

Example Translation Examination Text

Translate the following text into English. Remember to include at the end of your translation a note indicating elements that you might assume from the text (genre, text type, text objective, authorship, implied audience, register, translation difficulties, etc.)

Suggested Translator's Notes:

Some possible comments and examples.

Genre: Academic article/book; Specialist newspaper/journal article

Text type: Expository

Text Objective: Present and Explain a concept

Author: Expert, academic, professional, journalist

Readership: specialists in the area or interested parties

Register:

- Tenor: neutral – formal
 - lexis derived from Latin, no phrasal verbs
 - more complex sentence structure
 - no contractions
- Field: Economics – specialist terminology
- Mode: Written

Difficulties:

- 'Il digitale' – use of adjective or noun
- 'anche digitale' – also or even
- 'Soltanto in Europe' – 'In Europe alone' (not 'Only in Europe')
- 'Tragga beneficio' – collocation?
- 'Ma cos'è' – avoid 'But' at the beginning to the sentence
- 'Il digitale comprende tutte le diverse tecnologie' – avoid repetition of 'technologies'
- 'il testo' – text, article, book
- 'fare business' – collocation?
- 'In effetti' – 'Indeed'
- 'destinata a divenire' will become (not is 'destined to become')
- grazie a strumenti come il data analytics – not 'thanks to ...'

What is the digital economy?

Digital technologies have led to major innovation and a level of economic development such that we can say the entire economy is no longer just global but also, as said, digital. In the European Union alone, conversion to digital would allow growth of 415 billion a year, even if, at present, only 2% of European companies are reaping the benefits.

What is exactly the digital economy? It is based on information technology, but it should not be confused with the internet economy or the web economy that are essentially founded on the spread of the World Wide Web and new media. Digital technologies are of different types, both hardware and software, from cloud to mobile systems, from the Internet of Things to Big Data and on to the social networks.

The first person to use the term digital economy was Don Tapscott in 1995 in his book “The Digital Economy: Promise and Peril in the Age of Networked Intelligence”, which discussed how digital technologies would radically change the way to do business, and, today, traditional models are, indeed, no longer suitable. We need new production processes, new ways to solve problems and, above all, new ways to transfer knowledge. Therefore, every company will become a tech company. If, to date, there has been a clear distinction between technological and ‘traditional’ companies, data analytics tools and the spread of cheaper and more compact technologies mean that now even so-called traditional companies can optimise their processes and create new value for their customers.