



Korean  
Consulting & Translation  
Service, Inc.™

# Korean Translation Services BUYER'S GUIDE

How to Get the Most From Your Korean Translation Dollar



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# [1] INTRODUCTION

Hello,

You are preparing to pay someone to translate your document, web site or other written materials and have set aside a budget for the work. Because I want you to maximize your return from this important investment, I put together this in-depth Buyer's Guide which covers the basics of the Korean language, provides an understanding of some key stylistic elements related to Korean translation and presents a framework for achieving a good translation experience.

I realized the importance of a handbook like this during my many years in the Korean translation field as I saw well-meaning clients and prospects choose the wrong vendor for their projects, not follow work procedures that would have made the process go more smoothly and/or not feel properly educated about the Korean translation work they commissioned.

As Korean Consulting & Translation Service, Inc. is an agency that specializes in translation into and out of the Korean language, this Buyer's Guide is certainly a product of my desire that you work with us. But I also realize that we are not the most appropriate supplier for every job (e.g. your project is multi-lingual, not related to Korean, not of sufficient commercial value). Therefore, I have packed this with information that will prove useful for achieving a successful project regardless of whom you hire.

With that said, let's get started.



**Steven S. Bammel**  
President (and translator)  
Korean Consulting & Translation Service, Inc.



#### Contact me...

Please feel free to contact me personally with any questions you might have about the many ways that Korean Consulting and Translation Service, Inc. can help you provide more value to your Korean translation clients.

My preferred method of communication is email to [sbammel@koreanconsulting.com](mailto:sbammel@koreanconsulting.com).



# [II] A PRACTICAL GUIDE TO HANDLING YOUR TRANSLATION PROJECT PROPERLY

## STEP #1: UNDERSTAND THE TRANSLATION RESOURCES AVAILABLE TO YOU AND DETERMINE WHICH VENDOR CATEGORY IS RIGHT FOR YOUR PROJECT

### 1. MULTI-LANGUAGE TRANSLATION AGENCY

Multi-language agencies handle translation of documents, web sites and other materials **into and out of many different languages** and add value by coordinating the translation process between various subcontracting freelance translators and specialist agencies on **complex multi-lingual projects**.

When working with a multi-language translation agency, **it is very likely that no one in the agency itself will speak the language of the project** (especially for "exotic" languages like Korean). Therefore, the agency will act as middleman in the process between client and translator and **it is unlikely that you will be allowed to communicate with the translators directly**.

**ADVANTAGES:**  
Able to handle complex multi-language projects.

**DISADVANTAGES:**  
Highest pricing. Client and translator cannot communicate directly.

On important multi-lingual jobs, you should work with a multi-language agency in order to take advantage of the coordination services that they can provide on these projects.

### 2. SINGLE-LANGUAGE SPECIALIST AGENCY

There are many single-language agencies specializing in various individual languages and such agencies, like Korean Consulting & Translation Service, Inc., are major subcontractors to the multi-language agencies mentioned above a moment ago. In our case, we handle translation of Korean, primarily into and out of English, but we can translate between Korean and other languages too.

**ADVANTAGES:**  
Able to provide high-quality translation across a wide range of disciplines. Direct client communications. Less expensive than multi-language agencies.

**DISADVANTAGES:**  
Only handle projects between English and one other language.

**Single-language agencies are very competitive in terms of the price/quality ratio and you should seriously consider using a specialist agency for translation projects between English and a single language.**

Every translation agency maintains a database of translators. Agencies that handle 100+ languages must keep files of translators in each language and it is impossible to deepen such resources in any meaningful way within such a broad range. On the other hand, **single-language agencies can achieve much deeper resources by concentrating in just one language!**

This means that while multi-language agencies struggle to keep up with just a handful of vendors in each language, **single-language agencies can call upon the services of many more linguists, each specializing in specific narrow fields.** This is one reason that single-language agencies are able to provide a very competitive price-quality ratio.

Thus, within a language specialization, a specialist agency can draw from a large pool of experts in diverse fields like law, medicine, computers and technology, business management, literature,

advertising and more and assign just the right translator to each job.

Furthermore, **while agencies handling many languages only verify the quality of their translators indirectly**, single language agencies can cull and trim their database through **direct quality control in which the expertise of the translator in each respective field is verified.** This way you are assured of the highest quality output for your translation project.

