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Editing and Proofreading for Translators
By Josephine Bacon .................................................. 13
Proofreading and editing are fine when you know your client well, and when the client is in direct contact with you and has confidence in your abilities. Unfortunately, in so many instances of proofreading translations, this is not the case.

Top 10 Traits of Good Translators or How to Perform Nearly Perfectly in the Unlikely Event that You are not Already Doing so (in the Eyes of an Agency Coordinator)
By Patricia Propst .................................................... 14
Practical tips about what one agency translator coordinator finds helpful in developing and maintaining smooth working relationships with translators.

Terminology Work: Tools and Processes that Make a Difference
By Uwe Muegge ......................................................... 15
Terminology work is at the core of almost any translation job. As this is a time-consuming and expensive process, it is imperative to use the most efficient tools and methods available. This article focuses on solutions for rapidly building terminology databases from legacy translations and printed resources.

Translation Research Using a Computer-Aided Think-Aloud Protocol: An Update
By Geoffrey S. Koby .................................................. 21
This article reports on progress on a research project involving translators translating on a computer while thinking aloud. A computer daemon records keystrokes, while videotape records speech and action. At present, keystroke analysis is essentially complete, while the transcription of videotape continues.

Translating for an International Journal in the Protective Coatings Industry
By Dieter Wältermann .................................................. 28
Translating and editing texts from an international clientele in the protective coatings industry demands expertise in several technical areas. In addition to a vast array of technical knowledge, any successful translator must possess the appropriate linguistic knowledge in order to be able to translate such materials to quality standards. This article features central issues related to the publication and translation process and to core terminology in the protective coatings industry, as well as to the quality of translations in this field.

The Spiritual Technology of Translation
By Dena Bugel-Shunra .................................................. 34
We choose our profession because of our fluency with words, but in our daily work, we must temper and even silence that spirit so as not to disrupt the communication intended by our clients. In the process of learning that inner silence, our work bestows upon us a discipline akin to that of a mystic: the discipline of translation. This article discusses the spiritual discipline of translators, the benefits we reap by submitting to it, and some methods we can use to focus ourselves on it.
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Chronicle Submission Guidelines
The ATA Chronicle enthusiastically encourages members to submit articles of interest to the fields of translation and interpretation.

1) Articles (see length specifications below) are due the first of the month, two months prior to the month of publication (i.e., June 1 for August issue).
2) Articles should not exceed 3,000 words. Articles containing words or phrases in non-European writing systems (e.g., Japanese, Arabic) should be submitted by mail and fax.
3) Include your fax, phone, and e-mail on the first page.
4) Include a brief abstract (three sentences maximum) emphasizing the most salient points of your article. The abstract will be included in the table of contents.
5) Include a brief biography (three sentences maximum) along with a picture (color or B/W). Please be sure to specify if you would like your photo returned.
6) In addition to a hardcopy version of the article, please submit an electronic version either on disk or through e-mail (Jeff@atanet.org).
7) Texts should be formatted for Word, Wordperfect 8.0, or Wordperfect 5.1 (DOS version).
8) All articles are subject to editing for grammar, style, punctuation, and space limitations.
9) A proof will be sent to you for review prior to publication.

Standard Length
Letters to the editor: 350 words; Opinion/Editorial: 300-600 words; Feature Articles: 750-3,000 words; Column: 400-1,000 words
Sources for Translation Theory: Fiction in Latin America
By Adriana S. Pagano 38

This article deals with theorization on translation by Latin American writers and translators. It argues for the incorporation of fictional-theoretical parameters into the study of translation processes. Drawing on the work of three contemporary Latin American writers and translators, the article discusses their insights into translation, focusing on their use of fiction and other literary genres as a medium to problematize stabilized notions frequently appearing in translation discussions (such as the concept of mother tongue and foreign language and the notion of binary equivalence between language pairs). Through a reading of Hector Bianciotti’s, Milton Hatoum’s, and Eduardo Lizalde’s autobiographical novels, short stories, and poems, the notions of desire and pleasure are introduced as a component of the translation process.

A Short Note on Contemporary Chinese Terminology
By Jessie Lu 45

Translating contemporary Chinese terminology requires creative thinking and current knowledge of the Chinese language. The development of new technology and a globalized economy has presented a great challenge to Chinese translators. This article is an attempt to open a discussion regarding how to deal with new terms and concepts in Chinese translation.

How Chinese Incorporates Foreign Words
By Jim Honeychuck 47

Chinese is one of the languages which found itself without its own native vocabulary for modern scientific and technical terms. Being a non-alphabetic language, and one with far fewer allowable sound combinations, the Chinese language faced quite a challenge. Nevertheless, Chinese techniques for incorporating foreign words are perhaps more consistent and easier to follow than those of some European languages.

Learning in the Changing World (Continued)
By Dave Chen 49

This is a supplement to the article published in the June 1997 issue. In addition to what was mentioned previously, the current article emphasizes two ways to learn and cope with the constantly changing world.

Governance and Governability: Evolving Concepts
By Alexandra Russell-Bitting 51

“Governance,” defined as how power is exercised in the management of a country’s economic and social resources for development, is a relatively new buzzword in development circles.

On Accreditation: Standards, Criteria, Evaluation
By Colette Kent 58

This is the second of a series of articles meant to “throw light” on the accreditation process. The people who have worked hard in the past years to refine accreditation testing, trying to make it a true “badge of competence,” wish to eliminate the misunderstandings that tend to obscure it. It is hoped that this article will be seen as a frame of reference any time a frustrated applicant asks “What do those people really want?”
About Our Authors...

Josephine Bacon is a member of ATA and of the Institute of Translation and Interpreting in the United Kingdom. In addition to being a translator of French and Hebrew, she is a journalist and writer. She is also a member of the New York-based Editorial Freelance Alliance, the London-based National Union of Journalists, and the Society of Freelance Editors and Proofreaders. She can be reached at bacon@langservice.com.

Dena Bugel-Shunra has been translating and interpreting professionally for over a decade. Her main activity is in the field of IT, with a sub-specialization in legal translation. Teamming up with a LANTRA-L listmate, she’s been running the U.S. side of Bugel-Shunra Translation, Writing, and Consulting since 1997. She can be reached at dena@shunra.net or http://www.shunra.net/Dena.html.

As a lecturer, writer, interpreter, and translator, Dave Chen has taught English at the university level for eight years. He has a large volume of publications both in China and the U.S., including a set of EST (English for Science and Technology) course books and The Comprehensive Chinese-English Dictionary. He studied English and telecommunications, and translates from and into Chinese in technical and non-technical fields. He can be reached at chen073@attglobal.net.

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Colette Kent’s career in translation goes back to a time more remote than she wishes to remember—she worked for a multinational company at a time when the word “multinational” had not even been invented. Throughout varied circumstances, she always found jobs as a translator: in the 1950s, when Washington was the venue of numerous international conferences; during her husband’s posts abroad (as a foreign service officer), a time when she translated magazine articles and a book; and for the last 23 years as a full-time freelance translator, whose clients range from small industrial companies, to consultants, to international foundations. A grader since 1986, she has taken on progressively more responsibilities with the accreditation program. She is presently a member of the Accreditation Committee.

Geoffrey Koby is assistant professor of German translation at Kent State University, where he coordinates and teaches in the Bachelor of Science in Translation Program, and also teaches commercial/legal translation to graduate students. His current research focuses on the translation process and practical aspects of translation. He is an ATA-accredited (German>English) translator, and also translates from Dutch-to-English, specializing in legal and commercial documents. He can be reached at gkoby@kent.edu.

Jessie Lu, Ph.D., is a Chinese translator. He currently serves as the ATA English-to-Chinese language chair, and has been an active member (Chinese<>English) since 1996. His interest in scientific and technological translations began over 10 years ago when he was a technical translator for China Central Television. He worked as a senior engineer and an experimental scientist for several U.S. government agencies before becoming a full-time freelance translator. He can be reached at jessielu@richmond.infi.net.

Born and raised in Germany’s industrial south, Uwe Muegge got most of his college-level education in the United States. He returned home with two MAs (Telecommunication, University of Oregon; German Translation, Monterey Institute of International Studies) and now operates out of Tuebingen, a picturesque town largely bypassed by industry. In 10 years of working for the translation industry, he has performed a wide range of linguistic functions. In particular, he has provided copywriting, editing, and localization services to global players in the IT industry; acted as head translator on major catalog projects; tested multilingual software; served as project manager and terminologist; supplied machine-translation services; and—his most recent venture—started his own translation consulting business, muegge.cc. He can be reached at info@muegge.cc.

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At the recent ATA Board of Directors meeting, the Board approved offering three new programs.

**Individual Member Websites.** In an effort to help both companies and individual contractors build their own Websites, ATA is contracting with Two Radical Technologies (2Rad). The program, which should be online by May, will walk members through the process of creating their own Websites. The program will start off by offering four or five templates from which to choose. In addition, the program will allow members to post their resumes online and make it possible for users to search the entire copy, rather than just key words. In turn, 2Rad will automatically post each member’s Website on nearly 200 search engines.

2Rad is the company that worked with ATA to develop the extremely successful online individual and corporate **Translation Services Directories.** More information, such as cost and availability, will be published once it is finalized.

**Market Basket Health Insurance.** In response to member feedback and the difficulties independent contractors deal with in obtaining medical insurance, ATA has agreed to work with Albert H. Wohlers & Co. to supplement the current coverage offered by Mutual of Omaha. Wohler’s proposal is called a market basket plan. The plan offers the insurance products of six companies, each varying in scope (preferred provider option, full indemnity, and medical savings accounts) and coverage (different from state to state). Almost all of the states have at least one company offering coverage, although a couple of states, such as New Jersey, are notoriously difficult about providing coverage due to state regulations. However, even in those states, Wohler representatives can offer some advice, as they have done for other associations over the years.

While insurance is regulated by the individual states, Congress is currently addressing the matter of “Association Health Plans,” which would allow associations to offer insurance to their members regardless of the state of residence. ATA will monitor the progress of this legislation. If the laws do change, ATA will follow up.

For more information on this program, please contact Albert H. Wohlers & Co. at (800) 323-2106.

**Small Business Owners Insurance Program.** Seabury & Smith, which offers ATA’s professional liability insurance, will now offer business owners insurance. This program covers small business property and casualty insurance. This is the type of coverage that any small business owner has. This insurance covers things like equipment, computers, furniture, as well as property damage and personal injury. Home-based contractors need to check their individual homeowner/renter policies to see if it excludes general business liability coverage.

Seabury will give a discount to those who purchase both professional liability and business owners insurance. Of course, you can purchase each separately at very competitive rates that are only available to ATA members. For more information, please contact Seabury & Smith at (800)368-5969.

We continue to expand the list of programs offered to ATA members (see page 4 for the current list of programs and services). These programs and services offer valuable benefits that add up to some true savings. If there is a program or service that you would like to see ATA offer, please let me know.

**Thank you again for renewing your membership.** One of the key reasons ATA is able to offer additional programs and services is through the potential volume the Association represents with over 7,000 members.

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At last month’s ATA Board meeting, it was my pleasure to recommend two members of our association for honorary membership. Honorary membership may be conferred upon individuals who have distinguished themselves in the translation or interpretation professions by a vote of two-thirds of the Board of Directors. Under our Bylaws, no more than two honorary members may be elected in any one year, and the total number of living honorary members shall not exceed 15 at any one time. I am happy to report that the Board has conferred this distinction upon Josephine Thornton and Don Cyril Gorham. Both of these new honorary members have served the ATA, their colleagues, and their profession for many years. Ms. Thornton has been much in the public eye; Mr. Gorham has made less visible, but still vitally important, contributions to our profession. As you will read, both are remarkable human beings. Herewith I give the detailed citations.

Life member and Gode Medalist Josephine Thornton has supported the American Translators Association in ways almost too numerous to count. She served as the first woman president of the ATA in 1977, a troubled time in the association’s history, and managed to overcome prevailing difficulties and move the ATA forward. She has been one of the staunchest supporters of the accreditation program for years, and has worked hard to make it successful—choosing passages, proctoring, and providing whatever volunteer support was necessary. Ms. Thornton has been a voice of wisdom on the Ethics Committee, and in recent years has served as chair of the Active Membership Review Committee. She has also been long active in local chapter affairs.

Josephine Thornton was the manager of translations at Mellon Bank for many years. In the mid-1970s, she was one of the founders of the Association of Professional Translators, a local translators organization. She was instrumental in launching a professional translation program at Carnegie Mellon University, and several years later moved along with the program to the University of Pittsburgh. For many years she has taught Pitt’s French and Spanish professional translation courses, and has expanded the curriculum and faculty to include classes in legal, medical, and technical translation. She also instituted an internship program for Pitt’s translation students, who were given the opportunity to work as translators at Mellon Bank and other local companies. Many of those internships turned into full-time jobs and careers for students enrolled in the professional translation program. Many professional translators in western Pennsylvania have benefited from her sound advice and unfailing support over the years, and will point directly to her when asked who gave them their start. When her office expanded to offer translation services outside Mellon Bank, she put into practice her consistent concern for high quality, good service, and rigorous selection of the best translators and interpreters.

In the words of former ATA President Patricia Newman, “Jo’s style is quiet and unassuming. She doesn’t seek recognition or praise and, in fact, goes out of her way to dodge it. In her teaching, mentoring, accrediting, and by her example, she has exerted an enormous positive influence on the translation profession. In short, Jo is exactly what you look for in an honorary member: a competent translator, caring mentor, excellent teacher, ethical business person, long-time supporter of ATA, and a thoroughly good person with a terrific sense of humor.”

Don Cyril Gorham has been a member of the American Translators Association since 1972, when he retired from government service. In his earlier career, he distinguished himself in his military role, rendering invaluable service to the nation. In peacetime, he served as liaison between the U.S. and the Japanese governments, as well as among agencies operating in Japan. Using his extensive knowledge of the Japanese language, gained during his years of education in Tokyo, Mr. Gorham furthered understanding and communication between two very different cultures, separated at first by war and then brought together in the task of building the new post-war future.

In his second career, begun at the age of 55, Mr. Gorham has served as a freelance language
Plans are well underway for ATA’s 41st Annual Conference, September 20-23, 2000, in Orlando, Florida. This year’s meeting is six weeks earlier than usual, which will have an effect on deadlines and travel plans.

Orlando is a sprawling city with excellent airline service from throughout the U.S. as well as from several international locations. Once again, ATA has contracted with Conventions in America to help you make travel arrangements. American Airlines and Delta Air Lines are offering five to ten percent discounts off the lowest applicable fares. Even if you don’t use Conventions in America and will be flying on American or Delta, be sure to give our file numbers to get the discount. The numbers are located with the airline phone numbers on page 60.

I have heard several members asking about what there is to do in Orlando. While the area might not be known for its rich cultural atmosphere, it is famous for Disney World, which, according to an article I saw in USA Today, was the top tourist attraction in the U.S. in 1998! Disney’s global reach was readily apparent to me recently when I came across a Website that had the Seven Dwarfs’ names translated into nine languages. (See http://home.swipnet.se/~w-10744/disneyania_e/dwarfnames.htm). Disney will be a part of the overall experience, but at the core of our Annual Conference are the seminars, workshops, and presentations. I want to thank all those who submitted a proposal to present in Orlando. We have already received over 125 proposals. (If you would still like to submit a proposal, please do so. We do have cancellations, so even though the deadline has passed, the proposal may still be accepted.)

All the presentations will be given in the headquarters hotel: The Wyndham Palace and Resort. The Wyndham, formerly the Buena Vista Palace, is a beautiful property. I toured the facilities in January with ATA President Ann Macfarlane, Executive Director Walter Bacak, and our Conferon Account Planner Rose Welch. (Conferon is a conference management firm that we contract with to assist us with our planning, contracting, and on-site management.) There is plenty of meeting space, mostly on one level, all located in one section of the hotel. The exhibit space is in a great location, and is convenient to the meeting rooms.

Following up on concerns from St. Louis, the hotel guest rooms appear to have been recently renovated and are very neat and clean. The rate is $138 single/double. This rate is good until August 27—an important early deadline to note.

The hotel, located on 27 acres, features 1,014 rooms, nine restaurants (including one pool-side—you have to plan on some outdoor relaxation when in Florida), a business center (near the meeting rooms!), a full-service spa, three lighted tennis courts, three pools, a whirlpool, a sauna, an exercise room, and more.

In the Disney hierarchy and its all-important terminology (how would you translate the term Disney uses for its designers and engineers—“imagineer”?), the Wyndham Palace is not a Disney hotel, but it is on Disney property. This means hotel guests have complimentary shuttle service to the various Disney sites and discounts on admissions. In addition, the Wyndham is across the street from Disney’s Pleasure Island, which features a variety of restaurants, music, and clubs.

I will try to give you a better idea of what to expect in Orlando in the coming months. In the meantime, mark your calendar and make your hotel and travel arrangements.

From the President-Elect

Thomas L. West III
twest@intermark-languages.com
consultant, interpreter, and translator. He has worked for many agencies of the federal government, the Embassy of Japan in Washington, D.C., American and Japanese corporations, and American legal firms. He has had the privilege of interpreting for senior U.S. and Japanese government officials, including U.S. presidents and secretaries of state and of defense, Japanese prime ministers, and members of the U.S. Congress, and the Japanese diet.

In the 1980s, Mr. Gorham played a vital role in establishing the Japanese Language Division, the first language division of our association (and one of our most active and energetic divisions). He was also dedicated to, and instrumental in creating, the accreditation examinations in Japanese/English and English/Japanese. Members of the JLD have stated that without Mr. Gorham’s participation, these important services to Japanese and English translators would not have been so effectively established. Mr. Gorham is also distinguished, however, by a self-effacing manner and the ready willingness to give credit to all those involved in joint efforts.

