

FINDING AND TRANSLATING FOREIGN LANGUAGE MARKETING INFORMATION

The term project for this course involves the use of foreign language information about marketing. Below are some guidelines on finding and translating this information.

Finding Articles and Information

Library databases.

Lexis-Nexis Academic indexes a number of foreign language periodicals. To access these, you will need to have available the appropriate search terms in your chosen language. Translating to and from a foreign language will be discussed later in this handout. To access Lexis-Nexis Academic foreign language search:

1. SDSU-IVC web page at <http://www.ivcampus.sdsu.edu/> .
2. On the left hand side, click on "Library."
3. In the bottom center of the screen, click on "Journal, Magazine, Newspaper Databases."
4. Under "Databases by subject," click on "Business."
5. Click on "Lexis-Nexis Academic."
6. Near the top center of the screen, click on "Guided News Search."
7. Under "Select a News Category," select "Non-English Language News."
8. Under "Please select from the list below," choose your language of interest.
9. Under search terms, you probably want to select "Full text search."
10. Enter your search terms. For example, in Spanish, one translation of "consumer behavior" is "*conducta de consumo*."

Periodicals web sites: Certain newspapers and magazines across the world have web sites that carry at least some of their articles. These articles can usually be identified through search features on the site. Often, only the most recent articles are available for free.

Other Spanish language materials

- The HAPI Online (Hispanic American Periodicals Index). From the "Databases by Subject" menu, choose "Latin America," then "HAPI Online (Hispanic American Periodicals Index)."

- “Ethnic NewsWatch” and “*Noticias en Español*.” Select “News and Newspapers” as the subject.

Other Internet sources

Normally, information found on web sites would not be credible as reliable information for academic projects. For this course, given the uniqueness of this assignment, however, such sources are acceptable.

Google offers a number of features to enhance search. By putting a search phrase in quotes, it is possible to select only those sources that actually use the complete phrase in sequence rather than the words spread throughout the document. For example, entering “*conducta de consumo*” will only bring up articles where the words appear together. By clicking on the “Advanced search” link in Google, other restrictions can be specified (e.g., language and country domain suffix).

Translating Back and Forth

Two translation software programs have been purchased for use in this course. In addition, a number of free translation sites are available on the Internet—e.g., <http://ets.freetranslation.com/> and <http://world.altavista.com/>. You are **not** expected to pay for customized translations that may be offered on the Internet. An e-mail has been sent to SDSU-IVC faculty and staff inquiring if anyone who speaks a foreign language other than English would be willing to answer brief questions about translation issues. A list of volunteers will be provided.