*

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