Terminology Conference-Workshop at Kent State University

The Kent State University Institute for Applied Linguistics, with the sponsorship of the American Translators Association, will offer a four-day conference-workshop from June 26–29. The conference will take place in the Institute’s electronic teaching lab at Satterfield Hall on the Kent State University campus. Presenters will include Sue Ellen Wright (KSU/IAL and chair, ATA Terminology Committee), Ulrike Irmler (University of Washington, Microsoft, and the Translation and Interpretation Institute, Seattle), and Carla DiFranco (University of Binghamton, SUNY).

Program topics will include, among others:

• The basic principles of terminology management
• Term formation and identification
• Data modeling and data categories for terminology management
• An introduction to practical terminology management (hands-on computer supported terminology management)
• Concept systems and subject field categories in terminology management
• Terminology issues in translation memory, machine translation, and localization
• Copyright issues
• Economic issues in terminology management
• The role of terminology management in enterprise structures

Some topics will be subject to adjustment to meet the specific needs of participants. Participants are urged to bring their own projects with them for use during practice sessions and, if desired, for consultation with the presenters.

Price:  $450
$375 for ATA members (all classes)

Housing during the conference will be available at nearby motels in the $50 to $100 per night range. Continental breakfast and break-time refreshments will be covered by the registration fee. Lunch and dinner are at the participants’ expense. (It should be noted that one can eat well and inexpensively in Kent.) Travel should ideally be routed through either Cleveland Hopkins International airport or the Akron/Canton airport. Registration is limited to 18 participants on a first-come, first-served basis. For detailed conference information and registration, check the KSU/IAL Website at http://appling.kent.edu/WhatsNew/What’sNew.htm.
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Research Models in Translation Studies
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Hosted jointly by the University of Manchester Institute of Science and Technology and the University College of London, the conference seeks to foster critical awareness of current research methods in all areas of translation and interpreting, and to evaluate the significance of both traditional and new theoretical models for practical research. For more information, please contact: Departmental Events Secretary, Department of Language Engineering, UMIST, P.O. Box 88, Manchester, M60 1QD, United Kingdom. The conference organizers can be reached via e-mail at: Mona Baker, mona@ccl.umist.ac.uk; Theo Hermans, t.hermans@ucl.ac.uk; and Maeve Olohan, maeve@ccl.umist.ac.uk.

The Society for Technical Communication
47th Annual Conference
May 21-24, 2000
Orlando, Florida

The Society for Technical Communication will hold its 47th Annual Conference in Orlando, Florida, May 21-24, 2000. The conference will feature more than 250 technical sessions covering technical writing, editing, management, Web design, multimedia, and other subjects of interest to technical communicators. Information on the conference is available on the STC office Website at http://www.stc-va.org. A copy of the conference Preliminary Program, including a registration form, can be obtained by calling (703) 522-4114 ext. 200.

Multimedia 2000—Translation and Multimedia:
From the Monitor to the Big Screen
June 6-8, 2000
Capomulini (Sicily, Italy)

The keynote speakers will be Yves Gambier, Daniel Gouadec, and Ida Mori.

During the first morning session, Gambier, who has been conducting research in translation for the screen at the international level since 1990 and is head of the Center for Translators and Interpreters at the University of Turku in Finland, will discuss the skills needed in multimedia translation. In the second session, Gouadec (University of Rennes), who is director of the Research Center on Linguistic, Multimedia, and Documentary Engineering and has a research interest in the application of information technology to translation, will examine the implications of multimedia translation for training. In the third session, Mori, translation manager for Berlitz Dublin, will discuss localization. Four roundtable discussions have also been planned for the afternoon sessions.

For more information, please e-mail multimedia.congress@uni.net or visit www.mix.it/aiti.

Rennes 2000 International Symposium on Specialist Translation Teaching/Training Methods and Practices, Professional Practice
Université de Rennes 2
September 22-23, 2000
Rennes, France

Open to members of professional associations, students, translator trainers, employers. The event is designed: to provide an overview of the best professional practices; to identify proposals, initiatives, and models for specialist translator training along truly professional lines; to discuss the aims and the implementation of courses designed to train specialist translators and translation managers—specialization being understood to imply domain, product type (software localization), technical constraints (subtitling), or the type of translation tools (computer-assisted translation and automatic translation software); and to describe course content requirements in light of identifiable and model-based professional practices.

Submissions for workshops or papers should be half a typescript page in length. Please enclose a short C.V./resume of the author (half a page), along with the author’s e-mail address or Website. Submissions should be forwarded to the organizing committee no later than June 20, 2000. Please send them to: D. Gouadec, 6 avenue Gaston Berger, F35043 Rennes Cedex, (tel/fax: +33 02 99 33 13 37). All persons submitting papers or registering for the Symposium will automatically be added to an e-mail list and kept updated with the latest developments.

For more information, including registration, please contact Nathalie Collin at Nathalie.Collin@uhb.fr; Tel: +33 02 99 14 16 06; Fax: +33 02 99 14 16 06. Please also visit http://www.uhb.fr/langues/craie.

Critical Link 3: Interpreters in the Community
May 22-26, 2001
Montreal, Canada

Critical Link 3: Interpreters in the Community will be held in Montreal, Canada from May 22-26, 2001. The specific theme for this conference is "Interpreting in the Community: The Complexity of the Profession." As in the previous two Critical Link conferences, participants will come from the five continents to discuss interpretation in the community (health services, social services, courts, schools). The event will provide interpreters, users of interpreter services, administrators, and researchers with an opportunity to share experiences, explore the complexity of the community interpreter profession, and learn about successful strategies and models in this rapidly evolving field. The call for papers and further information can be found at: http://www.rss06.gouv.qc.ca/english/colloque/index2.html.

visit ata's website at www.atanet.org
Accreditation
- Exam sittings were held in San Diego, California; West Palm Beach, Florida; St. Louis, Missouri; and San Antonio, Texas.

Board
- The Board of Directors announced its decision to re-institute holding accreditation exam sittings outside the United States. The Board decision and a summary of the survey are posted on the ATA Website: www.atanet.org.

Conference
- Advertising space is available in ATA’s Annual Conference Preliminary and Final Programs. The conference will take place September 20-23 in Orlando, Florida. (If you would like more information, please contact ATA Headquarters.)
- Started marketing exhibit space. (If you would like more information, please contact ATA Headquarters.)

How to Create a Dictation
I have been a “dictator” for over 20 years, so it was with great interest that I read the article from Paul R. Sadur (January, 2000) regarding transcription.

Dictation is truly a marvelous tool for the translator, but there are some precautions. The foremost is that careful editing is mandatory to eliminate the mistakes made by typists as Paul described, and to correct weak translations that could result from having to think fast.

A college-educated typist is desirable, but I still spell many technical words and define all punctuation. A good typist who knows how to form tables and columns is a blessing.

I would like to share my experience regarding equipment. In 1978, I started out with cassettes and a hand-held dictation machine. I dictated in motels while we were waiting for escrow to close on our first home. I was still using a typewriter. I had to drive to my typist’s house to drop off the tapes (usually in the wee hours), and pick up the completed work. Then I had to proofread it, type the corrections onto Avery tape, and attach it to the final copy, or use white-out (wait for it to dry) and type over. At one time, I employed three typists and was dictating, driving, and editing without typing much myself. In the 1980s, I grossed nearly the income for that time. Transcription was also convenient because I was raising three children, and could dictate about 3,000 words in the early morning before they woke up.

Now we have computers and modems. My one typist has a Lanier message machine in her home. It has four mini-cassettes that respond to the phone. She has the machine on a timer for the early morning so that her telephone is not tied up during the day. I call her and make two to four half-hour tapes. Like Wonderbread that bakes while you sleep, when she wakes up, there is work! The machine operates from my touch-tone telephone. By pressing the buttons 1, 2, 3, 4, etc., I can back up, record, switch to the next tape, listen, and so on. There is no more driving to drop off tapes, and, with a modem, I don’t have to pick up work.

There are some pitfalls to watch out for when dictating. Especially when using a Lanier phone machine, there is the danger of wanting to keep the flow going and not stopping the machine to look up words or backing up and changing the sentence. I translate from Russian, and the sentences can be very

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First of all, I have to confess that whenever a translation company offers me an editing or proofreading job, my first instinct is to say no. Proofreading and editing are fine when you know your client well, and when the client is in direct contact with you and has confidence in your abilities. Unfortunately, in so many instances of proofreading translations, this is not the case.

In editing someone else’s translations, there are two iron rules to be observed: a) be sure you know what you are doing, and b) never change anything that does not need changing.

Only the most experienced translators who are very sure of their ground and know their languages thoroughly should undertake proofreading or editing. If you feel you are insufficiently qualified or unfamiliar with the subject matter, do not attempt to proofread it. It is the ultimate translation sin to fail to notice a glaring error, particularly a mistranslation, or to change something that was perfectly correct to begin with into something that is wrong. It is also pretty important to know how to spell! This may sound like a cliché, but it is amazing how many proofreaders need spelling lessons. I recently translated a guidebook which was then heavily edited by someone who changed “valleys” to “vallies” and “tractor” to “tracter”!

By changing something that does not need changing you are merely creating more work for yourself and making a lot of enemies. In the case of literary work, the “voice” of the author needs to come through in the text, and the editor needs to know the original language well enough to be able to distinguish between stock phrases and inventive metaphors. The person who edited the guidebook I translated decided to rewrite it for the British market at my expense, in other words, making me insert her handwritten changes into a complex DTP layout. Such changes are known in publishing as “authors’ corrections”—those changes, corrections, or additions made by the author or publisher that do not match the original text.

Authors’ corrections are another minefield because even if you get to stipulate in a contract that authors’ corrections will be charged separately, there may be disagreements over what constitutes an author’s correction. In the case in point, I had been mercilessly beaten down over the price of the translation and no allowance was made for complete rewrites of the text, so I ended up seriously out of pocket. Don’t make my mistake!

So many editors are tempted to change what does not need to be changed. For example, in a recent translation I wrote that two things were “the same.” The editor changed this to “identical” for no good reason. Unfortunately, in some people there is no instinct stronger (even more so than the urge to find food or mate) than the urge to change someone else’s copy!

Translators are even more vulnerable to criticism than proofreaders and editors in the publishing and typesetting industries. All too often, translators are working for translation agencies or other intermediaries, and have no direct contact with the end-client. The end-client’s criticism of the proofreading or editing may be completely “political” and have nothing to do with the actual correctness of the text, or even with whether it reads well. This happens frequently in the case of press releases, where a client in a foreign country may not approve of the angle chosen or the facts presented,

...Only the most experienced translators who are very sure of their ground and know their languages thoroughly should undertake proofreading or editing...

and cannot distinguish between a poor translation and a poor original, or may have some private vendetta against the person who generated the original.

In the case of translation agencies, some have a psychological barrier against criticism of their translator’s work. What they are looking for is to have you say that the job done by the translator they chose is brilliant and needs no correcting whatsoever. Unless your criticisms are minor, they may well reject them and decide that they do not believe you.

A colleague of mine from mainland China was sent some menus to check by a large translation company that claims to specialize in this field. The menus were supposed to be for an airline’s Beijing service, but had been translated into Hong Kong Chinese, which contains a lot of Britishisms. The word for “sauce” was particularly inappropriate. My colleague pointed this out to the agency, who scoffed at his remarks and stood by what their translator had written. They were
Top 10 Traits of Good Translators
or How to Perform Nearly Perfectly in the Unlikely Event that You are not Already Doing so (in the Eyes of an Agency Coordinator)

By Patricia Propst

1. Format your resume so that pertinent points can be easily noticed.
   Your native language, language pairs, and years of experience as a translator ought to be immediately visible to any reader flipping through a stack of resumes. List your subject matter specializations or representative types of projects.

2. Have your fax on at all times.
   Maybe not literally, although that certainly is appropriate. The point is to be accessible. If you are not immediately available by phone during business hours, then you should be checking your fax, e-mail, and/or voice messages frequently throughout the day. Many times it is not possible to wait even a couple of hours to hear from a translator about availability for a specific job.

3. Keep up with the industry.
   Be the expert on linguistics, resources in content areas, and the tools of the trade (software). Know where to look for answers. Let the industry change around you only if that is the result of your business decision to more narrowly define your niche in the market!

4. Say “no” when necessary.
   Decline a project if you are truly reluctant to do it. If you can’t handle a project for whatever reason, say so (and give the reason—that helps your client learn more about what you do best). There nearly always is another workable solution for the party trying to talk you into accepting a job.

5. Say “yes” to a nuisance job every now and then.
   On the other hand (referring back to number 4), go ahead and say “yes” every now and then when your reluctance to accept a project is because it’s one of those jobs that’s of the unpleasant-but-someone’s-got-to-do-it variety. The client to whom you occasionally say “yes” to will not want to totally alienate you by sending you only nuisance jobs.

6. Give advance notice of looming disaster.
   Disasters nearly always seem to be related to delivery schedules. If you know you will have to miss a due date for any reason, it’s better to warn your client sooner rather than later. It’s helpful if you can provide a reason for the disaster that will be useful in explaining the delay.

7. Miss only one deadline per job.
   Sometimes a project seems fated to suffer unavoidable setbacks from the moment it first crosses someone’s mind. There probably isn’t anything you can do to stop the cycle of madness on such a project. Even so, credibility (your client’s and your own) deteriorates rapidly if Plan B has to be followed by Plan C, or worse. Do everything you can to prevent having to arrange more than one extension.

8. Turn in jobs early!
   If you happen to complete a project early, go ahead and deliver it. Your client learns more about how quickly you can work (and also knows that you might be available for more work).

9. Express your preferences.
   Help your client get to know what suits you best by offering information about your preferences—what you enjoy most; what dictionaries you have; how you prefer to receive work, get messages, etc.; if you’d rather volunteer for a root canal than translate a certain subject; if you always or never work on weekends; if you routinely work through the night, so please don’t call before noon…anything! You’ll have a better chance of getting more of what you want in a manner you prefer.

10. Teach your client.
   If you find yourself mentally listing all the things you wish your client knew, go ahead and offer some education. Translator coordinators particularly welcome your expertise on matters that will help them fine-tune their skills in providing accu-

Continued on p. 64
Technical texts, i.e., technical literature proper (data sheets, user documentation, scientific publications, etc.), as well as the whole range of medical and legal texts, have one feature in common: Their authors make generous use of: a) words not in common usage, e.g., dongle (a computer hardware device that prevents unauthorized use of protected software); and/or b) words that are in common usage but have a slightly, or even totally, different meaning in the special language, e.g., bug (in the general sense, this means a small insect, but in the computer software field, this is a small defect in the code of a program). Therefore, translators require access to domain-specific terminology data if they are to accurately transfer the meaning of technical texts from one language to another.

Unfortunately, terminology often varies within a given industry, for example, Sun Microsystems uses other terms than Microsoft for identical software features. Nor is it uncommon, even inside a single organization, for different terms to be used across divisions/product lines. To make things worse, new terms are coined and existing ones given new meanings in lock step with evolving science, technology, and law.

Terminology Standardization

Yes, efforts are being made to standardize terminology. However, when I recently searched the Website of the International Organization for Standardization (http://www.iso.ch), the query “multilingual terminology” elicited a total of 63 hits. Considering the fact that many of these standards deal with terminology for terminology (e.g., ISO 704, ISO 860, ISO 1087, ISO 1951, ISO 10241, etc.), and that some sectors are covered by more than one standard...

Illustration 1: Translation memory system with automatic dictionary look-up

...Analyze texts for unknown terminology as early as possible...

Continued on p. 16
standard (e.g., there are six for the petroleum industry alone), the somewhat sorry status quo is that standardized, multilingual terminologies are available for only a few dozen fields and span even fewer languages.

Conventional Resources for Terminology Work

In the absence of standardized, comprehensive, up-to-date terminologies for most fields and languages, the overwhelming majority of translators find it necessary to draw their terminological data from a wide variety of sources, for example:

- Glossaries supplied by the client or agency (the best-case scenario)
- Mono and bilingual dictionaries (printed and CD-ROM)
- Searchable public terminology databases (e.g., EURODICAUTOM, http://eurodic.ip.lu)
- Commercial terminology services (e.g., TermWright, http://www.termwright.com)
- Parallel literature (printed and Web documents)

In more than 10 years of industry experience, I have not once received a sizeable translation job with a complete list of all the special terms used therein. In fact, I have yet to meet the translation professional who receives complete glossaries with each and every translation assignment he or she is commissioned with.

It is safe to say that most technical translation assignments involve some kind of terminology work. Accordingly, you are probably only too familiar with the following problem.

The Quality/Cost/Time Dilemma

Most translation assignments are awarded on the basis of two limiting factors: cost (e.g., number of words times rate per word) and time (e.g., number of days until delivery). If the text you are translating features a lot of unknown terminology (terms neither supplied by your client nor listed in your own terminology management system), you will have to put considerable effort into terminology work (contact client/experts, do research, build a terminology database, etc.).

Terminology work is always time-consuming: In the worst-case scenario, resolving terminology issues can consume more time than doing the actual translation. So if a translation project involves above-average amounts of terminology work to produce a quality product, the translation process will take longer than your average job with the same word count, the result being that your hourly earnings are lower than those from a “standard” job.

Three Golden Rules

Here is what I suggest in order to avoid situations where the amount of terminology work involved in a translation assignment jeopardizes your ability to finish the job on time and on budget—without exploiting yourself in the process:

1. Analyze the texts to be translated for unknown terminology as early in the translation process as possible—ideally before you make a time-cost commitment, and certainly before you begin translating.

2. Adopt a carrot-and-stick approach to your clients on this issue, i.e., reward their support and, if possible, charge a fee for performing terminology services.