### 3. INDIVIDUAL PROFESSIONAL TRANSLATORS

It is possible to get even lower prices by finding an individual translator handling the language pair that you need. However, **what about the field of your document?** If you need translation of a chemical patent, it won't do to hire a translator that usually translates general business-related documents.

#### ADVANTAGES:

Able to provide high-quality translation between English and one other language. Direct client communications.

And just because a translator says he/she is competent, how do you *know*?

#### DISADVANTAGES:

Can only handle translation of English and one other language in a limited number of areas of expertise.

While hiring an individual translator for your project may turn out well, **it is often a hit-or-miss experience.** Since you don't speak the foreign language yourself, there is no

way to assess the quality on your own. At the very least, you should hire an individual translator based on a referral, rather than by just cold-calling around.

Many companies have had good experiences working with individual translators. The result depends on how competent the person is. **Your translator should be honest and up-front regarding the fields in which he/she is strong – and the subjects for which you should find someone else.**

#### 4. FRIEND, ACQUAINTANCE OR CO-WORKER THAT IS BILINGUAL BUT IS NOT A PROFESSIONAL TRANSLATOR

For translation of personal letters or to get the main points of a magazine article in a foreign language or other similar job, there is no reason you should ignore the translation resources around you. Many times, you can get work done on friendly terms and help someone earn some extra pocket money too.

**ADVANTAGES:**  
Friendly and familiar.  
Potentially lowest prices.

**DISADVANTAGES:**  
Unproven ability to translate well in technical fields.

However, merely speaking a couple languages does not make someone a skilled translator. Indeed, translation is a profession that takes many years of experience to become good at and

if your documents are important in a business sense, you should be careful about turning them over to someone that doesn't have a rigorous professional background. **You would be particularly well-advised to entrust business and technical documents to a professional translator or agency that knows what they are doing.**

#### 5. MACHINE TRANSLATION

There are various Internet-based free translation services that take a document or web page in one language and "translate" it into another. However, machine translation should be used **only to get the "gist" of a document and not for understanding important details.**

**ADVANTAGES:**  
FREE!!

**DISADVANTAGES:**  
"Get-what-you-pay-for" quality.

You must **NEVER** take an English business letter, shoot it through a machine translation program and then send it off to a business counterpart. The potential for errors and misunderstandings (or even complete nonsense) is great.

## Everyone says that their translations are "certified". What does this mean?

There is no certification program through the American Translators Association for Korean, nor is there a central "certification" authority. The value of a certification is only worth as much as the agency/translator providing it. Work with reputable agencies that stand behind their work in a meaningful way.

**Korean Consulting & Translation Service, Inc. can provide you with a notarized translation certification that is recognized in any US court and by government agencies.**

## STEP #2: DETERMINE WHICH VENDOR WITHIN YOUR CHOSEN CATEGORY WILL DELIVER THE HIGHEST VALUE TO YOU

Once you've determined which of the above vendor categories is best-matched to your project, you are then faced with the choice of which vendor to choose within that category. Again, there are pros and cons to each option.

For the sake of simple explanation, the following assumes that your project is a single-language translation of Korean > English or English > Korean. However, the points below will be relevant regardless of the type of vendor you choose or the languages you are working in.

### DECIDING WHETHER OR NOT TO GO OFFSHORE:

While **single-language agencies located in the respective foreign country** can offer **slightly lower prices** than those in the US, you should **evaluate the pros and cons** in light of your requirements **before taking your projects offshore.**

### ADVANTAGES OF CHOOSING AN AGENCY IN THE US:

1. Agencies in the US work with **translators in both the US and/or Korea**. Therefore, they will make sure that your document is translated competently for your market.
2. Agencies in the US are open when you are. **Call or email them during the US business day** and get immediate responses to your project-related questions and feedback.
3. **Your work always stays on schedule** thanks to easy real-time local communications between you and the project management team.
4. There will be **no need to speak slowly or worry about communication issues** while you discuss the project with them or while you are trying to assess their suitability.
5. As US business entities, they will **take their responsibilities within the US legal system seriously** and this is something that offshore providers cannot do. Also, you should always make sure that your translation provider protects its clients with errors & omissions insurance.
6. **Project delays from translation errors, time wasted trying to communicate complicated ideas and reworking project steps that weren't done right the first time** can all be avoided by dealing with agencies based in the US.
7. US agencies will be glad to sign a non-disclosure agreement and, unlike offshore vendors, are **legally responsible in a practically enforceable way for their commitments to you.**

### ADVANTAGE OF CHOOSING AN OFFSHORE AGENCY:

You will likely receive a cheaper project quote.

