

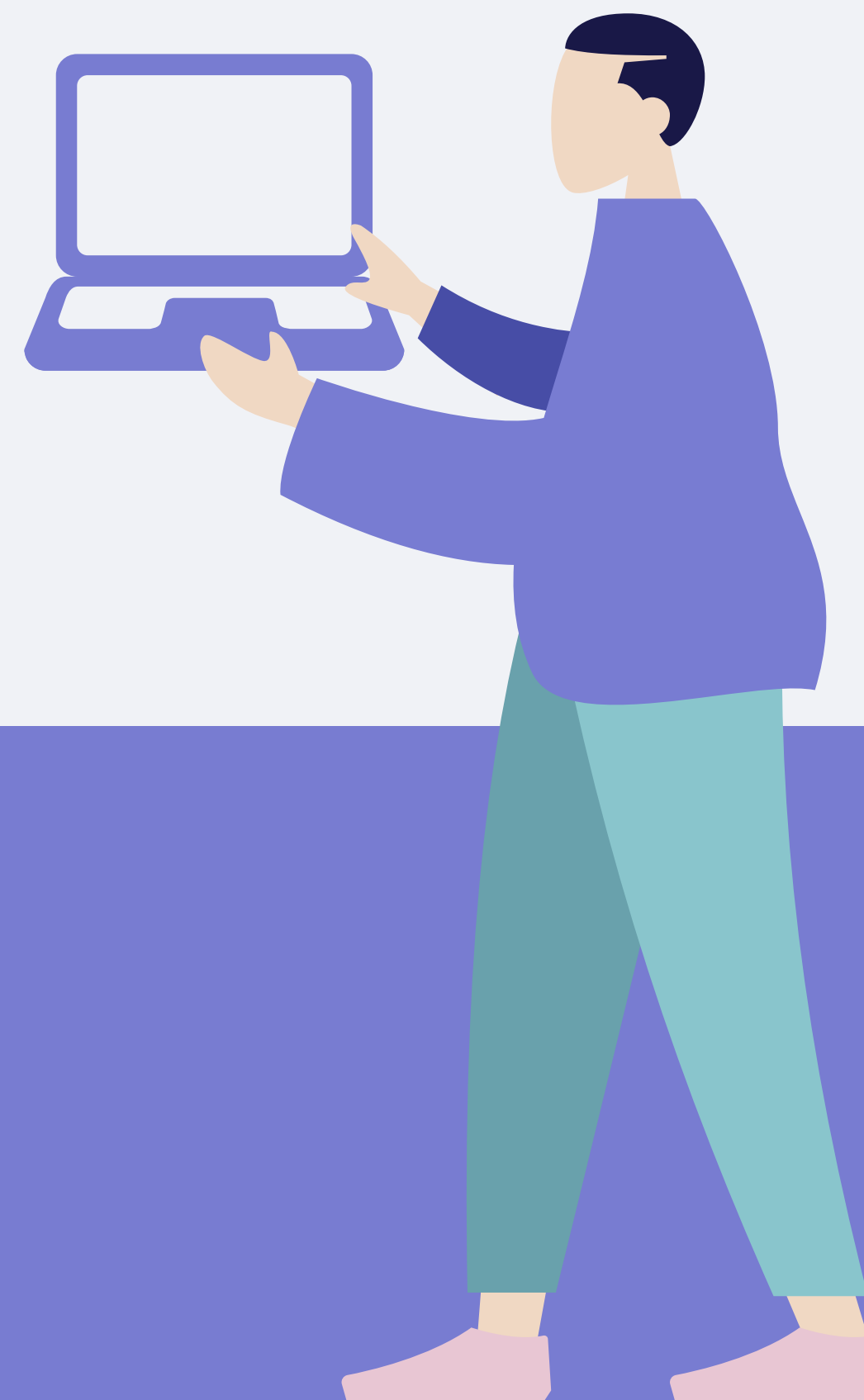
Multicultural Customer Engagement

At Valle Translations, we localize translations for U.S. speakers, while keeping cultural differences in mind.

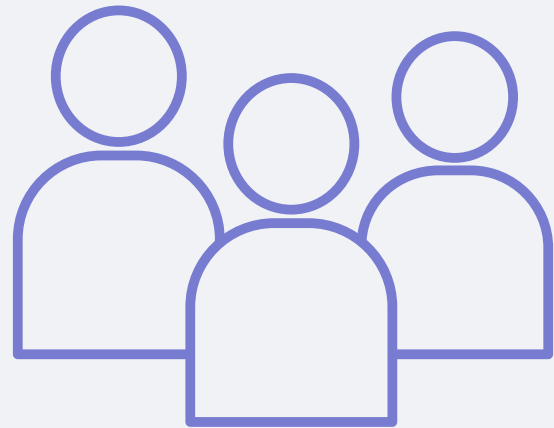


Unlocking Cultural Nuances to Help Clients Reach Their Intended Audience

Our translations for the U.S. Hispanic community are neutral and easy to understand. The team of professional translators and editors we work with are highly trained in localization and will adapt the message to cultural nuances, while complying with proper linguistic rules, as well as client specifications and requirements.