3. Use the most efficient tools/processes and tap the most reliable resources when performing terminology work.

The Case for Translation Memory Systems

To secure terminological consistency within and across documents, translators must use a terminology management system. To secure consistency plus efficiency, translators must use a translation memory system (TMS) equipped with an integrated terminology management system.

High-end translation memory systems, such as Translator’s Workbench (http://www.trados.com/products/workbench), not only enable the reuse of translations, but also offer an automatic dictionary look-up function in addition to other great time-savers, such as automatic conversion and substitution of dates, numbers, and measurements, and bilingual concordance (a feature described in greater detail later in this article).

The automatic dictionary look-up function does exactly what the name implies: It automatically shows transfers for all terms in a given segment that are listed in the selected dictionary, and lets you insert these transfers with a click of the mouse.
Using a stand-alone terminology management system, translators have to actively look up every term that might be in their dictionary, meaning that they have to press a key or two for each and every suspected term. And because this is a tiring task, it is very tempting not to look up terms the translator already has a standard transfer for. For instance, Diskettenlaufwerk for diskette drive would normally be a perfectly acceptable German transfer, but if the client has specified Floppylaufwerk in their glossary, translators using any other solution than this one are committing a serious translation error.

For maximum efficiency, by the time you start the actual translation, your dictionary must include every term used in a given text (see Illustration 1, page 15). You don’t have to be a rocket engineer to figure out that it is quicker to research all unknown terms from A to Z prior to translation and then translate without interruption, rather than to work in a stop-and-go mode (translate, research terminology, translate, research terminology, ad nauseam).

The need to have a complete dictionary before the actual translation work begins is particularly pressing when a project is split up among a team of translators. Teams without instant access to a complete master dictionary are condemned to even lower productivity levels—by the additional management effort required to communicate newly established terminology to other team members, to settle differences in opinion, and to correct invalid transfers that may have been used in the meantime.

The bottom line is therefore: The use of a TMS makes a lot of sense even in environments where there is little to no reuse of previous translations, the reason being that automatic dictionary look-up alone makes for a much more efficient translation process and ensures terminological consistency.

Research Translation Memories with a Concordance Tool

Fortunately, ever more translators are using a TMS. Even so, there is little evidence that building and/or maintaining a structured terminology database is part and parcel of every translation job. But if and when the call to build a project-, company-, or domain-specific terminology comes, large translation memories built by capable translators come in extremely handy. The terminology is all there, you just need to retrieve and sort it.

Many terminology management systems offer a concordance tool that can be used for this purpose. You

Illustration 2: Concordance search in multiple translation memories using Personal Translator

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simply enter a term or sentence fragment and the system shows you all the segments in your translation memory containing your search item(s) or similar ones.

Unfortunately, with many leading TMS systems, including the Trados Workbench, concordance searches are limited by the fact that only one active and one look-up translation memory can be searched, and that translation memories need to be “inverted" in order to search segments in the target language.

So what do you do when you wish to research, say four different translation memories? For instance, when preparing a terminology database for a software product, you might use the translation memories of the string tables (lists of system messages), the help system, and the marketing material of the previous release in conjunction with the Microsoft Glossary turned into a translation memory for this purpose.

The tool I personally use for complex terminology projects is the "Search Archive" feature of Linguatec’s Personal Translator 2000 Office Plus (http://www.linguatec.de/topics/mt2000.en.shtml). With this concordance tool you can:

• Search up to 10 different translation memories simultaneously in a user-defined sequence;
• Enter up to four different search criteria, such as the beginning of a word, individual words, a string of words, or a combination thereof; and
• Search translated sentences without first inverting translation memories.

Best of all, you can use this tool from within Microsoft Word, i.e., in combination with, or instead of, Trados’ concordance function. You select an unknown term, press a shortcut key, identify the required term in the target segment, copy all relevant information to your terminology database, and add whatever linguistic attributes your input model requires. Terminology research can’t get much easier than that.

Illustration 2 shows the results for a comprehensive search of translation memories built from string tables. Since in this project each translation memory covered a different product, individual translation memories were marked with user-defined attributes identifying the respective product (e.g., MRP Module).

At the time of writing, the Personal Translator 2000 only supports translation memories/archives in its proprietary format (i.e., users will have to write their own macros for converting third-party translation memories). For this reason, the powerful features Personal Translator offers are currently reserved for expert users. But if you don’t need to access more than a maximum of two translation memories at a time and don’t require sophisticated search functions to build your terminology database, the built-in capabilities of standard translation memory systems should work just fine for you.

Research Document Pairs with a Document Management System

So extracting terminology information from translation memories is easy—as long as the terms you are after have actually been used in the legacy translations your translation memories cover. But what if there are no translation memories available, only lots of source documents and their translations? Is turning them into a translation memory with an alignment tool like Trados’ WinAlign (http://www.trados.com/products/winalign.htm) really worth the effort?

Sentence alignment is certainly an option. The translation memory shown in Illustration 2, for example, was created specifically for the purpose of terminology research. In fact, aligning string tables is a piece of cake, since a numbered line in the source string table corresponds precisely to a numbered line in the target string table. Aligning this type of document doesn’t even require a sophisticated alignment tool—you can simply turn the two data sets into a two-column table and then convert it into your preferred translation memory format using a simple search-and-replace macro.

By the way, in this particular job, my low-tech alignment setup worked better than Trados’ WinAlign and IBM’s ITM, both of which kept crashing while crunching the 12,000 text lines each of these files contain.

So feed your files into an alignment tool and see how successful it is at automatic alignment. If there is not a lot of manual editing left to do, fine—go ahead and turn your file pairs into translation memories (which you then process as described in the preceding section). However, if aligning your
files promises to be time-consuming, just process your files in a document management system (DMS) instead.

A DMS, like PageKeeper Pro from Caere (http://www.caere.com/products/pagekeeper), allows you to index files of almost any type (e.g., printed documents, Web pages, word processor documents, etc.) and then use powerful search functions like Boolean operators, proximity searches, and fuzzy searches to quickly locate individual words, sentence fragments, etc., in and across documents.

The process is quite simple. In PageKeeper Pro, you add your source document to the DMS either by navigating to a file that’s already on your hard drive or by importing a document that isn’t. Again, this type of system handles printed documents (which you scan in and process with the built-in optical character recognition [OCR] facility) as well as all popular electronic file formats, including Web pages. Next, you add your target document or documents (if you have multiple documents, each can be in a different target language). Finally you link, or “clip,” the source and target documents together. You can clip together documents regardless of their document type. For example, a Microsoft Word document can be clipped together with a scan of a printed brochure and a Web page.

It is important, however, that clipping is done in such a way as to maintain a high degree of parallelism between source and target documents. If you are dealing with a product catalog, for instance, in which each product group represents a chapter, and some product groups are not covered in the translated documents (perhaps because they are only offered on the domestic market), it is advisable to break up the catalog into chapters and clip together corresponding source and target chapters.

Now you are ready to search for terminology. Enter your term or phrase in the source language, click on the “Find” button, and you will almost instantly see a list of all documents containing the search term. When you open a document in the result list, the system takes you to the first occurrence of the queried term (which will be highlighted in the document). Now you simply open the linked target document and go to the corresponding position in that document to find the transfer you are looking for.

For example, if the source term was found in the first sentence of the first paragraph of page 16, you would go to page 16 in the target document and examine the first sentence of the first paragraph. Depending on the degree of parallelism between your source and the target document, the transfer in the target language will be found either in that first sentence, or further down on page 16 (if the translation is longer than the original and the layout wasn’t adjusted), or at the bottom of page 15 (if the target text is shorter than the original). Then you transfer the result of your query from the DMS to your terminology database using the copy-and-paste function.

Researching terminology in document pairs with a DMS such as Caere’s PageKeeper Pro is almost as easy as searching translation memories with a concordance tool. You may just have to look a little longer for a transfer in the target language, as DMS systems link texts not at the sentence/segment level, but at the document level instead.

But then again, a DMS allows you to link one source document to any number of target documents. This means that researching terminology in more than one target language can be done in one go, whereas in a TMS you will have to open and search different translation memories for each language combination.

The bottom line is that a DMS is a great tool when it comes to performing terminology research on large pools of data such as legacy client information.

Illustration 3: C-Pen offline scanner from C Technologies.

Photo © C Technologies

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and parallel literature—without having to first go through the painful process of sentence-by-sentence alignment.

Acquire Data from Printed Sources with an Offline Scanner

But what do you do if worst comes to worst—i.e., your client doesn’t provide any useful material for terminology research; you don’t have any relevant reference material; there is nothing on the Web; your subject-matter expert friend is on vacation; and the urgent requests for help you posted in every relevant newsgroup and forum yield exactly zilch?

Before throwing in the towel, check the catalogs of the libraries in your area first. If something turns up that might help, grab your list of unknown terms, your offline scanner, and hit the road.

An offline scanner, like the C-Pen from C Technologies (http://www.cpen.com), is basically a digital camera with built-in OCR functionality, which makes it an excellent input device for translators/terminologists who need to turn printed text into electronic data away from their office. Offline scanners are small enough to fit into your shirt pocket, can store hundreds to thousands of pages of text (depending on the model), and require only two AAA-size batteries for weeks of service.

Terminology research involving printed documents at public libraries or other such offsite locations cannot be quite as efficient as the strategies described above involving electronic documents, because the search process proper must still be carried out by the translators/terminologists themselves. It is only at the data acquisition stage that technology can kick in.

And here is how. Once you have found the right transfer in a printed reference work, you just whip out your offline scanner and scan in any useful information, e.g., term, definition, sample sentence, and so forth. At reading speeds of up to six inches per second, offline scanning easily outperforms manual text input with a keyboard. Best of all, you will still be moving your scanner gracefully from line to line long after the laptop-lugging competition feels the need to rest wrists or recharge batteries.

And that is only the half of it. If done properly, you can build a complete terminology database right in your offline scanner, so that the data you bring back to the office can be imported to your terminology management system without further user intervention.

For this to work, your information needs to be scanned in the right sequence as discrete units of information, employing the delimiters used in your specific terminology database definition. This is actually simpler than it sounds. See Illustration 4 above for an example of an entry for import into a Trados MultiTerm terminology database.

There are seven delimiters in the sample (**, <German>, <English>, <POS>, <Definition>, <Example>, <Source>), each of which must be scanned in before the corresponding unit of information. These delimiters can be printed either in your list of unknown terms or in the footer of your printout if you are bringing your source document along. That’s all there is to it.

Using an offline scanner rather than a laptop/palmtop computer or handwritten notes to acquire terminology information from printed sources away from your office is not only faster than these other methods. If used in combination with a smart input model, it also eliminates the need for subsequent manual data input, post-editing, and data conversion. That’s efficiency for you!

Conclusion

Terminology work is of immense practical value. If done at the right time (i.e., prior to translation) and with the right tools, it will not only improve the quality of your translation product, but greatly accelerate the translation process as a whole. And if my experience is anything to go by, once you work in a translation memory environment—which automatically supplies transfers for every term in every sentence of your source text—you won’t ever want to go back. Not to mention your clients, who’ll pick up soon enough on the enhanced terminological consistency/quality and faster turnaround that these tools and processes enable.
Translation process research has been expanded in recent years by using Think-Aloud Protocols. The Think-Aloud method involves translators translating, usually alone in a room, while verbalizing as thoroughly as possible their conscious thoughts on translation choices, strategies, problems, and so forth. These verbalizations are then captured on tape (audiotape, sometimes videotape), and analyzed from a variety of perspectives. Areas of interest include determining the translation unit and the translator’s focus of attention, as well as examining the written text for differences between verbalized translation solutions and those recorded in the target text. Translation solutions recorded in the target text may include crossed out words and phrases, because this kind of research has usually been carried out on subjects who are using pencil and paper to translate. (For an excellent overview through the early 1990s, see Krings’ *Repairing Texts*, forthcoming from Kent State University Press in the fall of 2000).

The methodology in this field is relatively new, and experimentation is still going on to determine the most effective way to conduct research. This article is a work-in-progress report on a particular approach in this field. In my opinion, a fundamental difference exists between the method of translating with paper and pencil and the way most translators work in the real world, that is, using a word processor. In the spring of 1995, I proposed developing a modification of the research method that would address this difference by developing a computer daemon (a program running in the background that the translator is unaware of) to track the keystrokes as typed by the translator. At the same time, the videotape would record the translator’s focus of attention, keyboard and mouse use, and consultation of reference works. This research proposal received funding from Kent State’s Office of Research and Graduate Studies, and a keystroke tracking program was developed as a macro running under WordPerfect for DOS.

The program was then tested using a variety of research participants at Kent State University before being used “in the field” at the ATA Annual Conference in Nashville in the fall of 1995. Three professional German>English translators volunteered to translate a short text, verbalize, and be videotaped. Time was limited to approximately one hour. This addressed another issue in previous research: the fact that most studies did not use professional translators, but rather advanced students of translation, who were sometimes called “semi-professional” translators. The data gathered from this fieldwork exists in the form of videotapes and several word-processing files generated by the computer daemon.

Two German source texts were used in the experiment (see Appendix 1, page 26). The first one, which I refer to as Berlin Monument (244 words), describes the controversy surrounding the architectural competition for the new German Chancellory in Berlin. This text was very challenging due to the large number of cultural references involved, and was used at Kent State University in the pilot test of the program. Some of this data was then used at my session in Nashville in order to encourage volunteers, who then obviously could not translate the text. The second text, referred to as *ICE Train* (139 words), describes the journey of the German high-speed train to the U.S. for testing. This is a general-level text with some cultural references, but was expected to be suitable for any translator to translate without specialist knowl-

...In my opinion, a fundamental difference exists between the method of translating with paper and pencil and the way most translators work in the real world...
Keystroke Analysis

While each translator worked on the computer, the daemon worked in the background and recorded all of their keystrokes. Each keystroke is either a character that appears on the screen, or a control key. Each control key is assigned a symbol, such as ⇐ (backspace), ⇨ (character left), ⇨ (character right), CR (carriage return), and so on. This allows tracking of text that does not end up in the final version, i.e., text that is proposed as a translation solution and then rejected at a later time and deleted. Samples of text produced in its final form and the data, as recorded by the daemon, is shown in Appendix 2 on page 26.

This research has many purposes. If we focus only on the keystroke data, which has been largely analyzed to date, it may be useful in the following ways: improving productivity by changing inefficient typing habits; showing a translator’s approach; providing information on rejected translation choices—all of which can be used in translation teaching. It can also allow us to analyze choices and errors made by translators. In translation research, a small pilot project such as this one can lead to the generation of hypotheses about different translation methodologies and strategies that can then be tested on a larger population.

Continuing on with keystroke data, it was subjected to an analysis of pause length and distribution. A pause was defined for the keystroke data as any time lasting more than one second during which no key was pressed. Pause time is summarized in Figure 1 on page 23.

There is a clear difference here between the student and the German professors on the one hand, and the translators and translation professors on the other. On average, less time is spent in pauses and more time in the production of text. The median pause length (represented by diamonds in Figure 1) also tends to be lower for the professionals.

The number of pauses relative to the number of words produced is also an interesting measurement, as shown in Figure 2 on page 23. It is not surprising that the number of pauses should exceed the number of words produced, since the translators first produced the text, then read what they had produced, and edited it. Nevertheless, it is clear that more efficient the translator, the fewer pauses will occur relative to the number of words produced. More importantly, translators need to realize that their efficiency will suffer if they spend too much time not typing, that is, in long pauses to look up words and think about translation solutions. This activity is important, but judgement must be used as to when to give up the search for a “better” equivalent and go with an “acceptable” one. The effects of this judgement can be seen in a sample slide (Figure 3 on page 23) showing the percentage of pauses longer than 15 seconds.

Here, it is apparent that the professionals have learned to limit their pauses to a shorter period of time, which will increase their efficiency. This effect is somewhat skewed, however, because the translators were thinking aloud while they worked.