## Some of the unique advantages of choosing Korean Consulting & Translation Service, Inc.

1. We are open when you are. Call or email us during the US business day and **get immediate responses** to your project related questions and feedback.
2. We **protect you with E&O insurance** that covers all the work we do. Confirmation details are available on request.
3. We are **one of the only members of the American Translators Association specializing in the Korean language.**
4. We offer a rock-solid satisfaction guarantee. See our web site for details.
5. We stand behind our work with **unbeatable project follow-up service.** We're glad to answer questions and help with other project matters.

### FOR ENGLISH > KOREAN TRANSLATION

- Professional Korean translators handle all of our Korean translation projects. **We DO NOT cut corners by utilizing beginners or under-qualified cut-rate translators.** Instead, we deliver top quality work on-time the first time so that you can avoid costs involved in delays and in reworking project mistakes.
- You get access to **our extensive pool of language experts matched to your project!**
- Whether it is a one-page personal letter or a long legal or technical document, a **second linguist carefully proofreads the output of the first translator word-for-word with constant references to the original.** This ensures quality in the translation process for you both in terms of style and accuracy.

### FOR KOREAN > ENGLISH TRANSLATION

- Many translation providers save money by getting an initial translation from a non-native English speaker and later having it edited by an English speaker that doesn't know Korean. **If a native English speaker does not handle your Korean > English translation from the beginning, meanings and nuances will almost certainly be lost, never to be recovered.** An editor that "cleans up" a translation of broken English will end up making assumptions about meaning - many of which will be wrong.
- On the other hand, we do not handle our projects like this. **You will receive a quality delivery from us that has been handled by a native English speaker.**

## STEP #3: PREPARING YOUR PROJECT FOR TRANSLATION/TYPESSETTING

Once you have chosen a translation resource to handle your project, you will need to take some steps to ensure that the translation process goes smoothly and that you get what you are expecting.

### PREPARE YOUR DOCUMENTS RIGHT THE FIRST TIME

**Make sure that the documents you have requested to be translated are in final form.** Nothing is more frustrating for translators or creates more confusion than when a previously "final" document goes through further revisions after the translation process has started. If you request revisions to the source document after the project has begun, you should expect that additional charges might be required.

### PREPARE IN ADVANCE TO RECEIVE THE TRANSLATED FILES

**The fonts of Western European languages are single-byte; but the Asian fonts for Korean, Japanese and Chinese are double-byte.** Even though recent versions of today's leading office software provides support for these languages, the challenges in their implementation can still be daunting when working in desktop publishing software.

Be prepared to accept the translation in a format that you can use. If you're having an English document translated into Korean, then you'll want to be clear on the final format of the document. **We'll be glad to discuss this with you and to send you sample files in advance to ensure that the post-delivery phase goes smoothly for you.**

### TABLE OF FILE FORMATS FOR KOREAN TEXT

We provide the following formats:	To view the document, you will need:	You will be able to:		
		View	Print	Reformat
Hardcopy or fax	none	Y	N	N
.jpg, .gif, .tif and other graphics formats	Standard Internet browser or graphics program	Y	Y	N
.pdf	Adobe Reader (free download at <a href="http://www.adobe.com">www.adobe.com</a> )	Y	Y	N
MS Word (.doc, .txt, .rtf) MS PowerPoint (.ppt) MS Excel (.xls)	MS Office 2000 (Older versions do not support Asian fonts.) *See below.	Y	Y	Y
.html or email	Appropriate encoding packets for your browser or e-mail client	Y	Y	Y
Professional-level printing and publishing formats	Adobe Illustrator, Adobe Pagemaker, Adobe FrameMaker, QuarkXPress and others	Y	Y	Y or N
Print-ready .eps	These files are prepared to go straight to your local printer for professional output as you will probably not be able to do anything with them on your system. That's why it's important to receive an Adobe Reader .pdf proof file first for review before forwarding the .eps file to the print shop.			

