The Analysis of Quality Standards of the Online Translations. Case of the National Centers for Information and Tourist Promotion

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Abstract: *This paper consists in a comparative study regarding the translated content of the four Romanian cities shortlisted for the title of European Capital of Culture 2021. It will determine if the information delivered by those sites is correctly translated into English and it will also show if a foreign visitor will be as well-informed as a native Romanian speaker regarding the chosen subjects.*

Keywords: *digital media, European Capital of Culture, informativity, translation*

1. Introduction

The most important power of humankind is communication. Through this process, we became superior and we succeeded in evolving in a relatively short period of time. But what does communication mean? Is it only the exchange of words belonging to the same language? Or maybe just a simple interaction between two people, mediated by phrases and gestures?

Nowadays, the communication process shakes hands with the digital media world. It is an enormous step and the most interesting way of combining two of the natural laws developed by humans. This union permits a lot of changes into the simple life, starting with the power of doing almost everything from the comfort of our homes, playing with our phones or laptops. The help we received from the online space comes hand in hand with the translation ability. It is important to specify that the proximity between two cultures, even in the virtual word is also mediated by a translator. Every piece of information exposed on a webpage is carefully translated and transferred by a specialised person who knows the rules of creating appropriate content. This transfer from the source language into the target language should be done in accordance with some complex background knowledge of at least two different cultures.

In order to translate correctly and to make the audience understand the content, it is necessary to give explanations when they are needed or to describe the translated fact in accordance with the cultural background of the target language.

2. Research method

For this research, two analysis grids were used. The first one represents a personal contribution to the informativity section contained by the second grid, which shows the properties and qualities of the translation. The first one shows the design of the page, some basic elements that are indispensable for the analysis and it also verifies if the interface is user-friendly. It also focuses on the integration of culturemes, an issue specific for the translator's work and which makes the difference between human translation and machine/automatic

translation. The grid has two columns, one for the Romanian part and one for the English part.

This table is divided into the translation properties and the translation qualities. The first category implies the acceptability of the translation and the source dependence of the target text. It must establish if the translation is as informative and as faithful as the Romanian source text. It will also determine if the translation is accurate and if it can be well-understood by an English speaker. The second category concerns the linguistic and stylistic qualities of the translation.

Informativity level grid

Design	RO	EN
Background	Light blue	Light blue
Pictures/ videos	Descriptive pictures regarding the subject. There are no videos.	The pictures are preserved in the exact position as in the source text. There are no videos.
Menu	The menu's writing is in yellow letters with a white background. It is positioned on the left side of the page.	The menu keeps the colours from the source text, and it has an appropriate translation into the target language.
Search button	There is a search button above the menu, on the right side of the page which says "Scrie aici".	The search button is preserved on the same position as in the source text and its description is also translated as "type here".
Contact info	The contact information button is on the bottom of the page. There are many other contact information sections on every page which has a hotel or a restaurant in order to facilitate communication.	The contact button is preserved on the bottom of the page and the information is well- translated. The target text has the same format as the source text, keeping the contact information sections right in their place.
Links	There are many links sending the user to the related pages meant to complete the information. E.g.: www.bucharestairports.ro	The links can be found in the same place as in the source text. E.g.: www.bucharestairports.ro

Social media icons	There are 4 social media buttons on every page of the site which offer the possibility of sharing the article on Facebook, Tweeter, LinkedIn and via Email.	The social media buttons are kept in place and they support the sharing option of the articles.
Translation buttons	There are 3 translation buttons on the top left corner of the page. They can be accessed with a double click. Ex: Romanian, English and French	The translation buttons are in the same place as in the source text. They do not change their order. Ex: Romanian, English and French
Culturemes	There are many historical characters mentioned into the content and the name of some important vestiges which are implying some background knowledge, but they are being explained in order to make the content clearer. E.g.: Voievodul **Vlad Țepeș**	The names are preserved and well-translated. The translator has some additional explanations put in brackets in order to clarify the meaning of the name and to integrate them into the English culture. E.g.: Prince **Vlad the Impaler** (Dracula)

Translation properties and qualities.