<table>
<thead>
<tr>
<th>Participant</th>
<th>Text</th>
<th>Target Text Word Count</th>
<th>Source Text Word Count</th>
<th>Expansion Factor</th>
<th>Time</th>
<th>Finished Translation?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student 1</td>
<td>Monument</td>
<td>150</td>
<td>105</td>
<td>43%</td>
<td>56:15</td>
<td>NO</td>
</tr>
<tr>
<td>German Prof. 1</td>
<td>Monument</td>
<td>244</td>
<td>208</td>
<td>17%</td>
<td>59:14</td>
<td>NO</td>
</tr>
<tr>
<td>German Prof. 2</td>
<td>Monument</td>
<td>262</td>
<td>244</td>
<td>7%</td>
<td>1:14:05</td>
<td>YES</td>
</tr>
<tr>
<td>Translation Prof. 1</td>
<td>Monument</td>
<td>229</td>
<td>208</td>
<td>10%</td>
<td>33:28</td>
<td>NO</td>
</tr>
<tr>
<td>Translation Prof. 2</td>
<td>ICE Train</td>
<td>166</td>
<td>139</td>
<td>19%</td>
<td>29:22</td>
<td>YES</td>
</tr>
<tr>
<td>Professional Translator 1</td>
<td>ICE Train</td>
<td>159</td>
<td>139</td>
<td>14%</td>
<td>41:51</td>
<td>YES</td>
</tr>
<tr>
<td>Professional Translator 2</td>
<td>ICE Train</td>
<td>144</td>
<td>139</td>
<td>4%</td>
<td>18:15</td>
<td>YES</td>
</tr>
<tr>
<td>Professional Translator 3</td>
<td>ICE Train</td>
<td>177</td>
<td>139</td>
<td>27%</td>
<td>26:45</td>
<td>YES</td>
</tr>
</tbody>
</table>
Translation Research Using a Computer-Aided Think-Aloud Protocol

Table 2

<table>
<thead>
<tr>
<th>Total Time</th>
<th>Thinking Aloud from Videotape</th>
<th>Running Video Time</th>
<th>Keystrokes from Computer</th>
<th>Running Computer Seconds</th>
<th>Time from Computer</th>
</tr>
</thead>
<tbody>
<tr>
<td>0:06:23</td>
<td></td>
<td>31:23</td>
<td></td>
<td>28:23</td>
<td></td>
</tr>
<tr>
<td>0:06:24</td>
<td>The high speed</td>
<td>31:24</td>
<td>high-speed</td>
<td>28:24</td>
<td>28:24.17</td>
</tr>
<tr>
<td>0:06:25</td>
<td></td>
<td>31:25</td>
<td>train</td>
<td>28:25</td>
<td>28:25.43</td>
</tr>
<tr>
<td>0:06:26</td>
<td></td>
<td>31:26</td>
<td></td>
<td>28:26</td>
<td></td>
</tr>
<tr>
<td>0:06:27</td>
<td>train</td>
<td>31:27</td>
<td></td>
<td>28:27</td>
<td></td>
</tr>
<tr>
<td>0:06:29</td>
<td>ICE</td>
<td>31:29</td>
<td>will</td>
<td>28:29</td>
<td>28:29.66</td>
</tr>
<tr>
<td>0:06:30</td>
<td></td>
<td>31:30</td>
<td></td>
<td>28:30</td>
<td></td>
</tr>
<tr>
<td>0:06:31</td>
<td>will be</td>
<td>31:31</td>
<td>be</td>
<td>28:31</td>
<td>28:31.14</td>
</tr>
<tr>
<td>0:06:32</td>
<td></td>
<td>31:32</td>
<td></td>
<td>28:32</td>
<td></td>
</tr>
<tr>
<td>0:06:33</td>
<td></td>
<td>31:33</td>
<td></td>
<td>28:33</td>
<td></td>
</tr>
<tr>
<td>0:06:34</td>
<td></td>
<td>31:34</td>
<td></td>
<td>28:34</td>
<td></td>
</tr>
<tr>
<td>0:06:35</td>
<td></td>
<td>31:35</td>
<td></td>
<td>28:35</td>
<td></td>
</tr>
<tr>
<td>0:06:36</td>
<td>deployed</td>
<td>31:36</td>
<td></td>
<td>28:36</td>
<td></td>
</tr>
<tr>
<td>0:06:37</td>
<td></td>
<td>31:37</td>
<td>deployed</td>
<td>28:37</td>
<td>28:37.68</td>
</tr>
<tr>
<td>0:06:38</td>
<td></td>
<td>31:38</td>
<td>in</td>
<td>28:38</td>
<td>28:38.83</td>
</tr>
<tr>
<td>0:06:39</td>
<td></td>
<td>31:39</td>
<td>the</td>
<td>28:39</td>
<td>28:39.44</td>
</tr>
<tr>
<td>0:06:40</td>
<td></td>
<td>31:40</td>
<td></td>
<td>28:40</td>
<td></td>
</tr>
<tr>
<td>0:06:41</td>
<td></td>
<td>31:41</td>
<td></td>
<td>28:41</td>
<td></td>
</tr>
<tr>
<td>0:06:42</td>
<td>in the United States.</td>
<td>31:42</td>
<td></td>
<td>28:42</td>
<td></td>
</tr>
<tr>
<td>0:06:43</td>
<td>I am</td>
<td>31:43</td>
<td></td>
<td>28:43</td>
<td></td>
</tr>
<tr>
<td>0:06:44</td>
<td>always aware</td>
<td>31:44</td>
<td></td>
<td>28:44</td>
<td></td>
</tr>
<tr>
<td>0:06:45</td>
<td>of the sequence of</td>
<td>31:45</td>
<td></td>
<td>28:45</td>
<td></td>
</tr>
<tr>
<td>0:06:46</td>
<td>adverbs in English,</td>
<td>31:46</td>
<td></td>
<td>28:46</td>
<td></td>
</tr>
<tr>
<td>0:06:47</td>
<td>time being</td>
<td>31:47</td>
<td></td>
<td>28:47</td>
<td></td>
</tr>
<tr>
<td>0:06:48</td>
<td>at the end</td>
<td>31:48</td>
<td></td>
<td>28:48</td>
<td></td>
</tr>
<tr>
<td>0:06:49</td>
<td>and place</td>
<td>31:49</td>
<td></td>
<td>28:49</td>
<td></td>
</tr>
<tr>
<td>0:06:50</td>
<td></td>
<td>31:50</td>
<td></td>
<td>28:50</td>
<td></td>
</tr>
<tr>
<td>0:06:51</td>
<td></td>
<td>31:51</td>
<td>Unite</td>
<td>28:51</td>
<td>28:51.68</td>
</tr>
<tr>
<td>0:06:52</td>
<td>United</td>
<td>31:52</td>
<td></td>
<td>28:52</td>
<td></td>
</tr>
<tr>
<td>0:06:54</td>
<td></td>
<td>31:54</td>
<td></td>
<td>28:54</td>
<td></td>
</tr>
<tr>
<td>0:06:55</td>
<td></td>
<td>31:55</td>
<td></td>
<td>28:55</td>
<td></td>
</tr>
<tr>
<td>0:06:56</td>
<td></td>
<td>31:56</td>
<td>States</td>
<td>28:56</td>
<td>28:56.85</td>
</tr>
<tr>
<td>0:06:57</td>
<td>States</td>
<td>31:57</td>
<td></td>
<td>28:57</td>
<td></td>
</tr>
</tbody>
</table>
The analysis of the keystrokes indicates that there are some fundamental skills that translators should have (and that students should be taught) in order to be more efficient in translation using a computer. Basic keyboard skills should be learned so that movement within a document (particularly within a line) can take place without taking the hands off the keyboard. This not only includes the use of navigation keys (for moving left and right or up and down within the text, a word, or a sentence at a time) and macro deletion keys (to delete whole words rather than using repeated backspacing), but also the concept of selecting text in large chunks to delete it. An important aspect also seems to be that it is more efficient to edit the text after translating an initial draft as opposed to constantly editing it, since the latter interrupts the train of thought and translators have to “find their way back in” to the text each time. Guided practice (workshopping on new text in class) would seem to be an ideal way to teach the rapid problem solution techniques that are necessary to translate efficiently.

Think-Aloud Protocol Method

The Think-Aloud Protocols obtained from this research involve a much larger time investment in order to obtain useful data. This analysis is still ongoing. When analyzing this data, a number of aspects have to be kept in mind. The data consists of the final target text as produced by the participant, the keystroke data from the daemon, the audio data (speech), and the video data (actions) from the videotape. The timing of the various elements must be determined from the time stamps recorded in the daemon data, as well as the timing of the audio and video. All utterances that are intelligible are transcribed, along with any actions that are apparent on the video, and, insofar as possible, the focus of the participant’s attention. Transcribed audio includes such utterances as uh, um, ah, mmhm, etc., which reveal the participant’s attitude toward a particular segment of the translation. This results in a massive table for each participant that ultimately will include all of the relevant information, which can then be used for analysis. An excerpt from such a transcription is included as Table 2 on page 24.

The data from two of the eight participants (two of the professional translators) has thus far been partially transcribed (about 20 minutes of videotape), but the method is not yet perfect. First, transcription takes an inordinate amount of time. There are also questions of coordination that must be resolved, mostly by working with a completed transcription and adjusting the timing based on the videotaped actions. Of course, the ideal solution would involve technical equipment on a more grand scale than could be set up in an office or a hotel room.

Both of the translators completed what can be considered an acceptable translation product—such as might be submitted in the course of normal business. The first participant’s text contained minor typographical errors at the end of the experiment, but one would assume that spell-checking would be performed before the text was submitted. In addition, at least one translation error has been discovered in this text. The first participant completed 65 target text words in 20 minutes, for a translation rate of approximately 200 words an hour. This is probably slower than this translator normally translates, because participants were required to think aloud. This translator’s thinking aloud focused on grammatical analysis of the German sentences and their correct interpretation into English.

The second participant had also been an interpreter, so when asked to translate, he first read the text through completely, then proceeded to sight-translate the text aloud. This sight-translation was more or less an oral first draft. This participant then went on to type in his translation, making comments along the way. Despite the initial sight-translation, this participant produced 152 target text words in 20 minutes, for a translation rate of approximately 450 words an hour, while thinking aloud. This translator’s thinking aloud focused on the translation assignment and the content of the text, rather than grammatical analysis.

The preliminary data seems to indicate that there is much to be learned from videotaping translators while they translate and think aloud. However, it remains to be seen whether this information will ultimately result in new directions for translation research or translation teaching. It may also be that useful data could be obtained using videotape and keystroke data without asking the participants to

Continued on p. 26
think aloud, thus simulating the actual professional translation environment more closely. Transcription and analysis will continue, and I hope to be able to report more conclusive data in the future.

Appendix 1—Source Texts

Text 1: Berlin Monument (244 words)


German Professor (Monument):

Final Text: When the selection committee for the competition involving the Office of the Chancellor of the Federal Republic granted the first prize to — of all things — the pubescent fantasies of infinite power of three East Berlin architectural novices just before Christmas of last year, that was a macabre present.

Keystrokes: U=It was a macabre present. The selection committee for the competition involving the Office of the Chancellor of the Federal Republic granted the first prize to the pubescent fantasies of infinite power of three East Berlin architects.

Translation Professor (ICE Train):

Final Text: The high-speed ICE train will be introduced for testing in the United States beginning this summer and also used commercially. The two German railroads, German industry, and Amtrak have agreed to transport this “rail-jet” over the ocean, although initially only for a test.

Keystrokes: The high-speed ICE train will be introduced for testing in the United States beginning this summer and also used commercially. The two German railroads, German industry, and Amtrak have agreed to transport this “rail-jet” over the ocean, although initially only for a test.
Translating and editing texts from and for an international clientele in the protective coatings industry demands expertise in several technical areas. These include: chemistry; paints and varnishes; the construction industry; crude oil production and processing; transportation facilities; the shipbuilding and marine industry; food processing industry; and various sectors of the transportation industry, such as bridges, roads, railways, and tunnels. In addition to such a vast array of technical knowledge, any successful translator must possess the appropriate linguistic knowledge in order to be able to translate such materials to quality standards.

This article features central issues related to the publication and translation process, to core terminology in the protective coatings industry, and to the quality of translations in this field. It is based on four years of translation work for Technology Publishing Company, the publisher of PCE (Protective Coatings Europe), and features suggestions on managing terminology issues, and improving style as well as translation quality.

**Background**

Paints and varnishes are nothing new—they have been around for a long time. The importance afforded to issues of protecting current products and structures, however, has increased dramatically over the years. This increase manifests itself in several important aspects: cost factors, performance factors, and, most dramatically, with environmental factors. As such, the traditional occupation title of “painter” no longer bears witness to the multi-dimensional skills necessary to perform any industrial painting work.

While laymen may still refer to the person applying paint to a surface as a painter, those working in the field of coatings and linings know better. Painting a surface involves far more than merely taking a brush or roller and a bucket of paint and brushing or rolling it onto a surface. If it were this easy, anyone could do the job. Today’s painter is nothing less than an applicator, if not a corrosion-control technician—a skilled craftsman. As such, he needs to be knowledgeable about several important aspects of his work: types of surfaces, various means and methods of surface preparation, types of coatings and coating systems, various means and methods of paint application, as well as corrosion control principles and measures and technology (including means of evaluation and testing instruments for all aspects of a given application process). This knowledge requires excellent education and rigorous training in handling coating materials, means of application, personal and equipment safety issues, and continuing education vis-à-vis new developments and changes in the industry.

These developments and changes come from a variety of sources (e.g., corrosion protection companies, institutes, regulatory and standardizing authorities) and depend largely on the location where the coating or lining is applied or repaired (e.g., above or below ground, immersed or non-immersed, type of contact material, marine or land use). Different locations require different coatings. This, in turn, influences the type of research devoted to the various aspects of the coating industry. Yet another factor is the geographical location and environmental exposures: one desert climate differs from another desert climate, and both demand different requirements than a coastal climate.

By now it should be apparent that a monthly journal such as Protective Coatings Europe (PCE), published by a U.S. publisher for the European market, draws on contributions from a variety of sources, including companies in the protective coatings industry, standards institutes, regulatory agencies, research laboratories and facilities, coating inspectors and applicators, chemists, and many more. Since PCE is published in the U.S. and targets the European market, the majority of its contributions come from European and U.S. sources. However, the U.S. publisher also publishes another journal related to coatings and linings as shown below:

**JPCL—Journal of Protective Coatings and Linings**

Intended market: North America
Published in cooperation with the Society for Protective Coatings (SSPC), a professional technical society of coatings professionals...
PCE—Protective Coatings Europe

Intended market: Europe
Bilingual sections in French/English and German/English

Protective Coatings Europe

With a few exceptions, all contributions submitted for publication in PCE are written in English. These contributions are grouped according to the different sections of the journal: feature articles, regulatory news, standards news, research news, an applicator training bulletin, and a problem-solving forum. The latter generally consists of one or more closely related and pre-selected questions to which several specialists are invited to write answers. As such, these answers show how different coatings-related issues are dealt with in various parts of the world. While the language in which the journal contributions are written is English, many differences exist with respect to style and usage of English from native and non-native speakers of American English, British English, and Australian English.

After contributions have been received, they are edited by in-house editors for style and content using standard journal publishing guidelines. This process frequently includes a technical review, which may or may not require the author’s feedback. Given the tight deadlines for publication and the frequent difficulties involved in reaching authors who are working in the field (e.g., as inspectors or engineers for pipelines or oil production facilities at sea), the necessary clarifications and/or changes arrive very close to the publishing deadlines. Frequently, the final technical review and/or changes of feature articles and other contributions is so close to the deadline for the blueprints that the translators receive these changes and/or additions without having sufficient time to allow for an outside review. Since most feature articles are accompanied by numerous graphics, photographs, drawings, and diagrams, and copyright issues related to the artwork may not be resolved prior to the blueline date, the translation of any artwork often falls within 24 hours of the printing deadline.

Thus, the tasks of the two translators involved in translating the bilingual issues of PCE (English/French and English/German) becomes a multifaceted test of their linguistic and domain-specific skills and knowledge under frequent external time pressures due to changes and/or additions to the contributions selected for publication. The translation quality demanded from these translators can briefly be summarized as follows:

Translation Quality Prerequisites of Translators
A. Mastery of source language
   (syntax, morphology, semantics)
B. Mastery of target language
   (syntax, morphology, semantics)

C. Mastery of basic scientific-technical terminology of:
   a. source language (semantics)
   b. target language (semantics)
D. Mastery of an area of specialization with respect to:
   a. source language (semantics)
   b. target language (semantics)
E. Continuous education with respect to:
   a. source language (semantics)
   aa. source language terminology (semantics)
   b. target language (semantics)
   bb. target language terminology (semantics)

Terminology Issues in the Protective Coatings Industry

The international flair of the journal contributions reflects the many different areas in which today’s protective coatings play an ever-increasing important role. The primary purpose of a coating lies in its protection to the underlying substrates. As such, it is intended to be a valuable investment requiring regular maintenance and repair. In worst-case scenarios (i.e., partial or complete failures of protective coatings), the original materials will have to be removed and recycled or disposed of in accordance with existing local regulations.

Not only is it necessary for the translator to know the appropriate terminology used in the protective coatings industry. He must also have excellent knowledge of various related fields—those in which protective coatings are being used. This becomes even more important with respect to the individual applications of each coating system which, in turn, is based on the intended use of the coating. Food-processing plants not only use different substrates (e.g., concrete walls and floors) than crude oil pro-

Continued on p. 30
duction facilities (e.g., steel and metal), they also require different types of surface preparation and coating systems—not only based on the different surfaces, but also on the different materials and environments with which they come into contact. Tables 1–3 show the variety of equipment, locations and applications, and coatings in which protective coatings are being used (see also PCE 1999 Buyer’s Guide and PCE 1999 Contractor Directory).

These tables clearly demonstrate the variety of skills demanded from anyone working as a translator or editor on articles, reports, and news dealing with protective coatings. The types of contributions found in PCE show not only different areas of this industry, but also exhibit high degrees of variance in authoring style. It must be remembered that the contributions come from people working and living in various countries with differing degrees of education. If these facts are combined with the types of contributions, the translator is faced with a multitude of different demands on his translation skills. Research articles tend to be very technical in nature, whereas news and reports from the field are not. Articles dealing with standards and regulations frequently reveal numerous references to legal and environmental issues which require knowledge of the given terminology in the various parts of the world in which they were written and to which they apply.