\*\* Special note about Microsoft Word files - You'll need Microsoft Office 2000 or later version with the Asian Fonts Pack installed (an installation option on the basic Microsoft Office 2000 installation CD) in order to view, manipulate and print a Korean Word file. Without Word 2000 or later, you cannot simply ask us for the fonts and install them as they won't be compatible.

This is the short questionnaire that kicks off the large projects our company handles. Provide your translation provider (even if it's not us) with the answers to these questions in order to avoid costly headaches later.

## Korean Translation Project Kick-Off Questionnaire

Thank you for entrusting your Korean translation project to us. We know this is important to you, and we will work hard to exceed your expectations. As a first step, your answers to the following questions, where applicable, will enable us to optimize our workflow for an excellent delivery.

1. Do you have an existing Korean translation of similar content that you'd like us to refer to on this project?
2. Do you already have a glossary of key terms with their preferred Korean translations that we can refer to on this project?
3. Do you have a Korean speaking resource that will be reviewing our work after delivery? If so and if this is a large job, may we send you an early delivery/glossary for their review in advance so that we can reach early agreement on the translation of key terminology and style?
4. Who do you see as the main audience for your translation project?
5. Have you had previous experiences with Korean or other translation projects that inform your expectations on this one? What are your main concerns with the current project?
6. Is there anything else you'd like to share with us about the job that could help us deliver more value to you on this project?

## TIPS FOR SCHEDULING YOUR PROJECT

Keep in mind that “time is money” in the translation business and that more time leads to better quality. This is true not only in terms of the amount of effort your translation team puts into the work itself; it also applies when scheduling the project. Many of the most competitive translators stay busy most of the time and to fit in rush work can be very disruptive, often leading to higher costs to clients, or even unavailability. On the other hand, if you give your translation provider enough time to schedule your project in comfortably with the team best matched to your work, you can keep your costs down AND enjoy better quality.

One more issue arises from repeat work, such as monthly translations of a newsletter. You need to maintain stylistic consistency from job to job but assigning the work to a different linguist every time means that vocabulary and style will vary. Even if the basic quality of the work is excellent, this ongoing variation does not make the best impression for your materials and should be avoided. There are methods for alleviating these issues by using CAT tools, referring to past jobs and using a glossary, but the very best way to ensure consistency is to use the same translation team every time. However, this reduces your translation provider's flexibility in assigning the work to whichever linguists are available at the moment and can lead to work bottlenecks if the translation team finds itself in the middle of other work when your project comes in. Thus, to achieve the best results on ongoing work, you should make an extra effort to allow adequate time and to set and follow a schedule that the translation team can anticipate and plan for in advance.

## STEP #4: REVIEWING YOUR PROJECT AND EVALUATING THE SERVICE YOU'VE RECEIVED

If you have hired a competent vendor to handle your translation, then you won't necessarily need to have it proofread by someone else. Indeed, **“reckless” proofreaders that try to re-write a perfectly good translation based on personal preference are most commonly found among bilingual individuals without a translation background.** You should keep in mind that there might be stylistic differences of opinion between translator and proofreader, but that **the most important thing for the proofreader to check is “accuracy”.**

If you choose to have an independent reviewer proofread a translation done by a professional translation agency or translator, **be sure that the reviewer is clear on what he or she should be checking.** Competent translators that have good writing skills do not deserve to have their work chopped up and re-written by a novice reviewer with an overenthusiastic eye for revisions. **Besides commenting on the overall style and writing skill of the translator, he or she should only make specific comments about material inaccuracies in the translation.**

### EXAMPLE OF STYLISTIC DIFFERENCES:

**VERSION #1:** Trying to save a few bucks on a translation can end up costing much more in the end when the translation fails to communicate effectively.

**VERSION #2:** Translations that are done on the cheap are not always effective in communicating correctly and the result is that the final cost can be greater.

*No benefit is gained by rewriting version #1 to version #2 since both sentences mean the same thing. A reviewer should not make this kind of change when proofreading a translation.*

### EXAMPLE OF FACTUAL DIFFERENCES:

**VERSION #1:** Single-language translation agencies are always the best value for your money.

**VERSION #2:** Single-language translation agencies that specialize in one language are able to bring a lot of value to certain projects.

*There is a material difference between the two versions. When faced with version #1, a reviewer would be right to point this out if the source language has the meaning of version #2.*

## CONCLUSION

Your evaluation of the quality of translation services you received should focus on how well the document communicates to your audience in terms of accuracy, style and formatting. Your vendor must work with you to ensure that the process goes smoothly and be available to help with post-delivery matters. The “cost” of your translation is measured in more than just the price you pay the translation vendor; it also involves all the issues of reaching your target market.

