



LondonTranslations

Case Study



Language Services Provided for



Service: Translation & Interpretation

Background

During the critical period of the Turkish election in May, CNN, the global broadcast giant, turned to Global Voices for vital language support. Recognising the importance of accurate and immediate understanding during breaking news, we provided a translator and an interpreter to ensure real-time communication of the unfolding events. The fast-paced and highstakes environment demanded a reliable interpreter who could bridge language gaps and convey complex developments in Turkey to the English-speaking public. Our commitment to delivering quality language services became a cornerstone in CNN's ability to report on the election events accurately.

Challenge

- **Fast-paced nature of the commitment.**
- **Long shifts as things were constantly changing and updating in the election.**

Outcomes

- Our involvement in the Turkish election coverage served as a crucial link for CNN, enabling them to bridge the gap between incoming news from Turkey and the information communicated to the English-speaking public.
- In the realm of international journalism, where accurate and accessible communication is paramount, our services played a vital role in ensuring that CNN could provide comprehensive and reliable news coverage to a global audience.
- Our language services didn't merely involve translation; they extended to fostering a nuanced understanding of the political landscape.



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