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Spanish Translation...The Better Way to Reach Latin American and European Markets by [Albert Carter](#)

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Many free English to Spanish translation tools exist on the Web. But these are just tools and if a carpenter does not know how to use a wood saw for example, it will be useless to him or can even be dangerous. That is what could happen to a non-professional translator who chooses to use these Spanish English translation tools in order to obtain professional English to Spanish translation or Spanish to English translation that will serve his business and/or corporate purposes.

This is the main reason why you should rely on professional Spanish translation services. In order to enter a new Spanish-speaking market, you will need a solid knowledge of the culture of the market you wish to conquer. Huge differences exist between the cultures of different Spanish-speaking countries in terms of accents, expressions, connotations and nuances of meaning. Even within the same country accents and jargon may differ from region to region. That is why you should first identify your audience and then select the right translation service, depending on the field you are interested in.

The description Latin American Spanish or Spanish for Latin America is the universal and somewhat arbitrary name that is given to idiomatic expressions and the specific vocabulary of the Spanish language in Latin America. Over 300 million Spanish speakers in the world are located in Latin America amongst the over 400 million people whose mother tongue is Spanish. The Spanish language and its regional variations exhibit many particularities and idiomatic expressions. Incorrect use employed by the mass media, the influence of English and the existing gaps in technical vocabulary are some of the factors affecting the Spanish language.

However, the major differences between Spanish from Spain and Spanish spoken in Latin America can be found in the technical vocabulary. Latin American Spanish more often uses words that come directly from English, without translating or adapting them to the traditional norms. One of the most common examples is the direct use of the words "email" or "e-mail" in Latin America instead of a more literal translation, "correo electrónico". In Latin America the term "la computadora" is also commonly used while in Spain people use "el ordenador", and using the wrong term would sound strange to a native speaker in the destination region.

The word "Spanish" is the term most used in the world even if the term "Castilian" is the most one. From a practical point of view, it is possible to make the following distinctions taking into account the destination markets and the fields (Spanish legal translation, Spanish medical translation, Spanish technical translation, or Spanish editorial translation) of different translations into Spanish.

The destination markets for neutral Spanish or universal Spanish are Spanish speaking people, regardless of their place of residence. Neutral Spanish is also called Castilian Spanish (Spanish from Castile). When we are talking about Iberian Spanish, Peninsular Spanish, European Spanish, Spanish from Spain or Spanish for Spain (Castilian Spanish), the destination market is Spain.

When referring to Latin American Spanish, or Spanish for Latin America, the destination markets are Latin America and the United States of America. Latin American Spanish and US Spanish can also be distinguished. This is because the Spanish speakers in the United States speak a version of Spanish that is influenced by their place of origin. So, you may find a variation of Spanish with a

more noticeable Mexican influence in California while you might encounter a regional variation of Spanish with stronger Caribbean or Cuban influences in Florida. Furthermore, there are also big differences within the term "Latin American Spanish".

Depending on the subject matters concerned and the audience that is being addressed, it may be necessary to customize your translation to the regional standards that it is intended for. Depending on the market that you want to reach, a more specific Spanish should be used, for example, Mexican Spanish or Argentinean Spanish for documents destined for these specific countries. A good Spanish translation services provider will help you find out which is the best choice depending on the specific situation, the objective of your company, your budget, your communication needs and the audience being addressed.

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