**We hope this guide will help you with your translation project. If you decide to have Korean Consulting & Translation, Inc. handle your Korean translation project, you can be assured of an excellent job!**

# [III] BASICS OF KOREAN WRITING

## HANGUL AND HANJA

"Hangeul" (also spelled "hangul") is the Korean word for the alphabet invented in Korea by a group of scholars between 1444 and 1446 on the order of King Sejong to bring reading and writing to the masses. Prior to the development of "hangeul", the Korean language was represented using Chinese characters, so the invention of "hangeul" greatly improved literacy.

However, Chinese characters (called "hanja" in Korean) have not been completely eliminated from the language. Though most Korean texts today are written exclusively in "hangeul", Chinese characters are occasionally added in parenthesis within the text to clarify meaning. Even today, a few erudite texts are still written primarily in Chinese characters interspersed with "hangeul" when there is no "hanja" to represent what the writer wants to say. Roughly 70% of Korean words have a Chinese origin which can be represented with "hanja".

Modern Korean is almost always written left-to-right/top-to-bottom, just like English. However, text in tables is often written vertically top-to-bottom. Classical Korean was written up-to-down and right-to-left.

## LETTERS ARE THE BUILDING BLOCKS

The Korean alphabet contains 26 phonetic letters – 14 consonants and 10 vowels. In the table below, each is shown with commonly used English renderings in parenthesis, with the preferred official spelling being expressed in red font where applicable.

	Basic	Combined
Consonants	ㄱ (g, k), ㄴ (n), ㄷ (d, t),	ㄲ (gg, kk, g, k),
	ㄹ (r, l), ㅁ (m), ㅂ (b, p),	ㅃ (dd, tt, d, t),
	ㅅ (s, sh), ㅇ (silent, ng),	ㅍ (bb, pp, b, p),
	ㅈ (j, z), ㅋ (k), ㅌ (t),	ㅊ (jj, j,z)
	ㅍ (p), ㅊ (ch), ㅇ (h)	
Vowels	ㅏ (a), ㅑ (ya), ㅓ (eo, u, o),	ㅕ (ae, a), ㅖ (yae, ya),
	ㅕ (yeo, yu), ㅗ (o), ㅛ (yo),	ㅗ (e), ㅛ (ye), ㅜ (oi, way),
	ㅜ (oo, u, woo), ㅠ (yoo, yu),	ㅟ (ui, wee), ㅡ (eui, wee),
	ㅡ (eu, u), ㅣ (i, e)	ㅟ (ueo, wo), ㅞ (wae, wa),
		ㅚ (wa, oa)

### Quick-and-Dirty Comparison between Korean and Japanese/Chinese

There are many similarities between Korean and Japanese in terms of word order, grammar and origin so a lot of what you have heard about Japanese probably applies to Korean, too.

"Hangul" and "hanja" are to Korean what "kana" and "kanji" are to Japanese. However, there are important differences. Far less "hanja" is used in Korean than "kanji" in Japanese and phonetic rules of "hangul" are completely unrelated to the structure of "kana". Furthermore, the "kanji" of Japan mostly uses simplified Chinese characters, whereas Korean "hanja" uses traditional Chinese characters.

Structurally, Korean and Chinese are very different. Korean makes some use of Chinese characters and many Korean words are of Chinese origin, but the grammar and style are totally different.

Unlike Chinese and Japanese which do not insert spacing within the text, Korean has a well-developed concept of words and inter-word spacing.

## LETTERS MAKE CHARACTERS

Each Korean character is a full syllable made up of at least two letters, one of which is a vowel. Pronunciation generally starts from the left/top-left of the character and trends toward the right/bottom-right. A syllable can have multiple consonants and basic or combined vowels.

Examples: 강(gang) = ㄱ(g) + ㅏ(a) + ㅇ(ng)  
 오(oh) = ㅇ(silent) + ㅓ(oh)  
 활(hoal) = ㅎ(h) + ㅓ(o) + ㅏ(a) + ㄹ(l)

### Best Practices Tip

Apparent wording and spelling inconsistencies to a non-Korean speaker may not actually be wrong. It's a good idea to ask the linguist if you have doubts.