U.S. Speakers



The United States is a polyglot nation comprised of a diverse group of languages. Here is a list of the most spoken ones:

- 1) English
- 2) Spanish
- 3) Chinese
- 4) Tagalog
- 5) Vietnamese

Source: "Ethnologue. Languages of the World"
(<https://www.ethnologue.com/country/US/languages>)





Spanish

Given the fact that there are an estimated 41 million native Spanish speakers in the U.S. originating from 19 countries, we use what is known as "Neutral Spanish", avoiding dialects and regionalisms (unless otherwise requested).

A good example of neutral Spanish usage can be found in *Univision* and *Telemundo*, the two main networks for the Spanish-speaking communities within the U.S.

Getting the Message Across

Neutral Spanish allows all Spanish speakers to understand the message, as it is devoid of local terminology.

How We Do It

We keep our translations as simple as possible without compromising the accuracy. In addition, we use a general vocabulary as opposed to words native to specific locales. For instance, "tuteo" instead of "voseo"—the latter being an alternative way of referring to the second person singular.



U.S. Spanish, not Spanglish

Spanglish is a hybrid dialect in which the speaker (usually Hispanics with proficiency in English or English speakers with proficiency in Spanish) combines Spanish and English words within the same sentence (as in "Come to my casa") or the twisting of one word of English origin to make it sound Spanish, such as "googlear" (to google, but adding "ar" which is a rule in Spanish for most infinitive verbs).

Although it is possible that some of these twisted words might end up in the dictionary after being widely used, Spanglish (and this way of speaking) should not be confused with the U.S. Spanish form that reconciles both worlds: informal or formal, low or high register (depending on the audience) used by Spanish speakers living in the U.S.

Practical Examples

Going for the General Term

A simple word such as "strawberry" can be translated as "frutilla" in most South American countries, yet it is "fresa" in Central America and among U.S. Hispanics.

 **Air Hostess**

Azafata/o (Argentina)

Aeromozo/a

 **Avocado**

Palta (Perú)

Aguacate

 **Fridge**

Heladera (Argentina)

Refrigerador

 **Strawberry**

Frutilla (Chile)

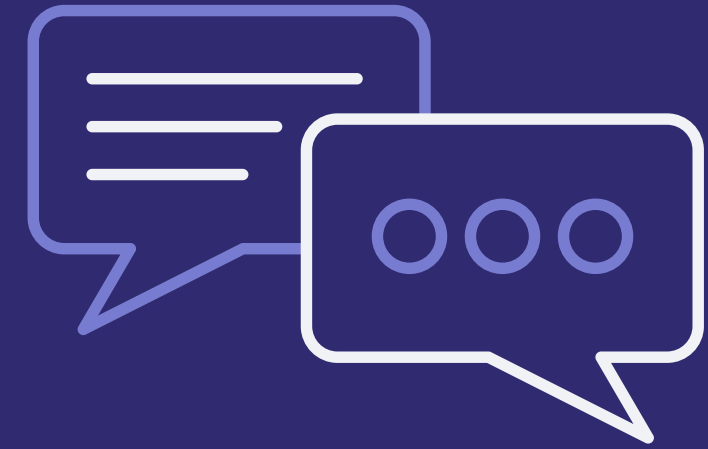
Fresa

 **Sweet Potato**

Chaco (Venezuela)

Batata

Chinese



Two types

We normally recommend Traditional Chinese for the U.S. audience because a lot of Chinese immigrants came to the U.S. before Simplified Chinese was introduced in China. Traditional Chinese is the "general" type used for printed material and school communications. However, Simplified Chinese is a lot more common in the U.S. nowadays because many Chinese speakers were born after Simplified Chinese was introduced as the standardized written language. Therefore, we always ask the client which written variety they would like us to use. Still, there are certain terms that are widely used within the U.S. and not that much in Taiwan, for instance.

Taiwan



乾洗手 (dry hand wash)



"Hand sanitizer"

United States



免洗洗手液 (no-wash liquid soap)



Vietnamese



Almost the same terms are commonly used both in Vietnam and in the United States. Yet, when applicable, we will try to adapt the terminology for the U.S. community. In some cases, the adaptation has to do with formality—some terms would cover a wider range of ages and sound more formal in insurance-related documents.

Vietnam



“bạn”



"You"

United States



“quý vị”





VALLE *Translations*

TRANSLATION · EDITING · PROOFREADING

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