Translation properties and qualities	RO	EN
Translation properties		
Acceptability	The source text has a proper structure and it was written in an adequate manner. The content is also well-selected, and it offers a great amount of information about the main parts of the city.	The target text respects the acceptability requirements, being a compact translated content, which has the same format as the source text. It also transfers the same amount of information into the target language, offering the same view of the pages to a foreign audience.

| Source dependence	Faithfulness	The original content is also faithful to the communication situation and to the style of the Romanian language.	The target text is faithful to the source text because the meaning is reproduced with accuracy and the structure of the text is also preserved. It is also well-integrated into the English language.
	Informativity	The webpage informs the audience about Bucharest, its history and its important points of interest. The original content contains specific details and additional information in order to help the interested visitors to discover Little Paris only using this site.	The same amount of information is gathered into the target text. There are no missing parts from the source text. In addition, there are some parts that were adapted by the translator in order to make the content appropriate for the target culture.
Translation qualities			
Linguistic qualities	Accuracy	The source text offers a structured and original content, filled with useful information written in an accurate way.	The intended meaning of the source text is preserved into the target text. The whole composition is translated accurately, being a great help for the interested visitors who access the site.
	Grammaticalness	The content is well-written, and it has no grammar mistakes.	There are no grammatical mistakes into the target language.

	Connectedness	The pack of ideas is homogeneous, and it consists of a logical structure of the content.	The target text is coherent, and it follows closely the pattern of the source text.
	Appropriacy	The original source text is appropriate to the communication situation.	Since this site is meant to inform the audience, the target text has the appropriate structure and it is correctly expressed according to the communication situation.
Stylistic qualities	Clarity	The content of the site is clear and easy to understand.	The target text content is also clear because it follows the source text structure, integrating the information into the English language.
	Naturalness	The source text has its naturality due to the fact that it is written by a native Romanian speaker.	The translated content is as natural as it can be. It does not seem to be translated because it has an adequate expression and the language is correctly used.
	Fluency	It has a fluent order of ideas; the meaning is clear, and it can be easily remembered, and the needed information is right in its place.	The target text has an easily understandable expression and it is fluent since it has an informative content and a simple flow of ideas. It also has an easy to follow pattern, which makes any kind of visitor to be able to find the needed piece of information.

3. Results

The chart exposed below presents the order of the analysed webpages and their place in the hierarchical scale of a proper translation. As we can see, Timisoara and Bucharest have the same level, the maximum one, which means that they achieved all the required fields from the analysis, possessing at the same time a complex content correctly transferred into English.

Reaching a total of 78%, the translated content of Cluj's website gets the third place. It has some irregularities as far as the translation is concerned, some clarity and naturalness problems, but it delivers the content into the target language, offering information about the needed subject.

The last place of the scale is taken by Baia-Mare's webpage, which has no translation. The content of this site is up-to-date and well-structured, but it is only available in Romanian. Because of this fact, it cannot be placed in this top.

Four Romanian cities short-listed for the title of European Capital of Culture 2021
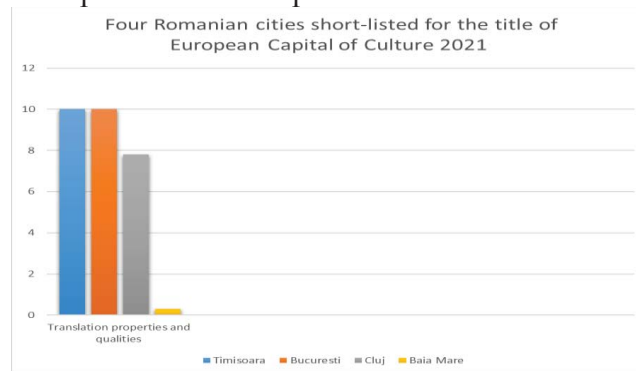
4. Improvement proposals

Based on those facts, I suggest that the transfer of information from Romanian to another language to be done by a translation specialist. In this way, all the required features will be respected, and the results will be proper and ready to be added to those sites. This action will increase the trust of the source and, implicitly, it will give some safety feeling to the reader behind the computer. Having a good translation posted on

their websites will help the managers of the site promote the official page of the city on many more social media platforms, making it well-known on the virtual space. Another step to be done is the update of information. The existent content should be improved and updated constantly in order to keep the visitors up to date.

5. Conclusion

Taking into consideration all the analysed features and the meaningful content presented in this study, it is as clear as possible that there is room for improvement in Romania's online appearance regarding the tourism field. Because it is a developing area, we should put more effort into highlighting the good and interesting possessed parts, following at the same time some existent patterns, which are meant to help us reach a great purpose.

6. Bibliography

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Corpus
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- Bucharest http://www.tourism-bucharest.com/
- Cluj http://www.cniptcluj.ro
- Baia Mare https://www.baiamare.ro