## CHARACTERS MAKE WORDS

Korean is made up of words, just like English. However, there are important differences. In Korean, tags are attached to the ends (or even inserted in the middle) of words to indicate various grammatical cases, honorific relationships or levels of formality. This means that the same word can appear differently in different contexts and grammatical cases.

Examples: 집 = "house"  
 집이 = house as the subject  
 집을 = house as the object  
 집에 = house as a destination  
 닥 = house of a respected person

### Best Practices Tip

You cannot just do a reckless global find-and-replace through a Korean document to change a term. Adjacent characters may also need to be revised, too.

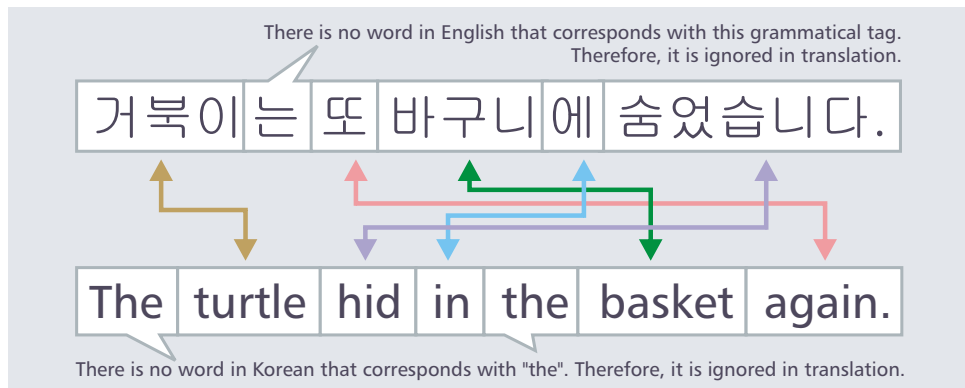
Furthermore, the spellings of these tags can change depending on the last letter of the previous character. (This is analogous to the English case of "a" and "an". We say "a computer" or "an apple" depending on the first letter of the next word.)

## WORDS MAKE SENTENCES

The grammatical structure of Korean is radically different than English. In many cases, when translating between the languages, it almost seems like you have to start at the end of a sentence and translate backward in order to produce a proper sentence in the target language.

**Basic Word Order:** English: Subject - Verb - Object  
Korean: Subject - Object - Verb

In the following example, each word has been linked to its equivalent in the other language to demonstrate how non-linear the relationship is between English and Korean.



### Best Practices Tip

Do not, under any circumstances, divide an English sentence into two parts and ask that each half be translated into Korean independently (or vice-versa!) Because of the dramatically different grammatical structures, this will often lead to non-sensical translations.

## SENTENCE STYLES VARY DEPENDING ON THE SITUATION

The concepts of formality and respect are well-developed in Korean. This is one of the most difficult issues for foreigners to fully master when learning Korean. There are multiple sentence ending styles depending on the type of document and the relationships between the writer/speaker and reader/listener.

The following examples show several ways of translating the present tense of the verb "translate". All have the same meaning but different connotations of formality and respect.

번역합니다	번역하십니까	번역해요	번역하세요
번역한다	번역하신다	번역해	번역하시오

### Best Practices Tip

Look for consistency of endings in Korean paragraphs. They don't all end the same way, but many do and a single documents should use the same level of formality throughout, except in special circumstances.

# [IV] KOREAN TRANSLATION STYLE GUIDE

## DIMENSIONS

Korean does not generally take more or less space on a page than English. However, Korean fits more neatly into vertical spaces than English, so formatting can be a challenge when translating Korean documents into English that are full of tables and forms. Likewise, translating into PowerPoint can be quite time-consuming.

## LINE BREAKS

When typesetting Korean, it does not matter whether a word is split at the end of the line as long as the paragraph is right- and left-justified. In this case, it is not necessary to place a hyphen to indicate the split word. If the paragraph is not right-justified, don't split words between lines and make sure they stay whole.

When typesetting titles in Korean, it would be best to try to keep whole words together on the same line, but even there, you'd be hard-pressed to find a Korean reviewer that will consider it a serious issue even if words are split. Again, the key here is to right- and left-justify the text.

## CAPITALIZATION

Korean does not use capitalization and so English capitalization cannot be represented in Korean.

