



## How to use global English to reach a global audience

If you need to reach a global audience, but your financial resources are limited, the solution may be as simple as using global English. According to a recent PBS story, for every person who grew up speaking English, there are three for whom English is a second language. This means that more than one billion people speak some form of English.<sup>1</sup> When you consider this massive audience, it only makes sense that your organization should present its content in the clearest possible English by applying global English standards.

Global English editing standards make English content more accessible to everyone by using the words and phrases that all the varieties of English have in common. Editors who are trained in global English standards use shorter sentences and standard English word order to make content clearer to all speakers of English. These editors know how to enforce a rigorous consistency of vocabulary and avoid jargon whenever possible.

One global English standard suggests that editors avoid nominalizations. For instance, consider the sentence “Our company has the *capability of providing* 24-hour service.” When you avoid using the word “capability”—a nominalization of “capable”—you create a clearer, more concise sentence. “Our company can provide 24-hour service” means the same thing, but it is more direct and uses fewer words.

By applying such rules, you not only make your content more accessible to the entire English-speaking market of more than a billion people, you can also save money on localization costs. Translation software and human translators work much more effectively with documents that are edited to global English standards. Because global English editing improves clarity by using simpler sentence structures and the active voice, the number of words in a document frequently decreases after it is edited. And because most localization firms charge by the word, a fewer number of words can yield significant savings.

Additionally, global English standards require great consistency in the use of standard phrases. This is important, in part, because localization companies are increasingly using machine-translation software that employs translation memory tools. These tools make it possible to track terms, phrases, and sentences that have already been translated in other documents. When your content is edited for consistency, your organization will pay localization companies less because phrases that are reused are billed at a reduced rate.

Localization issues aside, the consistent use of clear language makes it easier for speakers of English as a second language to understand your content. Indeed, many users who want to practice their English or who find a translated document unclear may use the English version of the document instead.

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<sup>1</sup> David Rohde. *Do you speak American?* <http://www.pbs.org/speak/ahead/globalamerican/global>

Finally, global English editing can save you money by catching errors before they are translated. If the content that you translate is inaccurate, you not only tarnish your brand image, you also pay to translate the inaccuracies. After a mistake has been translated into several languages, the cost to fix that mistake increases dramatically.

### **The optimal solution**

If you want to incorporate global English standards into your content development process, your options are clear. On one hand, you could hire new editors who are already adept at applying global English standards. In this case, you would have to provide the necessary equipment and space for the editors to do their jobs, and you would have to offer the benefits that go along with full-time employment. Additionally, you would have to adopt a system to make sure the team maintains consistent editorial standards across the range of its assignments. This approach would require a significant investment of time and energy. With so many other aspects of your business requiring your attention, you might well regret the stress, overhead, and unanticipated pitfalls that are associated with an in-house editorial solution.

On the other hand, Entirenet has highly trained editors who are experts in editing to global English standards. When you establish a vendor relationship with Entirenet, your organization is no longer burdened with maintaining a workplace or with providing equipment and training for new staff. Additionally, your management overhead decreases because Entirenet represents a single point of contact. The management of the editorial project falls on Entirenet, freeing you to focus on the strategic aspects of your business.

Entirenet has an extensive history of quality work and a proven record, measured and maintained by exacting quality assurance metrics. For example, when Microsoft began increasing its use of machine-translation software in 2002, the company called upon Entirenet to become the first team to edit its content to global English and machine-translation standards. And with Entirenet's assistance in successfully introducing machine translation into its editorial process, Microsoft reduced its localization costs by millions of dollars in just one fiscal year.

Entirenet editors are trained to catch both editorial and technical errors while making sure that all your content is optimized for a global English audience. Our editors have an average of ten years of editing experience and an average of four years at Entirenet. Fifty percent of our editors have completed continuing-education courses or hold certificates in technical writing, technical editing, or online publishing. Thirty percent have a master's degree in a related field, and each editor undergoes a meticulous three-month training period, regardless of previous experience.

If your goals are to reach a global market, minimize your localization costs, or both, Entirenet has all the resources you'll ever need. Let us help you reach these goals for a fraction of the cost of hiring your own in-house editing team.