

Example Translation Examination Text 2

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.)

Ferrero Group

The history of the Ferrero group, now in its third generation, is a story of successes in which the development of a multinational company blends perfectly with the past, present and future of a tenacious family from Piedmont, Italy.

The top-quality, craftsmanship, fresh products, careful selection of the best raw materials and respect and consideration for the customer are the core values and 'key words' that have made Ferrero's confectionery specialities famous and appreciated by millions of customers all over the world. These products derive from innovative ideas, making them unique/inimitable even if they are available everywhere, and in many countries, they have become part of the history and customs, and in some cases, are even seen as icons.

Nowadays, many Ferrero products are 'global' and sold everywhere. However, the special feature of the company is its 'glocal' spirit (thinking globally, acting locally), attentive to international developments, but also to its relations with the local area.

The customer has always been at the centre of the company's daily endeavours. What ties the company to its customers is a relationship based on knowledge and experience, 'feeling' and intuition, a mechanism of reciprocal and lasting trust, an indicator of the attention to their needs and a key element in the company's success.

Today, Giovanni Ferrero continues to lead the company with success, seeking to reach even more ambitious goals and maintaining and strengthening the inspiration and social spirit that he has always shared with his father, Michele, and his brother. It is an organisation which, as in the past, rests on solid family values.

Some possible translator's notes, comments and examples:

Genre: Company presentation

Text type: Expository/Argumentative

Text Objective: Present and Promote a strong and convincing company image

Author: Company communication department

Readership: interested parties (customers, investors, etc.)

Register:

- Tenor: neutral – neutral/formal
 - Mix of Germanic and Latin lexical items
 - Relatively short sentences
 - 'What ties the company to its customers is a relationship based on knowledge and experience ...'; What ties the company to its customers ...' – Cleft sentences (more formal)
- Field: Corporate presentation – some specialist terminology (glocal)
- Mode: Written

Difficulties:

- 'storia di successi' – collocation: 'success story', 'story of successes'
- 'piemontese' – 'Piedmont' or 'Piemonte'?
- 'Qualità elevatissima, cura artigianale, freschezza del prodotto, accurata selezione delle migliori materie prime, rispetto e considerazione del cliente' – importance of positive adjectives and nouns
- 'accurato' – false friend: careful, meticulous
- 'specialità dolciarie' – also possible: 'delicacies'
- 'territorio' – local area
- 'larghissima diffusione' – 'diffusion' not a convincing translation
- 'impegno quotidiano' – 'day-to-day activities': less formal
- 'feeling' – leave unchanged?
- 'motivazione sociale' – 'social spirit', 'enthusiasm', 'interest', 'feeling'
- 'da sempre condivise': needs a present perfect verb form in English
- 'assetto': 'set-up' or overall company/organisation