### Best Practices Tip

Leave room in your budget for a formatting fee on translations with complicated forms, tables and graphs. PowerPoint files also require additional charges sometimes.

### Best Practices Tip

As a rule of thumb, Korean documents will look better and be easier to review if you right- and left-justify the text and do not worry about line breaks in the text.

### Best Practices Tip

If all-caps were used in a section of English for emphasis, this should be recreated in the Korean using underlining, italics or bold font.

## DIALECTS OF KOREAN

Standard Korean used in Seoul is the only acceptable form of written Korean for 99.9% of translation projects.

Of course, the North Koreans would disagree with this and the dialects of South and North Korea have changed a lot over the years such that they are really two different dialects now. But considering that there is virtually no translation being commissioned for the North Korean market, it is safe to ignore the North Korean dialect in all cases.

In South Korea, there are three major regional dialects, mostly differing from the Seoul standard in terms of spoken accent, but none of these would be considered a proper form of written Korean for any kind of business, legal or technical purpose.

Clients will sometimes ask that a particular translation be matched to a specific overseas Korean community, such as Korean-Americans or Korean-Australians, but regardless of the way overseas Koreans have come to mix their spoken Korean with the local language, the only acceptable written version of Korean in these communities would also be the Seoul standard.

This keeps things simple since it means that there is only one dialect of Korean that you need to be concerned about for your Korean translation project.

## FONTS

The fonts of Western European languages are single-byte. But like Japanese and Chinese, Korean uses double-byte fonts because of the huge number of possible combinations of characters.

Therefore, the file sizes for Korean fonts are always MUCH larger than for Western European languages and the Korean fonts are not always compatible in all platforms and software. Fortunately, the English version of Microsoft Office has fully supported Korean since version 2000 so Word files seldom present difficulties.

The following is a table of four main Korean fonts installed standard with Microsoft Office. The most common of these is Batang.

Korean Font (Name in Korean)	Comparable English Font	Example
Batang (바탕)	Times New Roman	안녕하세요
Gullim (굴림)	Arial	안녕하세요
Gungseo (궁서)	Times New Roman	안녕하세요
Dodum (돋움)	Arial	안녕하세요

## MEASUREMENTS

The metric system is used in Korea and so it is often a good idea to convert. Unusual measurement names are often just left in English.

Examples:	English Source	Korean Translation
	6 feet	1.83 미터 (6 피트)
	1600 rpm	1600 rpm

## DATES

Korean months of the year are denoted only by numbers (Month 1, Month 2, etc.) and the sequence of writing dates is [year], [month], [day].

Examples:	English Source	Korean Translation
	June 17, 2005	2008.05.17
		08.05.17
		2008년 5월 17일
		08년 5월 17일

### Best Practices Tip

1. When working outside of Microsoft Office and Adobe PDF documents, the typesetting of Korean, Japanese and Chinese is best left to a typesetter with the experience and software to do the work right.
2. To make sure you can handle Korean fonts in Word, go back to your original Microsoft Office CD and install the Asian Fonts Pack. This will give you full access to the Microsoft Office documents delivered by your Korean, Japanese and Chinese language vendors.
3. When sending files for a typesetting job in an Asian-language, you should still include all English fonts. This is very important because it allows the typesetter to get an accurate view of the English document formatting when typesetting into the new language.
4. Also, when typesetting a document where the source files are on a Mac, make sure everything, including fonts, is compressed into a .sit file before sending. Otherwise, all fonts will be corrupted beyond repair and cleaning up some of the graphics will also be a time-consuming chore for the typesetter.

## NUMBERS

Korean uses the same number system that we use in English. However, it also has several native number units that are used commonly. Therefore, translations of numbers from English to Korean can look wrong if not properly understood.

Examples:	English Source	Korean Translation
	Ten thousand	1만
	560,000	56만
	6.5 billion	650억
	1 trillion	1조

## PUNCTUATION AND SPACING

Korean generally uses the same punctuation and symbols as we use in English.

Sentence spacing is also similar to English. However, one notable exception is the spacing around parenthesis. In some cases, there should not be a space between a parenthesis and the nearest character outside it; other times there is a space. The rules for it are based on Korean grammatical rules which I won't try to explain here. In many cases, it will even look inconsistent when it is really just fine.

