

ALPHA



White Paper

## The New Global Linguist

---

**ALPHA LTD**

St Andrew's House  
St Andrew's Road  
Cambridge CB4 1DL  
United Kingdom

 @thisisalphalive

[alphacrc.com](http://alphacrc.com)

The New Global Linguist is here. Alpha employs hundreds of in-house, full-time linguists around the world. They embrace technology, collaborate globally and at the same time provide bespoke, subject-matter expertise and creativity.

The development of the translation expert has taken some time, and the demand for translation services has continued to develop – however, right now In the Year of Covid 2020, translation, transcreation and multilingual content are more vital than ever, with businesses acknowledging the inability to expand internationally or succeed in penetrating foreign markets without translating marketing material and business documents.

Following on from the Industrial Revolution, the global economy developed rapidly and evolved into an interconnected marketplace with the potential for global success in both Old World and New World centers. New machinery allowed for swifter production of texts and business related materials and this meant that more time could be invested in evolving a company's messaging and brand, and translating material to enter foreign markets. Since the 18th century, businesses have benefitted from formalized translation services but the dawn of modern practice came with the widespread introduction of the internet.

The internet has revolutionized the ability to access, translate and understand texts and documents from all over the world, whether they be contemporary or historical pieces. Crucially, the need to understand the culture of the original country and that of the target audience is further enhanced by modern tools and practices. Although some instant translation services are capable only of metaphrase translation (literal word-for-word translation), specialist firms, platforms and translators are able to translate texts and spoken word into multiple languages whilst observing the relevance and culture of the target receiver.

The questions are though:

- How do global corporations scale their business and extend easily into new languages and domains?
- How do they ensure interoperability of tech solutions to promote broad take-up?
- How do they measure and benchmark the success of their World-Readiness strategy?

Many of the answers are through the 'New Global Linguist', their skills and experience, alongside new technologies.

The New Global Linguist is tech savvy, multi-skilled and quick thinking. Working in teams, they are able to create vast amounts of content across all languages. Adept at using CAT tools, open to MT, and trained in the use of multiple platforms, the New Global Linguist is able to scale easily and quickly to clients' needs. Other skills are also developed; these are based around a sensitivity towards, and expert knowledge of, specific subject-matters.

Being team-players by nature, and working in-house, allows for training, development, skill and tool-sharing, and ensures that deep collaboration for the benefit of Alpha's clients around the world.

### **Found that interesting?**

If you're not already signed up to our newsletter, register on our [News](#) page to receive lots more great articles that will help you on your journey to going global.