These differences are most obvious in the reader contributions featured in the regular column “Problem-Solving Forum.” While all contributing readers attempt to answer the same question, their answers sometimes differ greatly with respect to style, content, and information. U.S. authors tend to refer to regulations from the Environmental Protection Agency and Occupational Safety and Health Administration,

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Coating Equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Surface Preparation Equipment and Materials</td>
<td></td>
</tr>
<tr>
<td>(abrasives, abrasive recovery/recycling systems, compressors, filters, generators, blast equipment, hoses and fittings, pipe cleaning equipment, power tools, pressure washers, rust inhibitors, steam cleaners, vacuum equipment, valves, water blasting equipment, wheel blasting units)</td>
<td></td>
</tr>
<tr>
<td>• Application Equipment</td>
<td></td>
</tr>
<tr>
<td>(brushes, generators, hoses, fittings, rollers, solvent recovery systems, spray equipment, spray systems, coating machines, thermal spray equipment, underwater application equipment)</td>
<td></td>
</tr>
<tr>
<td>• Inspection Equipment</td>
<td></td>
</tr>
<tr>
<td>(adhesion testers, calibrators, comparators, dry and wet film thickness testers and gauges, holiday detectors, humidity gauges, profile gauges and meters)</td>
<td></td>
</tr>
<tr>
<td>• Environmental Control Equipment</td>
<td></td>
</tr>
<tr>
<td>(air samplers, containment materials and equipment, dehumidifiers, heaters, lighting, ventilation equipment)</td>
<td></td>
</tr>
<tr>
<td>• Climbing, Rigging, Scaffolding</td>
<td></td>
</tr>
<tr>
<td>(cages and chairs, built-up and portable scaffolding, cables, ladders, lifts, platforms, suspended scaffolds)</td>
<td></td>
</tr>
<tr>
<td>• Safety Equipment</td>
<td></td>
</tr>
<tr>
<td>(air monitoring, belts and harnesses, air purifiers, ear and eye protection, electrical protection, fall arrest systems, nets, protective clothing, respirators)</td>
<td></td>
</tr>
<tr>
<td>• Laboratory Test Equipment</td>
<td></td>
</tr>
<tr>
<td>(testers for abrasion resistance, adhesion, electrochemical impedance, colorimeters, corrosion measurement instruments, test cabinets)</td>
<td></td>
</tr>
<tr>
<td>• Software</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 2</th>
<th>Application Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Buildings and roofs</td>
<td></td>
</tr>
<tr>
<td>• Chemical processing</td>
<td></td>
</tr>
<tr>
<td>• Conventional and/or nuclear power</td>
<td></td>
</tr>
<tr>
<td>• Equipment and facility protection</td>
<td></td>
</tr>
<tr>
<td>• Equipment and vehicle manufacturing</td>
<td></td>
</tr>
<tr>
<td>• Flooring and secondary containment</td>
<td></td>
</tr>
<tr>
<td>• Food and pharmaceutical</td>
<td></td>
</tr>
<tr>
<td>• Gas utility</td>
<td></td>
</tr>
<tr>
<td>• ISO containers and tanks</td>
<td></td>
</tr>
<tr>
<td>• Marine transportation (ship, waterfront, locks, dams)</td>
<td></td>
</tr>
<tr>
<td>• Metals and mining</td>
<td></td>
</tr>
<tr>
<td>• Oil or gas production, offshore or land-based</td>
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<tr>
<td>• Over-the-road transportation (tankers, trucks, vans, etc.)</td>
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<td>• Petroleum refining, processing, distribution</td>
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<td>• Pipelines</td>
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<td>• Pulp and paper</td>
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<td>• Rail transportation (manufacturing and repair)</td>
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<td>• Transportation facilities (bridges, tunnels, and highways)</td>
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<td>• Waste treatment</td>
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<td>• Water works</td>
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among others, whereas German writers refer to the corresponding German and European entities. A similar comparison can be found with respect to paints. For example, in the U.S., authors may refer to green paints (paints or coating systems which have a low impact on the environment), while their German counterparts refer to "Grüner Punkt"-Lacke or even "Blauer Engel"-Lacke.

Other differences are purely cultural or linguistic in nature, such as differences in giving temperatures (Celsius versus Fahrenheit); spelling (the use of the letter “L” instead of “l” to denote the unit Liter in the U.S.); or different units (such as German “‘dH” versus U.S. “ppm CaCO3” for water hardness [Berger, 1993]). Fortunately, though, the majority of contributors strictly adhere to ISO 1000 with respect to units and measures, thereby facilitating the translation task to a certain degree.

Even though submissions to PCE are in English, the international terminology represents only one difficulty. Another example consists of language-specific difficulties as indicated by the German equivalents for the terms "paint" and “coating.” As Table 4 indicates, both English terms show several possible translations in German. Among the terms listed, four (i.e., Anstrich, Anstrichstoff, Beschichtung, Beschichtungsstoff) are possible equivalents for either of the English terms, and the translator would require more context in order to make a decision as to the most appropriate choice.

Similar difficulties arise in choosing the correct translation of terms, such as “substrate” (Oberfläche, Untergrund, Substrat); “containment” (Einschluss, Einhausung, Auffangbereich); “performance” (Schutzleistung, Einsatzleistung, Leistung); and “apply” (aufbringen, applizieren). Other choices are stylistic in nature, such as “a surface to be topcoated,” which should be rendered as eine Oberfläche, die eine Deckbeschichtung erhalten soll instead of eine Oberfläche, die deckbeschichtet werden soll, or “a power-washed surface,” which should be translated as eine durch Druckwasserstrahlen gereinigte Oberfläche instead of eine druckgewaschene Oberfläche. Other problem areas concern cultural differences in language usage. Whereas American writers tend to use “flow rate of the water,” German writers prefer Wassermenge (L/min) instead.

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Translation for an International Journal Continued

Conclusion
While translation work in the protective coatings industry, as outlined in this article, poses numerous challenges to the translator, it also renders his work interesting and challenging. Challenging with respect to the high number of different fields and areas involved, yet interesting with respect to the glimpses into cultural and linguistic varieties found in the numerous contributions published monthly in PCE.

The protective coatings industry is one which is constantly changing and introducing improved and more environmentally-friendly products. Inevitably, this leads to a variety of terminology issues, since new products in one country may feature numerous new terms not yet available in another language. Thus, translators face the task of searching for corresponding equivalents of these terms. However, this task is greatly facilitated by the Internet.

The majority of manufacturers of coating equipment (see corresponding box above) and research facilities can be found on the Internet. As such, they provide information on their products and services which often include descriptions, graphics, photographs, and much more. These sites can prove to be invaluable resources for translators working in these fields. Some of the larger manufacturers even offer bilingual and multilingual Websites.

A simple comparison of these sites will frequently allow the translator to build up-to-date and sophisticated glossaries. Those interested in building such terminology banks and glossaries are invited to look at the advertisement sections in recent issues of JPCL and PCE in order to find the corresponding Internet addresses of these companies and service providers. One of the best resources to be found is the Annual Directory of Coatings & Equipment, featured in the August issue of PCE, subtitled Buyer’s Guide. The 1999 Buyer’s Guide contains separate directory listings for equipment companies and coatings companies which contain addresses and numbers as well as information on these companies’ e-mail and Website addresses.

References


Resources
Internet:
The Internet offers numerous resources for those translators working in the various fields of the protective coatings industry. Among them are the following recommended sites (listed alphabetically and all accurate at the date of printing):

American Painting Contractor (online journal by Douglas Publications):
http://www.paintmag.com

American Society for Testing and Materials (ASTM):
http://www.astm.org

Anti-Corrosion Methods and Materials (online journal by MCB University Press):
http://www.mcb.co.uk/acmm.htm

Deutsches Institut für Normung e.V. (DIN):
http://www.din.de
Deutsches Lackinstitut:
http://www.lacke-und-farben.de

European Coatings Net:
http://www.coatings.de

European Committee for Standardization (CEN):
http://www.cenorm.be

Forschungsinstitut für Pigmente und Lacke (fpl):
http://www.fpl.uni-stuttgart.de

International Organization for Standardization (ISO):
http://www.iso.ch

Maritime Reporter and Engineering News, online edition:
http://www.marinelink.com

National Paint and Coatings Association (NPCA):
http://www.paint.org

Technology Publishing Company (TPC), publisher of JPCL and PCE:
http://www.protectivecoatings.com

The Society for Protective Coatings:
http://www.sspc.org

German-English-German Dictionaries:


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Professing Our Spirit

Translation is a function of our spirit. Our clients use words to communicate their needs and aspirations, and hire translators to broaden their broadcast range and convey their thoughts ever further.

We are hired to be extensions, an expanded function of our clients’ minds. We are hired to channel the clients’ written or spoken thoughts into a form they cannot use themselves. This function tends to conflict with the inner essence of ourselves, the translators.

...When carrying out our life’s work, we must find a way to modulate that spirit and not disrupt the communication intended by our clients...

We choose this profession because we are so very fluent with words, because we have so very much to say and such facility and ease in saying it. And yet, our usual exuberant word-dance is performed to give voice to our own spirit. When carrying out our life’s work, we must find a way to modulate that spirit and not disrupt the communication intended by our clients. Moreover, in the process of learning that inner silence, our work bestows upon us a discipline akin to that of a mystic: the discipline of translation.

A Discipline of Virtue

Mystics engage in their disciplines in order to bring about spiritual growth, and unite with the force of what they believe to be the Divine.

We, translators, engage in our discipline to unite with the message of our writer, so we may put bread on our tables and a roof over our heads (and sometimes a fluted wineglass in our hands and a smart set of wheels under our feet.) In the course of their work, the mystic and the translator achieve their conflicting goals through what seems to be a single path, the path of virtue. As for us, we may also get a glimpse at the core, the soul of our profession, when we observe how the virtues subscribed to by mystics are strangely similar to those striven for by translators, reflecting each other in practice and in essence.

Moreover, we find that through the practice of these sometimes uncomfortable virtues, we become better, clearer channels for texts to flow through, producing smoother translations and becoming better at what we do in many spheres of life.

A typical example of this side-benefit can be shown through the virtue of scholarship. A translator often covers a huge scope of knowledge, translating a refrigerator patent one day, a real estate contract the next, and a software manual the third. The very essence of the profession puts an obligation on the translator to be a constant student, an obligation that becomes an opportunity for continued study.

It is my intention to show how the other virtues we must pursue in our daily work conspire to make us a spiritually growing group, while simultaneously helping us to maximize our translating capacity, both in quantity and in quality.

Our Goal

The goal of a translator has been stated in the slogans used by two colleagues of ours, which have been much discussed on the LANTRA-L mailing list, and are Translations better than the original and Translations That Read Like Originals (the slogans are Josh Wallace’s and Paul Gallagher’s, respectively).

These two slogans embody the basic requirement of our service. A client comes to you and says, “Can you type this up in Dutch?” but means: “Here is my brochure, my love-letter, my chance of selling this stock on the Dutch exchange or building this boat to specification. And please, please, make my meaning come through. And if I’ve made mistakes, or if my English is hastily written and unclear, don’t let the reader see it; and if my meaning is fuzzy, make it clear; and if it is too long for your culture, shorten it, and if it is too short, flesh it out; and don’t sound like a hawker or a philosopher or a bard, but make it sound as though I said this thing myself in my own native Dutch, as if I were indeed Dutch-born and Dutch-bred.”

The urgency of this unarmed plea strikes a chord with the translator, for whom an inability to express himself would be an unthinkable horror. And then the battle begins. Will the translation read like an original? Will it be made even better than the original, whether or nor the client so wishes? Or will it be obscured by errors in typing, word-choice, concept, tone, and style?

We can, for a moment, see a translator’s work as that of a channel. The channel admits a text through her eyes and ears, processing it internally and sending it out again via her typing or...
writing hands or speaking mouth. And the clearer the channel, the less clutter it has inside it and the less of its own convoluted inards it requires the text to go through, thus, the clearer and swifter will the text come out. It is in this light that we will examine the classic virtues: as channel clarifying techniques.

Doing Well by Doing Good

Some of the classic virtues practiced in translation are humility, industry, justice, patience, scholarship, and swiftness. If we imagine the source text as it approaches our desk, it is a complete entity: a book, a letter, a report, a software program. The first issue we clash with is one of humility.

“What makes you say that this pile of rubbish is complete?” we want to ask our client. “You’ve made eight distinct errors right here on the first page, your grammar is atrocious, and you don’t even know exactly what you want to say, yourself!” If that rant sounds familiar, you’ve battled with humility before.

It is tempting, when reading a text written by someone else, to edit it either physically (with your red pen) or mentally (with your well-read mind). But this is a waste of time. Seldom has a translator managed to convince a client to change the source. The source is done, as far as the client is concerned. Done, or it would not have been sent to the translator in the first place. Done, and perfect as it is. And if you don’t understand it, well, maybe she’s picked the wrong translator.

For this reason, translators, or at least the ones who remain translators, adopt an attitude of humility. “I’m here to make it not just as good as the original, but actually better,” we can say. “And since anger at all and every blunder, fault, inaccuracy, typo, and mistake will only prolong this project—let them be.” Humility can mean giving up your control over things you have not done, and focusing your attention and concentration on those things you are actually doing.

Another aspect of our professional humility comes up all too frequently when we look at a phrase, an idiom in a language we handle daily, and cannot think of how it is said. Our only solutions are to ask—and ask humbly—how is it that this garden-variety phrase can be transposed into an expression that fully bears its meaning in our target language. Again and again we admit our unpretentious knowledge when we consult a dictionary, and another dictionary, and our stable of experts and our colleagues: “Is it one apple spoiling the barrel or the bushel? Is that company headed by a CEO or a general manager? Are tracking shares fair game for animal imagery?” And again and again we prove this choice to be the right one.

Humility can mean giving up our illusion of omniscience in matters of language and welcoming the assistance and expertise of lexicographers and colleagues. When we learn to ask humbly for assistance, our translations are more fluent and we spend less time bashing our heads against unknowable rocks. The virtue of humility carries with it the gift of knowledge.

Getting It Done Once and Well

There you stand, 400 words of text to be handed in by 14:00 hours sharp. If you spend the time until noon reading your mail and mailing your letters, you’ve yet to come to terms with the virtue of industry.

In small jobs, we battle procrastination. In large jobs, we face fear. A 2,000-page book can be too large to consider, too daunting to begin. As professional translators, we take on a lifelong struggle against the vice of laziness. And the more actual work we do, rather than pencil-sharpening, margin-decorating time-wasters, the less dismay we find the next 2,000-word project or 2,000-page book that is plopped on our copy holders or desk-side caddies.

Justice comes next, since the deal we’re party to involves not just producing 600 words of French, but 600 words of eloquent French with a sense as close as possible to that of the original. We must deal justly with our texts, regardless of our own unhappiness with the content. Somewhat like the fair-witness described in the Heine classic Stranger in a Strange Land, when we assume the cloak of our vocation, we must put aside our interpretations and opinions. We must say it as it is said. If we get to translate a business plan that sets aside USD 850,000 for advertising, USD 148,000 for administrative overhead, and USD 2,000 for setting up a communication server and a call-center, including rent, we must translate it as is.

Absurdities are abundant in any translator’s career. We sit at our desks, defenseless against them except for our square brackets and translators’ notes. We sit there, repeating the pre-

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The Spiritual Technology of Translation Continued

posterous and echoing the ludicrous, and as we learn to tell the grain from the chaff, we hone our intellect and sharpen our wit. There’s that side-benefit again. Through their work, professional translators working in our field become more discriminating and better able see the core truth of matters, or the core fraud if that is what they have. The virtue of justice leads to the benefit of wisdom.

Waiting Briskly, Hurrying Slowly

“Translators get no rest,” my mentor and former colleague Mottie Spiegelman told me. “Either I’m so flooded with work that I don’t have time to eat, or I’ve got absolutely nothing to do and I’m too scared no work will ever come in to enjoy my meals.” Does this sound familiar? We are in a business with peaks of demands interspersed with peaks of anxiety. Coping with such breathless heights leads us to the next two virtues: patience and swiftness.

Patience is a necessary ingredient. Clients explain the obvious because it’s new to them, and we tell them we sell words, not pages. Editors come at us with queries about those phrases we’ve got absolutely nothing to do and I’m too scared no work will ever come in to enjoy my meals.” Does this sound familiar? We are in a business with peaks of demands interspersed with peaks of anxiety. Coping with such breathless heights leads us to the next two virtues: patience and swiftness.

Patience is a necessary ingredient. Clients explain the obvious because it’s new to them, and we tell them we sell words, not pages. Editors come at us with queries about those phrases we’ve been at war with, and tax records are written and settled. Patience is at the heart of our everyday work.

Patience means bearing with fortitude and calm, without complaint or anger, such hardships as: provocation by clients and texts; annoyance by taxfolk and telemarketers; misfortune in jobs we do not get or projects that are reassigned; and the delay of projects we expect and do not receive. It also means bearing pain, which is usually not physical in our calling, but more a thing of the heart. Patience is required of us during the actual translation, as we read ahead and want to type as fast as we understand and think, but cannot. It is there when we wait for a job to come in, and again when we wait for payment. And it teaches us that waiting can be done with our hearts and minds at ease, or at war with themselves. Again, it is a lesson we apply in all aspects of life, once we’ve patiently waited to absorb it.

Swiftness is required of us directly by our clients. “Can you translate these 8,000 words by noon?” asks a project manager at nine. Well, no. Even if we can translate great masses of text quickly, we cannot hurry them along. A lesson we learn, as we become more popular with our clients, is that translation cannot be forced out of us. Or not, at least, good translation.

Just as we must learn to take deep breaths while we wait for work to come in, we must remember to keep breathing and hurry slowly and with deliberation when the incoming project is greater than what seems possible within the constraints of time. We may translate those 8,000 words fast, but each sentence will take the usual amount of time. Pushing it or fretting over it will only sidetrack our attention, and that much work will claim all the concentration we can convoke.

Thus, patience and swiftness are two sides of the coin of concentration. How we focus our attention during certain phases of our work, and disperse it during others, can make the difference between a happy professional and a raging maniac who answers the telephone saying “Go AWAY” and takes a laptop and three dictionaries to the hospital for company during treatment for grave anxiety and ulcers.

Scholarship

The final virtue of a translator leads to my favorite side effect of this career. Scholarship, learning, and knowledge acquired by study, and that vast field of mind-space we get to cavort in, human-knowledge and human folly. The more we learn, the more subjects we can cover; the more subjects we cover, the more we learn. I mentioned this virtue and its rewards in passing, but I would like to focus on it, as a last tribute to our profession.

The more we translate, the more we learn. Professional translators come up with the most outrageously wonderful factoids, and form exciting theories based on their interdisciplinary existence. Meeting my colleagues, I have heard lectures about flower gardens and Canadian spiritualism, winemaking and sound pollution, European history, and the mechanics of space shuttles. I’ve had the pleasure of reading analyses of the why and whereof of the alphabetic position of the name Van den Broek in Dutch and Belgian phonebooks, and of the proper translation from German of the phrase “wieso, weshalb und warum.” I’ve been privileged, of course. Listening to our colleagues has taught me that they don’t sleep through their translations.