## COMPANIES, BRANDS AND OTHER CORPORATE PROPER NAMES

Translate to Korean if a well-known Korean version exists. Otherwise, leave in English or translate/transliterate it and then put the English in parentheses after.

Examples:	English Source	Korean Translation
	Yahoo!	야후!
	Microsoft	마이크로소프트
	HP	HP
	Tyco	Tyco
	Supersonic Flight Systems	Supersonic Flight Systems OR 슈퍼소닉 플라이트 시스템즈 (Supersonic Flight Systems)
	Green Seal Standard	Green Seal Standard OR Green Seal 의 표준

### Best Practices Tip

Clients are forever asking me why the symbol "&" wasn't translated in English > Korean jobs. However, the symbol "&" is an acceptable representation in Korean of the English word "and", just like in English!

### Best Practices Tip

Correct spacing in Korean around parenthesis often looks funky and inconsistent to English speakers. Feel free to bug your linguist for confirmation if you feel uncomfortable with how it looks, but expect to get a response back saying it's OK.

### Best Practices Tip

Nearly every Korean company has a version of their name in English which is usually found on their web site. If possible, try to use that preferred English name when translating from Korean to English, even if not a correct literal translation.

## NAMES OF PEOPLE

Just leaving English names in English is the simplest method. It is also perfectly acceptable. Some translators prefer to transliterate names into Korean and then put the English name in parenthesis immediately after the first instance.

Examples:	English Source	Korean Translation
	Jim Smith	짐 스미스
	Steven Bammel	Steven Bammel OR 스티븐 바멜 (Steven Bammel)
	Martin J. Peterson	마틴 J. 피터션

## TECHNICAL WORDS

Most English technical words have Korean equivalents. If they don't, then the most common convention is to transliterate them into Korean and then put the English word in parenthesis immediately after the first instance. In some cases, if the the translator is concerned that the Korean word may not be as easily recognizable to a reader who is likely familiar with the terminology in English anyway, he may even just leave the word in English.

Examples:	English Source	Korean Translation
	bortezomib	bortezomib OR 보르테조미트(bortezomib)
	titanium dioxide	이산화티타늄

## ADDRESSES

Addresses in Korea are written in nearly reverse order from English. The following example demonstrates.

English Address	Korean Address
2534 Cheyenne St. Irving, Texas 75062	미국 텍사스주 어빙시 샤이엔 스트리트 2534번지 (우: 75062)
English address if written in Korean word order	
USA Texas Irving Cheyenne Street 2534 (Zip: 75062)	

In most documents, it's best to just leave the address in English since the US post office would never deliver a letter to an address written in Korean. However, on business cards, I've found that most clients prefer to see the Korean side of their business card written fully in Korean. Since the English on the back of the card will have the correct English address anyway, we generally go ahead and translate the business card address to Korean.

### Best Practices Tip

Koreans often have a preferred spelling of their name in English. If available, use it. Otherwise, it is best to follow standard rules when transliterating from Korean to English.

### Best Practices Tip

The two Chinese characters in the address here denote "state" and "city", respectively and I think including these characters makes the address look a little classier. It's certainly not required though.

## JOB TITLES

Some job titles are tougher to translate than others. It often makes sense to provide a Korean translation and then leave the corresponding English in parenthesis after the first instance. In particular, due to the difference in Korean corporate structure, top-ranking job titles can be particularly tough, with "director" having a variety of possible translations depending on the situation.

Examples:	English Source	Korean Translation
	President & CEO	사장 겸 CEO
	Director	디렉터 OR 이사 OR other
	Manager	부장 OR 과장 OR 책임자 OR other

### Best Practices Tip

When assigning us to translate a business card, please provide as much context as possible regarding the job title. Don't assume an easy, direct translation exists.

## WORDS WRITTEN IN CHINESE CHARACTERS

It is highly unlikely that a linguist will deliver an English>Korean translation that includes a lot of Chinese characters. However, from time to time, a particular Korean word's meaning could be difficult to understand or even have a homonym with which it may be confused in the context. In such cases, the translator may write the word with Chinese characters in parenthesis after the Korean word so that readers can get the full and clear meaning of the word.

Examples:	English Source	Korean Translation
	Integrity of Our Company's Information & Property Items	당사의 정보 및 재산 항(項)들의 무결성

# Korean Translation Services BUYER'S GUIDE

How to Get the Most From Your Korean Translation Dollar



#### Fourth Edition

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