

Five reasons translation is important



1. Translation Bridges Cultures

Translations act as a bridge between cultures not only for holy scriptures like the Bible or Quran and great works of literature like Cervantes's "Don Quixote," but it can also take away barriers no matter their size. In order to be admitted to schools, parents must provide their child's birth certificate. If they were born in outside of the U.S. the birth certificate must be translated. The simple act of translating this document gives a child access to education, thus planting the seed of success for generations to come.

2. Translation Sells Products and Services

It's as straightforward as the two words above. When marketing a product or service if your campaign is translated, it will reach a larger audience, which at the end of the day not only means bigger profits but a broader following of your brand.

3. Translation Brings Healing

Medical issues carry a lot of anxiety, from a routine doctor's visit to an emergency medical situation. If you have ever been in a medical emergency, you know how terrifying that can be. Now imagine you have no idea what is going on because you do not speak the same language as your doctors and nurses. When you have translated patient intake forms or diagrams or a medical translator or interpreter, it can mean the world to a patient's understanding and put them at ease.

4. Translation Provides Comfort

When you travel to a new country you are completely lost: lost in the places, lost in what is going on, and lost in what is being said. Seeing your own language on signs, maps, and other printed materials allows a person to breathe a sigh of relief and get a grasp of their bearings in an unfamiliar place.

5. Translation Empowers People

The bridging, selling, healing, and comforting provided by translation all empower people. Translation is a useful tool for people to take advantage of while adapting to a new life or a new location. It helps people to integrate into their new community and eventually blossom and thrive in their new found home.