Translators become passionately involved with their subject matter. They research the fine points of phrasing by reading up
on the subjects, they learn to mimic the jargon of another profession and in the process learn it, assimilate it, and become able to take part in intelligent discussions of it. And in the course of these discussions, they become part of that other profession, being asked to do more work, and gaining additional expertise.

This process is the true miracle of translation. It’s a self-supporting feedback loop that contrives to make translators the most broadly educated professionals around, since such education is part of the job description: as unavoidable as muscle-building is for porters and opportunism for stock-brokers.

**Going for the Gold**

The list of virtues in this article is, of course, only a partial one. We can identify many more things we ought to do, and that if we actually do them, we’ll be better translators and better people. The next question to be asked is: *How can we do it?*

This question has been answered over the ages quite completely by mystics. While their goal was rather different from ours, their path included the same tricky routes, and the techniques they developed are as pertinent to today’s computer-bound translator as they were to the desert-bound recluse of yore.

It is all in the mind. In keeping it clear and clean. We must know what virtue we seek, and pay attention when we segue into vice. It is a process of patient self-awareness, much like meditation. Know what you want, and notice if you’re wanting.

When you embark on the journey toward spiritual professionalism (see sidebar), take some time to free your mind of worries, and observe yourself as you work. The benefits of this are, as you’ve seen, both great and self-enhancing. You can spiral your way into spiritual success. It’s all in a day’s work.

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**MEMBERSHIP HAS ITS PRIVILEGES!**

To find out what your ATA membership can do for you, turn to page 4.

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**Technique**

The practice of spiritual awareness is as difficult to perform as it is easy to describe. Observe yourself as you work sounds like a simple enough instruction until you try it for yourself.

Some methods of easing into this are by using rituals to start and end this altered state of consciousness. You can rub hand-lotion on at the beginning of your translating session, or always sit facing a particular wall, or play a particular kind of music for working-hours only.

When you’ve completed your initial-working marker ritual, start labeling what you do. Labeling is the process of silently noting, internally, what virtue you are concentrating on. “Oh, that’ll gain me scholarship points!” you can think to yourself, or “if I slam the phone down, I’ll lose out on patience, and I don’t want to do that.” In your internal dialogue with yourself, allow yourself to be a very lenient boss. It is good to be kind to yourself. It sets you a good example of kindness to others.

Avoid overwhelming yourself with too many goals at once. Concentrate on one virtue at a time (say, one a week). Add a new virtue to be aware of when you feel that the previous one has become a habit.

Chart your progress if you feel you’ll need feedback. A journal is a standard charting tool: count up your successes (and note the factors that led to failures). Keep track of your growth, but be laid-back about it. After all, hurrying slowly is one of the classic virtues.
Sources for Translation Theory: Fiction in Latin America

By Adriana S. Pagano

The incorporation of fiction as an object of theoretical speculation, promoted by post-structuralism and post-colonialism in the 1980s and 1990s, has broadened the horizons of critical and literary theory. As an alternative source of experiencing and recording history, fiction, as the Argentine writer and critic Ricardo Piglia states, “narrates metaphorically the most profound relationships with cultural identity, memory, and tradition” (Ref. 1). In the field of translation studies, the study of fiction as a source of translation theorization has, no doubt, been one of the main contributions to translation theory in the 1990s. It is a movement the Brazilian critic Else Vieira calls “the fictional turn” in translation studies, and defines as a shift in the discipline that signals “the incorporation of fictional-theoretical parameters” as a source of theorization on translation and other hermeneutical processes (Ref. 2).

Vieira’s proposal of a fictional turn in translation studies, as she herself states, purports to supplement what Susan Bassnett calls the third stage in the discipline, “the cultural turn,” which is characterized by the incorporation of translators’ statements and metaphors into the study of translation (Ref. 3). A fictional turn, Vieira says, allows for a more sensitive approach to translation, one encompassing different perspectives on the translation act, which is more akin to its complexity.

“Fictional turn” is actually a broad term comprising diverse manifestations regarding the articulation of fiction-theory in translation. On the one hand, there are theorists and novelists who thematize translation in their work as a form of expressing “new configurations of cultural space,” as the Canadian critic Sherry Simon puts it (Ref. 4). Multicultural and multilingual Helene Cixous and Nicole Brossard, for instance, use translation in their fictional work as a way to describe the movement of displacement that characterizes the in-betweenness of the woman, the translator, and the migrant. In his novel Amour Bilingue, Maghrebine Abdelkebir Khatibi elaborates on a triadic love relationship between a source language, a target language, and a third space (an in-between language). Translation is presented as a love relationship, giving birth to a bi-langue, whose meanings “lie in the interstices” (Ref. 5).

On the other hand, there are theorists who read fiction as a source of translation theory. Translation can be explicitly dealt with by the fictional piece, as its theme or through the characters, or it can be implicitly reflected upon as part of the fiction’s ontological or epistemological concerns. Drawing upon novels and short stories that thematize translation and translators, translation theorists examine the interrelationship between translation, memory, and history as captured by the fictional piece. Else Vieira, for instance, reads Brazilian writers Mário de Andrade and João Guimarães Rosa, and Colombian Gabriel García Márquez. She speculates on the site of translation in Brazilian and Latin American postmodernity, focusing on translation perceptions that transcend stabilized notions of faithfulness, invisibility, and inequality in the translation process (Ref. 6). The American translation theorist Christopher Larkosh also theorizes that translation uses fiction as a departure point (in his case, the work of Argentine writers such as José Bianco, Enrique Pezzoni, Victoria Ocampo, of Brazilians Paulo Leminski and Caio Fernando Abreu, the Argentine/Brazilian Néstor Perlongher, and the Polish/Argentine writer Witold Gombrowicz [Ref. 7]). Larkosh examines translation in connection with the theories of alterity, seeking to explore this task in “other” terms, such as those of sexuality and migration. Adriana Pagano reads Julio Cortázar’s novels and short stories, focusing on Cortázar’s portrayal of the translator, usually the protagonist in his fiction, as a locus of plural enunciation (Ref. 8). Pagano builds a link between fiction and Argentine history, through Cortázar’s reflection on exile and displacement, as something which is inherent to the Argentine writer and the translator.

There is still a further tendency within the fictional turn in which a group of translators theorize upon translation from their very practice as translators of fiction. This is the case of the American critic and translator Suzanne Jill Levine, who has written extensively on her translations of the Argentine writer Manuel Puig and the Cuban Guillermo Cabrera Infante as being sources of insight into language and cultural transfers (Ref. 9).
Considering fictional texts as sources of theorization represents a broader perspective from which to deal with translation in translation studies, and on a larger scope, with literary studies. It allows the critic to transcend fixed borderlines—such as those between traditional theoretical discourse and fictional discourse—and, consequently, to approach multiplicity sites, such as translation, more adequately. Also as Christopher Larkosh puts it:

It is often the translated literary text—its sources, its destination, the spaces it passes through in transit or the one which the work of translation comes to define—which already holds out the possibility for theory, and in so doing calls forth a reading of the act of translation out of which a new version of the work emerges.

The idea that “the translated text calls for a reading of the act of translation,” to which I wish to add translated texts as well as texts on/about translation, reinforces the role of fiction in translation theory. In fact, readings of translated texts or texts thematizing translation have historically brought insights into the translation process, most of which have been incorporated into the records of the discipline (see, for instance, Schulte and Biguenet’s anthology of texts from Dryden to Derrida [Ref. 10]).

An analysis of the contemporary authors selected by theorists/translators for speculating on translation in fiction curiously reveals a strong predominance of writers associated with postmodern/postcolonial spaces: Algeria, Canada, India, Latin America, to name but a few. These are undeniably spaces of tension between multiple languages, cultures, and histories. For the purposes of this article, I would like to draw attention to three contemporary Latin American writers and translators whose metalanguage on translation in fiction and non-fiction adds new dimensions to the conception of translation processes, among them, the ideas of desire and pleasure.

Continuity and transformation of the past constitute the paradox of all translation and cultural displacements: to be oneself in an “other” and an “other” in oneself. This paradox is present in the writings and autobiographical novels of the Argentine writer Hector Bianciotti, in the essays, short stories, and novels of the Brazilian writer and translator Milton Hatoum, and in what we could term the “autobiographical poetry” of the Mexican poet and translator Eduardo Lizalde.

There are several reasons for a group reading of Bianciotti, Hatoum, and Lizalde. First, they are all simultaneously writers and translators. Second, all three reflect upon translation as a metaphor of identity formation of the self in view of the “other;” the foreigner. They also thematize translation in their fiction and poetry, which has strong memorialistic tones. Finally, they all share in their writings a common problematization of mother tongues and national languages and traditions. This is based on their own experience of migrations, displacements, and loci of hybridity and ambiguity, be that from a geographical, social, ethnical, or sexual viewpoint.

A reading of these three authors allows us to focus on displacement as an inherent element to Latin America, to translation, and to all transformation taking place whenever texts are rewritten. These writers’ metalanguage reveals, among other things, a view of the mother tongue, no longer as a stable and permanent knowledge, but merely as one of the codes that participate in the continual, intercultural traversing of the multicultural writer and the translator. When entering into contact with a mother tongue, as is the case of translation, the foreign language seduces the translator and takes him/her to a pleasurable space of multiple meanings.

For Hector Bianciotti, an Argentine writer and translator residing in France, cultural traversing is a movement which started from the very moment of his birth, a moment signaled by different cultures and languages in an immigrants’ colony in the Argentine backlands. Translation began at school, when his home Italian was displaced by the national language, Spanish. His perceptions about this process are recorded in his novel La Busca del Jardín (Ref. 11).

The fictional discourse in the novel portrays the feminine world of his childhood, his Italian grandmother, and the magazines that come from a distant place which awaken his desire to leave home and travel. This displacement in space is simultaneous with a temporal and linguistic displacement. The interlinguistic movement between his par-

Continued on p. 40
Bianciotti’s reflections in his novel are echoed by his statements in interviews, especially those concerning his shift of language in his professional career as a writer, when he abandoned Spanish and took up French as the language of his writing. To Bianciotti, translation precedes writing, and the displacement of meaning persists even when there is an appropriation of a foreign tongue (Ref. 12). The contact with an “other” tongue, Bianciotti states, awakens other languages in our memory. The locus of the translator, as well as of the multilingual writer or the exiled, is open to plural meanings, weakly subjected to an organization into binary equivalence.

It is through the contact with this “other” tongue, French in this case, that Bianciotti remembers his home dialect, Piedmontese. And it is through translation that the process of plunging into his personal memory begins. Translation is present in the self’s formation from the very beginning: in a Spanish dialect spoken on the stratum of another language, Piedmontese, and later on, in his French spoken on the plural stratum of his Spanish and Piedmontese.

Because it is a foreign tongue, chosen of his own will and not imposed by society or family ties, French is the language that is slowly incorporated in a pleasurable movement, which Bianciotti describes through the metaphors of colony and plowing:

I still don’t know whether French has accepted me; what I do know, however, is that Spanish has abandoned me, little by little. That happened after the French syntax plowed the soil of the mother tongue—in my case, more geographic than maternal—and now I find myself perceiving the beauty or the ugliness of a word in Spanish, which had never happened to me before. That is a sign that the language has become foreign (Ref. 13). [my underlining]

From its mere status as a foreign language, French begins to expand till it acquires a performative function. This is when a foreign language becomes “natural” and the mother tongue, Spanish in this case, becomes foreign. In Bianciotti’s experience, there is a simultaneous movement of internalizing French, which plows the linguistic soil of Spanish. Bianciotti also externalizes himself in connection to the Spanish territory when he begins to see Spanish from a distance point, that is, when he begins to perceive the beauty and pleasure of signs. There is also a further movement that rescues from memory the project suspended in his childhood years. In fact, French allows Bianciotti to recover a vowel sound of the language “prohibited” in his childhood, the Piedmontese [ü] sound, thus leading the writer to reenact his childhood pleasure, perpetuated in the flux from one language to the other.

In the movement from one language to another, the concept of mother tongue, together with the notions of national identity and language, become unstable. Bianciotti comments on this:

A language is something you learn. Something we learn when we are children, but our body is a molecular structure that chooses its own affinities with a language which may not necessarily be that of our childhood years (Ref. 14).

The instability of the mother tongue problematizes the idea of a linear decoding process, and translation becomes a multidirectional and multilingual process, since the choice of a word involves a movement along different languages. Nevertheless, the pleasure of a new language which is not loaded with historical, social, or sexual connotations, is allied to the fear that the foreign language might betray the linguistic performance of the user.

An analogous case to Bianciotti’s is that of Brazilian Milton Hatoum, a writer and translator who recreates in his work his childhood experience in the multicultural Brazilian city of Manaus in the 1950s. To Hatoum, translation is also a traversing movement, a displacement into the past and other places. Fiction is the space through which Hatoum theorizes on cultural identity, memory’s displacement, and translation, a process that involves various instances of alterity.

In one of his short stories, Réflexion sur un Voyage Sans Fin [Reflections on an Endless Voyage], Hatoum elaborates on the notion of foreignness as seduction (Ref. 15). The story’s narrator remembers his childhood in the heart of the Amazon forest and the seducing force exercised on him by the French
language through the songs and chants his mother would sing in their Lebanese home. Seducing through sounds and signs rather than meanings, French, the language of a distant colonizer (France), imposes itself on the home language (one of Arabian affiliation). However, it is through a Frenchman—a language teacher who had arrived in Manaus in order to “discover America”—that the narrator gets into contact with the European world. He also gets to learn a different version of the conquest of America, as revealed by his French teacher. The violent translation performed by European conquerors 500 years ago is then replaced by his teacher’s proposal of translating the “other” in its difference while letting oneself be seduced by it.

“You can never get to master a foreign language completely,” says the French teacher, “because you can never be an other completely.” It is a question of “capturing a melody,” finding an other voice for the other, translating the other in its difference. It is also a question of gazing at the other without analyzing it, without dismembering it into fixed categories: “The gaze’s silence builds an image which memory can later evoke, miss, or reinvent (Ref. 16).”

In his novel Relato de Um Certo Oriente (literally, Tale of a Certain East; translated as The Tree of the Seventh Heaven [Ref. 17]), Hatoum presents translation as a site of attraction of languages and cultures, a kind of attraction inherent to hybrid places like Manaus. The movement and seduction implicit in translating are characterized by Hatoum through the metaphor of a comet:

That is a useful image to describe translation: the tail of a comet following close behind the comet. At some indeterminate moment, the tail seems to want to find its own gravity, to become separate enough to be attracted by another heavenly body and yet always remain magnetized to its parent body; the comet and its tail, the original and the translation, the extremity that touches the head of the body, the beginning and end of the same journey…(Ref. 18).

If, for Bianciotti and Hatoum, translation is located in the movement of displacement and seduction inherent to intercultural encounters, such as those brought about by exile and immigration, then for the Mexican poet and translator Eduardo Lizalde, translation is characterized by an instinctive carnivorous force that travels in the direction of the literary past, aiming at meeting the precursors that need to be devoured and rewritten.

Lizalde’s poetry and translations are centered on the image of the tiger, an image through which he builds up an explicit affiliation with certain poets and translators he recognizes as his precursors, among them, William Blake, Rainer Maria Rilke, Paul Valéry, Lautréamont, Emilio Salgari, and Jorge Luis Borges. The tiger is a mythical image that represents creation as carnal devouring, irrepressible sexual instinct—a rite of sacrifice and renewal.

Lizalde’s literary work includes the followings books of poetry: El Tigre en La Casa (The Tiger at Home), Caza Mayor (Big Game), Nueva Memoria del Tigre (The Tiger’s New Memory), and Otros Tigres (Other Tigers). All of these works signal a clear focus on tigers and hunting as elements inherent to Lizalde’s poetics. In his poems and translations of poetry included in the volumes, we notice a persistent concern regarding the status of poetic creation and translation. Lizalde translates his “feline” precursors Rilke, Blake, Valéry, Lautreamont, as well as other precursors such as Dante, Boccaccio, Shakespeare, Leopardi, James Joyce, Gottfried Benn, and Fernando Pessoa.

Lizalde elaborates on the image of William Blake’s tiger, an image of perfection and divine beauty affiliated to an instinctive trajectory of cruelty and death. The search for hunger satiating, lying in wait for a prey, and devouring its meat are acts that define the tiger, the poet, and the translator. The tiger’s ambiguity lies in its pleasure and lust before its potential prey, and in the perfect calculation that guarantees the full satisfaction of its appetite. Like the tiger, the poet and the translator lurk near an imaginary prey, “savor it from a distance, invent it, they conceive of a murder of delicious pulps” (Ref. 19).

Lizalde builds up a parallel between the tiger and the translator, revealed through his perceptions of his own behavior:

I remain, tiger, alone, satisfied, hungry sometimes (Ref. 20).

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Always under the shade of *El Paraiso* which will be demolished by the works to recover the *Gran Templo Mayor*,
— a revenge from the natives— we devoured stewed partridges, the best of Big Tenochtitlán.

And we ate Hegel, Kant and his empiricist grandparents, accompanied by metaphysical tea *a la Kant*

*a la Hölderlin*

*a la Lenin, a la*

Novalis (Ref. 21).

