

SALIS

Best Thesis Award

Crowdsourced translations thesis scoops top prize from CIPHERION Translations for the DCU School of Applied Language and Intercultural Studies

CIPHERION Translations supports leading-edge research in translations and localization

Dublin, 30th March 2011: CIPHERION Translations, a leading Irish translation company, today awarded the Best Thesis Prize to one of the final year students in DCU's School of Applied Language and Intercultural Studies (SALIS). The prize went to Enrika Baleviciute, a BA in Languages for International Communication graduate from Lithuania, for her dissertation on crowdsourced translations.

Commenting on what made this thesis stand out, María Jesús de Arriba Díaz, COO with CIPHERION Translations, said "Crowdsourcing is one of the most current topics in the translation and localization industry right now. It is highly relevant as it is a challenging emerging phenomenon, on which very little research has been carried out to date. Enrika's dissertation shows clearly that although crowdsourcing has its place, mainly in community-based initiatives and platforms, it by no means replaces the clarity of message that professional translations bring to an organisation's brand, corporate messaging and profile."

SALIS prides itself in providing world class research and teaching in Translation Studies. "Being at the forefront of research means we can share with the students our insights into the latest and emerging translation phenomena and issues such as crowdsourcing", remarks Dr. Minako O'Hagan who supervised Enrika's dissertation. The SALIS students can study topics relating to contemporary translation scenarios both at undergraduate and postgraduate levels where students are prepared for dynamically changing translation environments.

"This award emphasizes to students that the courses they take in translation and technology are important and the research skills and knowledge they acquire are valued by companies," says Dr. Sharon O'Brien of SALIS, who initiated organising the prize with CIPHERION Translations. "We find that students of our courses are benefiting from the close collaborative ties that we have with DCU's Centre for Next Generation Localisation (CNGL). Our students are in a unique position where they can benefit from up to date research and development being carried out at the CNGL."

Criteria such as innovativeness, creativity and relevance to the SME sector were considered as part of the evaluation. The aim of the final year thesis is to encourage students to apply the theoretical and practical knowledge gained in their studies in research that is relevant to the business of translation. Support for the CIPHERION Translations' Best Thesis Prize was arranged through the DCU Educational Trust.

About CIPHERION Translations

Cipherion Translations is an award-winning translation and localization service provider of software, website and marketing collateral into over 40 languages. Cipherion enjoys an unrivalled customer service record built on a process-based approach to delivering quality translation services. The company excels in the in-depth knowledge it brings to each of its clients' industry sectors, delivering quality translations and value on time, every time. Cipherion was established in 2006 and is based in Dublin, Ireland. For more information, visit www.cipherion.com

Contact Details:

Irene Dehaene
Incite Marketing
Tel: 087 292 3333
Email: irene.dehaene@incite.ie

María Jesús de Arriba Díaz
Cipherion Translations
Tel: 01 246 7592
mjdearriba@cipherion.com