On his use of the image of the tiger, Lizalde comments:

I owe this obsession to my childhood readings of Salgari and Kipling, as well as to comics and Tarzan’s movies, but this affection acquired a new strength when reading the pages of many “tiger-philèses,” among them, the Latin Americans Horacio Quiroga and Jorge Luis Borges, to whom I have repeatedly paid homage thanks to this influence which I wonder whether it is beneficial (Ref. 22).^5

The tiger is the linking element between Lizalde and his Latin American and Western precursors, *translators-devourers*. To translate, an act of creation becomes, then, an act of devouring, as Lizalde himself defines it in one of his poems:

> From which language and into which tongue am I translating as I write these lines: they are the words of a tiger whose articulate roaring reaches the ears of the poet as a mother tongue.

Does Keats, perplexed, read an angel?

The translation, beasts, polygraphs, poets, of this unknown and rough speech is this:

> “I kill, I drink, I sing,

I suffer more than my victims (Ref. 23).” ^6

As an illustration of his devouring gesture, in his book of poetry *Otros Tigres* (*Other Tigers*), Lizalde translates/devours poems that reveal other poets’ and other tiger-devourers’ obsessions. Translation is the bridge that links the Mexican poet with a constellation of creators, for whom the tiger is the image that best represents the paradox of creation and translation. In this sense, Lizalde’s words echo reflections on translation as an anthropophagous act, elaborated by the Brazilian poets and translators Augusto and Haroldo de Campos.

If there is an element that interrelates how the three writers focused on in this article think about translation, it is the link they establish between translation and pleasure. To Bianciotti, Hatoum, and Lizalde, the seduction exercised by a foreign language, a magnetized space, a prey to be hunted, destabilizes the mother tongue to the point where it becomes foreign and acquires attributes perceptible through a distancing motion, such as beauty, taste, or sonority. Translation operates amidst forces of multiple attraction and leads to pleasure. Translation is related to the chemistry of body and sound for Bianciotti, to the ambivalent desire of continuity and departure for Hatoum, and to a tiger’s hunger and pleasure the tiger/translator Eduardo Lizalde, who devours his prey.

A reading of these three authors reveals, among other things, the existence of a rich metalanguage on translation, which can provide valuable insights into the complexity of literary translation. It also reveals the strong affiliation between translation and other intercultural acts, such as migration and exile. The metalanguage developed by these three writers points to a view of translation processes as cultural traverses, time-space displacements that challenge traditional notions such as the ones of mother tongue, nation, and, though not focused here but certainly of extreme relevance in the current agenda, gender. About the alleged invisibility of the translator, *a topos* in most post-structuralist discussions of translation theory, we may pose the following questions raised by the Brazilian critic Else Vieira: What about the visibility of alternative theories and practices in equally alternative genres and discursive spaces? What about the visibility of translation theorization in Latin American translators’ metalanguage? What about fiction as a rich source for discussing translation processes? To introduce and address some of these and other questions was the ultimate goal of this article.

Notes

1. My translation of “Je ne sais pas encore si le français m’a accepté; je suis certain, en revanche, que l’espagnol m’a peu à
2. My translation of “La langue, c’est quelque chose qu’on apprend. Qu’on apprend quand on est petit, mais le corps est une structure moléculaire qui trouve des affinités avec une langue qui n’est pas nécessairement celle de la première enfance.”

3. The original reads: “É uma imagem possível para evocar uma tradução: a cauda do cometa seguido de perto o cometa, e num ponto impreciso da cauda, esta parece querer gravitar sozinha, desmembrar-se para ser atraída por outro astro, mas sempre imantada ao corpo a que pertence; a cauda e o cometa, o original e a tradução, a extremitade que toca a cabeça do corpo, início e fim de um mesmo percurso...”

4. My translation of “Me quedo, tigre, solo, satisfecho, /hambriento a veces” e “Siempre a la sombra del bar El Paraíso/que arrasarán las obras de rescate del Gran Templo Mayor/—indígena revancha—/devorábamos pichones en su jugo, /los mejores de la Gran Tenochtitlán./Y nos comíamos a Hegel,/a Kant y a sus abuelos empiristas, /con epazote metafísico a la Marx,/a la Hölderlin,/a la Lenin, la Novalis.”

5. My translation of “Debo esa obsesión tanto a mis lecturas infantiles de Salgari y de Kipling, como a las historietas y las películas de Tarzán, pero la afición fue reforzada más tarde en las páginas de muchos otros tigrómanos, entre ellos, los latinoamericanos Horacio Quiroga y Jorge Luis Borges, a quienes he rendido [...] distintos homenajes, gracias a esa influencia ignoro si benéfica.”

6. My translation of “Traduzo de qué idioma y en qué lengua/cuando escribo estas líneas: /son palabras de un tigre/cuyo rugido articulado/llega al oído del poeta /como lengua maternal/— ¿Keats, azorado, lee a un ángel?/La traducción, bestias, polígrafos, poetas,/de esa habla ignota y ruda es esta:”mato, bebo, canto,/sufro más que /mis víctimas.”

References


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Sources for Translation Theory: Fiction in Latin America


One of the challenges that Chinese translators face is how to translate contemporary terminology. Many Chinese translators share the same opinion that the most difficult English-to-Chinese translations do not consist of highly technical terms, which can be found in dictionaries, but of those common English terms that everyone can understand without the use of dictionaries. The difficulty arises when equivalents for these terms do not exist in the Chinese language, and cannot be found in any English-to-Chinese dictionaries or other resources.

If existing Chinese terms are used, their connotations are often either too wide or too narrow. Translating these terms requires creative thinking in order to generate new Chinese terms that fit the Chinese market. Therefore, the phrase “contemporary Chinese terminology” used in this article refers to Chinese translations of those English terms for which concepts do not exist in the Chinese language, regardless of whether the English terms are newly developed or have been in use for many years. In Chinese, the translation of these terms is often referred to as “新词” or “新潮词语.” In general, these terms often come from the following three areas:

1. New terms and concepts in both English and Chinese. As new technology advances and globalization proceeds, increasing numbers of new words and concepts appear in our lives every day. Since most of them originate in the English language, their equivalents in the Chinese language usually do not exist. This happens in almost every subject area, especially in high-tech sectors such as computers and telecommunications. One of the fundamental differences between English and Chinese is that English has the ability to incorporate new words, while the Chinese language does not. Many new terms in English are actually new words created by new combinations of the 26 alphabet letters.

Chinese does not allow for the creation of new characters. Therefore, translators must create new combinations of existing Chinese characters to represent new English words. Because of the fundamental difference between the two languages, creating Chinese equivalents of English words has been, and will continue to be, the most challenging task a translator faces. For example, the word “Internet” is a fairly new term in English as a result of developments in information technology. When “Internet” was first introduced in China, there were many different translations such as “国际互联网,” “英特网,” among others. As the concept became popular in China, “因特网” became a widely accepted translation.

2. Terms and concepts that have existed in English, but are new in Chinese. For historical reasons, terms and concepts originating in English have been introduced into the Chinese language in recent years. New terms emerge as China continues to open up to the world, and in response to the demands of Chinese market economy reforms. Since many of these long-existing terms in English do not have corresponding terms and concepts in Chinese, their translations are also considered to represent new or contemporary terminology. Large numbers of these terms are used in the financial and legal fields, since Western types of financial institutions and law firms have only appeared in China in recent years. An example of a financial term is “vice-president,” which is a job title in U.S. financial institutions. The concept of referring to someone as a vice-president, rather than as the second or third man in an organization, is similar to the use of the term “professor” or “nurse. An American bank with 1,000 employees may have several hundred vice-presidents, but this concept never existed in China, even today. The common translation for “vice-president” is “副总裁,” which in Chinese means the person who is in charge right after the “president.” An example of a legal term is “incidental and consequential damages.” Since the concept is new in China and no existing translations are available in any Chinese dictionaries, it has been translated into many different forms, such as “兼发性损失,” “偶发性损失,” “后果性损失,” “间接损失,” to name a few. Recently, the concept

...the phrase “contemporary Chinese terminology” used in this article refers to Chinese translations of those English terms for which concepts do not exist in the Chinese language...

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A Short Note on Contemporary Chinese Terminology Continued

has become popular in Chinese, and the prevailing translation has become “意外损失与连带损失”.

3. Concepts that have existed in both English and Chinese for which there are no generally agreed upon or universal Chinese terms used in translation. The difficulty for this category of terminology is often due to the difference between the two languages. For example, one of the most difficult translations remains the common term “access” and its derivatives, because there is no equivalent word in Chinese. Since there is no Chinese counterpart, the translation for “access” largely depends on the context, and it is very likely that each translator will render a different translation in similar contexts.

In recent years, a large portion of the translation assignments I receive have been in the area of telecommunications. Many terms and concepts in telecommunications are new in both English and Chinese. Some of the suggested translations are given in Table 1 for reference only.

Although translations of contemporary Chinese terminology may be needed in any field, there is one common characteristic: the terms are easy to understand in English, but there are no existing Chinese translations. The translations for contemporary terminology are normally initiated by commercial translators and then tested in the Chinese market. It usually requires several years for the translations to become consistent and to then be included in English-to-Chinese dictionaries. The challenge is for translators to properly handle these terms before they become generally agreed upon.

In order to translate new Chinese terminology, there must be a continuous effort on the part of Chinese translators to keep pace with the ever-changing market. There are several ways to obtain current information regarding contemporary Chinese terminology:

1. Frequently communicate with fellow professional Chinese translators, as they may already know the terms from their previous translations.

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Table 1: Suggested Chinese Translations for Telecommunication Terms

<table>
<thead>
<tr>
<th>English</th>
<th>Chinese</th>
<th>English</th>
<th>Chinese</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addressing</td>
<td>寻址</td>
<td>interworking</td>
<td>互通</td>
</tr>
<tr>
<td>Authentication</td>
<td>鉴权</td>
<td>local exchange</td>
<td>市话局</td>
</tr>
<tr>
<td>Base station originating</td>
<td>基站发</td>
<td>long distance exchange</td>
<td>长话局</td>
</tr>
<tr>
<td>Call hold</td>
<td>通话保持</td>
<td>multi-slot</td>
<td>多时隙</td>
</tr>
<tr>
<td>Call return</td>
<td>电话复拨</td>
<td>originating exchange</td>
<td>发端局</td>
</tr>
<tr>
<td>Caller ID</td>
<td>来电显示</td>
<td>overlap addressing</td>
<td>重叠寻址</td>
</tr>
<tr>
<td>Cell</td>
<td>小区</td>
<td>preemption</td>
<td>预占</td>
</tr>
<tr>
<td>Clearing</td>
<td>拆线</td>
<td>redundancy</td>
<td>备用</td>
</tr>
<tr>
<td>Continuity</td>
<td>导通</td>
<td>roaming</td>
<td>漫游</td>
</tr>
<tr>
<td>Cordless phone</td>
<td>无绳电话</td>
<td>screening</td>
<td>鉴别</td>
</tr>
<tr>
<td>Cyberspace</td>
<td>赛博空间</td>
<td>seamless coverage</td>
<td>无隙隙覆盖</td>
</tr>
<tr>
<td>Dropped call</td>
<td>掉话</td>
<td>sector</td>
<td>坡区</td>
</tr>
<tr>
<td>Dual seizure</td>
<td>同抢</td>
<td>soft handoff</td>
<td>软切换</td>
</tr>
<tr>
<td>Fallback</td>
<td>降质</td>
<td>sorting</td>
<td>分拣</td>
</tr>
<tr>
<td>Feature code</td>
<td>业务码</td>
<td>tandem exchange</td>
<td>汇接局</td>
</tr>
<tr>
<td>Gateway</td>
<td>汇接局</td>
<td>terminating exchange</td>
<td>终端局</td>
</tr>
<tr>
<td>Head phone</td>
<td>耳麦</td>
<td>through connection</td>
<td>直连</td>
</tr>
<tr>
<td>Home locator register</td>
<td>局内用户登记器</td>
<td>trunking scheme</td>
<td>转接局</td>
</tr>
<tr>
<td>Intermediate exchange</td>
<td>转接局</td>
<td></td>
<td>中继方式</td>
</tr>
</tbody>
</table>
All living languages have to deal with the issue of how to incorporate foreign words, even if the chosen strategy is to do everything possible to keep the actual foreign words out. How Chinese handles foreign words is particularly interesting because Chinese is so different from European languages, which are the sources of so many new and popular terms related to science and technology.

China has the world’s oldest continuous civilization. For a long time, it was itself the source of many scientific and technical innovations, such as paper, printing, gunpowder, porcelain, the abacus, and the use of coal. But the Chinese system became stable, and no longer encouraged innovation. From the 15th century onwards, European science and technology leaped ahead of China’s, and this situation continued until modern times. So Chinese is one of the languages which found itself without its own native vocabulary for modern scientific and technical terms.

Unlike some languages, Chinese cannot easily adopt foreign words in their original form. The most obvious stumbling block is that Chinese has no letters, and any foreign word has to be “respelled” in Chinese characters. As Jessie Lu pointed out in his article, “Frequently Asked Questions on the Issue of Chinese Translation,” in the September 1999 Chronicle (page 36), Chinese has fewer than 400 different syllables to choose from. Many combinations of sounds, such as “thr,” “str,” and “cl,” are not available. Therefore, the borrowing of words phonetically is not common in Chinese, except for some foreign proper nouns. Some examples are:

- 克林顿—ke lin dun; Clinton
- 罗马—luo ma; Rome
- 符拉迪沃斯托克—fu la di wo si tuo ke; Vladivostok

In this context, the characters have no meaning, and are used only for their sounds. For more on the phonetic incorporation of foreign words into Chinese, see Dr. Lu’s article.

But for common nouns, such as the names of things, Chinese uses different techniques. First, it falls back on its ideographic roots. Foreign words are usually expressed by putting together the characters that reflect the meanings of the root words, prefixes, and suffixes of the foreign terms. In this context, the sounds of the characters almost never bear any relationship to the original word. Some examples (from which I have omitted the Chinese sounds):

- literally: can - back - receive - solid - fix - body - burn - material - fire - arrow
  - recoverable solid fuel rocket
- 压水反应器
  - literally: press down - water- back - reply - device
  - pressurized water reactor
- 广域体视显微镜
  - literally: wide - area - whole - see - display - tiny - lens
  - wide-angle stereomicroscope

...Chinese is one of the languages which found itself without its own native vocabulary for modern scientific and technical terms...

Now, readers who are linguists will question whether Chinese is this clumsy to the Chinese eye and ear. Certainly it is not. When a speaker of English sees or hears a term such as “high definition television,” he does not think of the Greek, Latin, or other roots of the term, but of a television set or the television industry. The seemingly clumsy Chinese terms above are actually just as smooth to a native speaker of Chinese.

Another technique is used for various fields of study. These are usually described using the characters for what is involved, followed by the character for “study.” Some examples:

- 血液学
  - literally: blood - fluids - study
  - hematology
- 寄生学
  - literally: dependent - life - study
  - parasitology
- 外科学
  - Continued on p. 48
How Chinese Incorporates Foreign Words Continued

literally: external - (medical) science - study surgery

化学
literally: change - study chemistry

Speaking of chemistry, chemical terms in Chinese consist of the characters for the chemical elements involved, combined in specific order with modifiers such as the characters for acid, base, and change. Some examples:

碳酸氢钠
literally: carbon - acid - hydrogen - sodium sodium bicarbonate

苛性钠
literally: harsh - nature - soda caustic soda

氯化钠
literally: chlorine - ~ized - sodium sodium chloride

The Chinese character for “change,” used in the Chinese word for chemistry, is also useful when incorporating foreign words into Chinese. As an aside, one of the annoying features of American English, I’m told, is the tendency to make verbs out of nouns or adjectives, for example, “revolutionize.” Well, what American English does is nothing compared with what Chinese gets away with. The character for “change” can be added to almost any word in Chinese to make a new word ending in -ize or -ization. Some examples:

磁极化
literally: magnetic - extreme ~ize magnetic polarization

微型化
literally: tiny - form ~ize microminaturize

These examples are straightforward, but the situation starts to get out of hand with words like information-ize, network-ize, and broadband-ize. At the risk of sounding like a grade school English teacher, those are not quite words in English. A translator who encounters such words in Chinese will think about rewriting the sentence.

And a final technique by which Chinese incorporates foreign words is simply by using letters. Letter abbreviations and acronyms are quite acceptable in modern Chinese text, so long as the reader is likely to recognize them or they have been explained. Here, for example, is what Chinese text about high-tech subjects typically looks like:

这款产品是科讯结合 Fusion 878A PC I 软件观看核显卡的 RAVISENT CineMaster HDTV 全软件 MPEG-2 全格式解码器， 为个人电脑设备生产商 (OEM) 提供的设计平台。以此将 HDTV 广播带 进主流的 Pentium III 个人电脑，成本只需约 150 美元而已。

Here you see two acronyms, HDTV and MPEG-2, which a Chinese reader who is interested in technology is likely to recognize, and another, OEM, which is defined for the reader.

All in all, the ways in which Chinese incorporates foreign words are really quite logical, consistent, and easy for a translator to deal with, especially in comparison with the challenges of some other language pairs I have seen described in the Chronicle.
Learning in the Changing World (Continued)

By Dave Chen

In the article “Learning in the Changing World,” which appeared in the June 1997 issue (page 26), I mentioned the reason and importance of learning about the linguistic changes taking place in the world and how these changes affect the translation industry. For instance, new terms are introduced which have no set translation, resulting in multiple versions for the same term. Changes in language are also reflected in the changes of usage and the idiomatic ways of expression. In order to survive and be successful, one has to keep abreast of these linguistic changes and learn how to cope with them. The ways of learning are numerous: writing letters, making phone calls, reading newspapers and magazines published in the target country, watching television broadcasts from the target country, accessing the Internet, and, of course, learning from other professionals. In this article, I want to focus on two ways of learning: learning through interpreting work and from in-country professionals.

Interpreting work, especially technical interpreting work, has lots of advantages. It provides you with the opportunity to learn new technology on-site, talk to professionals, including native speakers of your language, face-to-face, and to practice and train your bilingual linguistic ability so you can respond quickly and accurately. I recently did some simultaneous interpreting for a high-tech company based in Boston during a six-day new employee sales training course. This company started the Asia Pacific Program last September. So far, three training classes have been held, and I have interpreted for all of them. The classes consist of mainly lectures, but there is a one-day tour to visit a company’s facilities. During this particular assignment, I have learned the following:

1. New Terms and Expressions

“BCV” (Business Continuance Volume): The word “volume” has several meanings in the technical field. Among them, “capacity” (容量) is the most common. In mainland China, the word “volume” in BCV is translated as “a series of books” (套). BCV is also translated as “业务持续性.”

“Cascadable”: In a technical dictionary, this word means the ability that a number of devices have when connected in such a way that each operates the next one in turn (级联). In China, this is translated as “持续的保障性,” meaning security for the continuance of the business.

“Cache”: The translation in the English-Chinese Telecommunications Dictionary, published in Beijing, China in 1995, is “超高速缓存存贮器, ” but it is currently translated as “高速缓存.”

“Director”: In telecommunication, “director” means an instrument that functions to guide the directions “引向器.” This is currently translated as “定向控制器” (a controller that controls the direction).

“Fiberon (fiber channel protocol)”: This is a new term that cannot be found in any existing dictionaries. Its translation in Chinese is “光纤通道协议.”

...In order to survive and be successful, one has to keep abreast of these linguistic changes and learn how to cope with them...

“Global 2000”: Like “Fortune 500,” “Global 2000” indicates the world’s top 2,000 companies. It can be translated as “全球二千强公司.”

“Institutionalized Thinking”: A fixed, unchanged habitual way of thinking, “习惯思维.” In competition, a well-known saying goes like this: “Your biggest competitor is your institutionalized thinking.”

“Preemptive and Proactive”: “Pre-emptive” means acting, or being, first to the exclusion of others (“The first one to the market always gets 50% of the market share.”) The Chinese version for this word is “抢先的.” “Pro-active” is a new word meaning initiative or “主动的” in Chinese.

“Dotcoms”: This is also a new word. It refers to companies that have a Website and do business on the Internet. The Internet address for those companies all ended with “.com,” for example, Amazon.com. This word can be translated as “有网站的公司” or “网上公司.”

2. Most Acronyms Stay in English

For example: FTP (File Transfer Protocol); GUI (Graphical User Interface).

Continued on p. 50
Learning in the Changing World Continued

face); RAM (Random Access Memory); ROM (Read-Only Memory); CEO (Chief Executive Officer); CFO (Chief Financial Officer); CIO (Chief Information Officer); CTO (Chief Technology Officer); COO (Chief Operation Officer); and so on.

In most cases, you can always learn something new by doing interpreting work for high-tech companies. However, doing interpreting work for the U.S. Congress, United Nations, or other government organizations is a different story.

Last October, I was invited to interpret for the U.S. Congress during a visit to Washington, D.C. by a delegation of members of the National People’s Congress of China. Except for exchange group sessions, which required simultaneous interpreting, all the rest of the activities required consecutive interpreting. The delegation visited Capitol Hill, the Pentagon, the General Accounting Office, the World Bank, the Office of U.S. Trade Representatives, the Department of State, the White House, Library of Congress, Maryland State House, and U.S. Naval Academy, among other sites.

There are many challenges to such an assignment. You need to be knowledgeable of politics, military affairs, religion, history, finance, economy, and many other subjects. At the very least, you need to be a jack-of-all-trades. Of course, I learned a lot and had a chance to temper myself through this interpreting assignment. Despite the challenges involved, this is an excellent way to learn, and I encourage those translators who never leave their offices to go out and do some interpreting work.

There is much fuss about in-country reviewers among U.S.-based translators. Nevertheless, there is a great deal to learn from in-country professionals. I have had very good experiences working with the same translation agency for many years. This agency has most of their translation-into-Chinese projects done by a translation agency in mainland China. I do the editing and proofreading work for the U.S. agency to ensure the quality. The agency in China hires some real professionals and the quality is, on the whole, good. I did learn something from the in-country professionals, and I would like to provide a couple of examples to show readers:

“24 hours a day, seven days a week”

The Chinese translator’s version: “每日全时，假日不休” (all hours in a day and do not close for weekends nor holidays)

“Customer Care Center”

The Chinese translator’s version: “顾客贴心服务中心” (The center where we serve you customers with heart and sole)

In-country professionals live in the country where the target market of the translation project and the target readers of the final localized product are located. They are an important source for the U.S.-based professionals, since they actually live on the soil where the product will be grown. U.S.-based professionals are better at understanding the product and how it works, and comprehend the English (source) language better than target readers. These two parties should learn from one another’s strong points to offset each other’s weakness. By doing so, a perfect product will be yielded.

The world we live in is changing constantly and swiftly. In order to survive and be successful in the translation business, we need to learn and learn again.
A relatively new buzzword in development circles is “governance.” The World Bank, which reports that the term was rarely used until 1989, defines it as “the manner in which power is exercised in the management of a country's economic and social resources for development.”

Other multilateral lending institutions use “governance” in the same way, but sometimes with different emphasis: the Organization for Economic Cooperation and Development, for example, links it with participatory development, human rights, and democratization, while the Inter-American Development Bank (IBD) stresses modernization of the State.

The Spanish translation of “governance” seems to vary. Earlier examples tend to use gobierno or a paraphrase such as sistema de gobierno, as in a 1991 article published in the International Monetary Fund monthly Finanzas y Desarrollo (Finance and Development). Such an expression would certainly help us common mortals avoid confusion with gobierno in the sense of “government,” defined primarily as “the act or process of governing; the office, authority, or function of governing.” World Bank, International Monetary Fund, and United Nations Development Programme glossaries also suggest buen gobierno, ejercicio del poder, gestión pública, función del gobierno, among other alternatives.

However, when 23 heads of state and government from Ibero-American countries (all native Spanish speakers except for the representatives of Brazil and Portugal) met in Chile in 1996 for their Sixth Summit, the issue that got top billing in their final agreement, the Declaration of Viña del Mar, was gobernabilidad.

Does that mean they were talking about “governability,” understood to mean whether a country can be governed, as opposed to how it is governed, or am I letting those pesky layman’s definitions get in the way again? An article in the IDB’s official magazine, The IDB, on governance as the region’s next challenge cites weak judicial institutions, outdated legal frameworks, corruption, and inefficiency in public administration as “problems of governability” or “poor governance.”

“Good governance,” on the other hand, requires robust and effective legal systems, honest management of public funds and institutions, and social equity, and begins with strong institutions. In signing the Declaration of Viña del Mar, the Ibero-American countries reaffirmed their commitment to democracy, political pluralism, and respect for human rights, and agreed to strengthen political institutions, reform public administration, and decentralize the State. So it would seem that they were indeed referring to “governance”—in fact, “good governance”—when they said gobernabilidad.

Now “governability” in English is also being used to mean “good governance.” As we've seen, these overlapping, interconnected terms are clearly ever-evolving, which can be expected with new usage in specialized fields.

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Note: This article was originally published in the January 1997 issue of Chasqui, the newsletter of the Inter-American Development Bank.

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Letter to the Editor  Continued from p. 12

long and convoluted. It is very important to make sure that all the concepts are included and that if the last part of the sentence is placed first, the middle is not left out. This is where editing is again critical.

As Paul indicated, if you can think and speak (and formulate good sentences) faster than you can type, think about becoming a “dictator”

Mira S. Beerbaum
Petaluma, California
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Routledge German Dictionary of Construction (Wörterbuch Bauwesen), German-English; English-German
Publisher: Routledge
Publication Date: 1997
Reviewed by: Loie Feuerle

I always like to “test drive” a dictionary before making any pronouncements about it, so it was a rare stroke of good fortune to have received this dictionary, and then in short order to have gotten a job tailor-made to this subject matter! I am happy to report that my test drive of this dictionary resulted in a feeling of “Fahrvergnügen!!”

There is always a certain efficiency in working with a good, highly specialized dictionary. Not only are filler words absent, but the translator is also not forced to wade through a seemingly endless enumeration of various meanings for a headword in fields as diverse as nuclear energy, papermaking, automotive engineering, and other areas totally unrelated to the task at hand. Of course, words do have many meanings, and even within the construction field there are words that must be translated differently depending upon whether, for example, they might fall into the narrower areas of waste water treatment, electricity, or building machinery, and so forth. In such cases, the Routledge German Dictionary of Construction breaks the entry down according to domain and provides the appropriate translations for each. Subject area labels are presented in alphabetical order so that users can efficiently skim down to the area they are seeking (of course, after familiarizing themselves with the subject area labels in the front of the dictionary).

The professional lexicographer’s hand can be seen in this reference work. It provides more useful grammatical information than many other dictionaries on the market. Genders are given for German nouns as headwords as well as for the German translations of English entries. Parts of speech are labeled. Words that fall into two or more parts-of-speech categories are differentiated and designated by number. Verbs are marked transitive or intransitive.

Another very nice feature of this dictionary is that both abbreviations and their expansions appear in the alphabetized headwords and are translated in full at each occurrence, so that the translator is not forced to do two look-ups, one to find the abbreviation and another to find out the meaning of the underlying abbreviation—a maddening feature of many other dictionaries.

The Routledge German Dictionary of Construction is handy, with its German-English and English-German sections packaged in one convenient volume. By necessity, this format means that coverage must be limited. Nonetheless, its 25,000 entries in each language do a good job overall of covering construction terminology.

There are areas where the coverage is thinner than others, as the introduction candidly notes with respect to environmental issues. For example, although “sick building syndrome” is included, “asbestos abatement” is not. Zoning is another area that seems to have received short shrift. As for construction law, it would be a good idea to consult a legal dictionary to fill in the gaps.

There are some surprises with respect to which vocabulary words are included and which are not. For example, “hammer” is included, but “Phillips-head screw” and “monkey wrench” are not. Similarly “grüne Wiese” is notably absent, despite all the new construction that has been going on in the Neue Bun-
awe to briefly converse with him and receive a dictionary recommendation. While in his introduction to this volume he laments its brevity, it does exemplify the old saying, “Good things come in small packages.”

The articles are grouped into three parts. “Historical and Cultural Aspects of Medical Translation” includes four articles: by Leon McMorrow on the Greco-Roman mold in medical writing; Henri Van Hoof on medical translation in Japan; Jack Segura on Spanish medical terminology; and another by Van Hoof comparing English and French medical terms.

“The Medical Translator in Training” has three: by Marla O’Neill, M.D., on the question of medically-trained linguists versus linguistically-trained medical professionals; Hannelore Lee-Jahnke on training for German; and María González Davies on training for medical translation in Spain.

“The Medical Translator at Work” includes four: by Barbara Reeves-Ellington on how to improve mistranslations and distortions of meaning; Verónica Albin on adapting medical information for low-literacy audiences; Sally Robertson interviewing medical translator Ted Crump; and Clove Lynch on medical terminology resources.

Such riches to be mined! The articles and introduction include references and bibliographies, outstanding among which is Ted Crump’s, which suggests working titles for the Slavic, German, and Romance languages.

There is certainly “something for everybody” here. In particular, the historical-cultural articles contain revelations for beginning medical translators. And even for experienced translators there are new insights. Even if a translator “knows” what is being said, perhaps he never actually thought about it. For example, McMorrow tells us in his excellent brief history of medical language that the use of Latin continues unabated in the Nomina Anatomica, but to a lesser extent in the names of bacteria and plants. Van Hoof’s article comparing French and English has countless pratical examples for choosing the correct term. The author assures us that the subtleties of medical translation require every bit as much translation knowledge as literary translation; it is not just a question of dictionary terminology.

Albin writes on dealing with instructional texts. She explains why medical interpreters and translators need to educate the patient in technical terms rather than talk down to them using lay terms. Lay terms usually have more than one meaning and often lead to confusion. Yet technical terms can be used with simplified texts. A fascinating bonus, Albin gives us examples from the category of paired words that are reversed in Spanish and English, such as true/false = falso/verdadero, soap and water = agua y jabón, hot and cold = frío y caliente. I would like to comment that the linguistic force at work here seems to be euphony rather than meaning. In each language, the longer or more strongly accented term takes final position.

It’s a shame I can’t ramble on about each article. I do feel compelled to call attention to Robertson’s interview with Ted Crump, who tells us all about the department he heads, the translation unit, at the National Institutes of Health in Bethesda. Of special interest to freelance medical translators is the revelation that on those occasions when more translators are needed, it is through The Translators and Interpreters Guild that they are obtained.

After all this enthusiasm, what can we criticize in this volume? Very little.

Only one typo surfaced, where two lines of text were repeated (pp. 112-113)—a great improvement from at least one previous volume in the series. Fischbach’s introduction essentially consists of summaries of each monograph. And finally, Van Hoof’s excellent, I could say marvelous, article on French gives references no later than 1986, which perhaps date it somewhat.

All in all, this slim volume of monographs by respected world figures on medical translation will benefit all medical translators and even interpreters, regardless of language (provided that one of them is English, of course). And it is enjoyable, into the bargain.
This is the April Fool’s issue, though no pranks will be played.

Instead, I recall the huge false-alarm prank of Y2K. On January 1, 2000, all that we noticed was the official Website date for ancestry.com: January 1, 3999. Clearly, something within that Website has the capacity to add two numbers even if they are years.

[Abbreviations used with this column: E-English; F-French; G-German; H-Hungarian; I-Italian; P-Portuguese; R-Russian; Sp-Spanish.]

New Queries

(E-P 4-2000/1) Thais Simões wants help in rendering the term medical transcriber into Brazilian Portuguese.

(E-Sp 4-2000/2) Betina Frisone wants to know whether “considerando” is best for the legal now, therefore. She used to know it by heart, and therefore did not write it down.

(F-E 4-2000/3) Martha Asmah needs help with English equivalents for “chargé d’études” (in a bank) and “ingénieur d’affaires.”

(F-E 4-2000/4) In the world of e-commerce software and hardware, Kathy Gingras needs to know what is meant by the French phrase “... Digital Traffic, avec des spécialistes du référencement du décisionnel.”

(F-E 4-2000/5) Kathy Gingras does not like the derogatory translation of kludge for the French “astuce”: a poorly-designed data processing system composed of ill-fitting and mismatched components. A more positive term is preferred.

(G-E 4-2000/6) In botany, what is a “Mädchenauge,” asks a ProZ correspondent. The answering party might do well to provide advice on a good German dictionary of botany.

(G-E 4-2000/7) A ProZ correspondent working on a technical document encountered BGR as the unknown abbreviation with the following context: “Im Zusammenhang mit der Frage nach dem Ursprung dieser relevanten Prinzipien sei an dieser Stelle auf die in der BGR recherchierten Gestaltungsprinzipien verwiesen.”

(G-E 4-2000/8) All Susan Lathe could come up with for “Kabelbrand” was scorched or smoldered cables. Can something simpler be found in English?

(G-E 4-2000/9) Lists are bad news, but inevitably some of our queries are going to come from them. The ProZ correspondent who posed this problem described the document as a laundry list of items that go into the construction of a passenger car with their respective weights. They are (9.a) “Rohbau-Motor incl. ZMS” and (9.b) “Getriebe (NAG mit Wandler, Öl, Schaltung).” ZMS and NAG are the problems.

(G-E 4-2000/10) This query from ProZ has to do with the word “wählärztlich,” in the expansion of an acronym, IWA, meaning “Inkassostelle für wahlärztliche Leistungen.” Does this refer to services rendered by out-of-plan doctors, reminiscent of HMOs?

(H-E 4-2000/11) J. Daniel Gubler wishes to know what the Hungarian name “Zsolt” means. Also, going in the other direction, is the equivalent of Louis “Lajos” or “László,” or both?

(I-E 4-2000/12) Jeanne Zang was translating an Italian medical record and needs help with the following bold-print phrases: (12.a) terapie precedenti: ANS fisioterapie; (12.b) caratteristiche del dolore: Acuto Gravativo Tensione Crampiforme; (12.c) in the context of a blood test: “lattico deidrogenasi;” (12.d) for a urine sample: pH: AC, glucosio, albumina: Ass.

(R-E 4-2000/13) It’s easy to see that this query is a takeoff on хождение по мукам, but with a twist. The ProZ member presented this phrase from a brief summary of the movie “Mama,” in which хождение по граблям appears. The entire context sentence: Отходя и их жизнь — хождение по граблям, и мотивация поступков — на уровне инс- тинктив и условных рефлексов.

(R-E 4-2000/14) Elliott Urdang wonders if anyone has encountered the phrase акцент в порядке всеразличности in the context of banking services, and can provide the standard English for it. The closest he has come is acceptance...forfeiting, but that seems dubious.

Responses to Old Queries

(E-F 2-2000/3) (white unknown regions): In mapping, says Eric McMillan, it would be “taches blanches sur la carte (terra incognita, Here Be Monsters, etc.).

(E-G 1-2000/2) (packaging mandrel): For Mechi Cremer, this is a “Verpackungsdorn” in German.

(E-Sp 1-2000/5) (inner city): The query reminded Ines Swaney of a purely hypothetical challenge she once posted on FLEFO, to render into Spanish the following: The child was raised in the inner city by a single parent. Tricky for several reasons! But reality caught up with fiction not long ago, and she used “en las entrañas de la ciudad.”

Tomas Morales is a translator and interpreter in the San Diego School District, and he and his colleagues use “casco urbano,” thus avoiding the political incorrectness implied in “barrio pobre.” Alan Berson: “barrios céntricos.”

(F-E 10-99/4) ("novelle"): Paul Hopper looked this up in a German dictionary, Herbst & Readdt’s Wörterbuch der Handels-, Finanz- und Rechtssprache, Band II: Deutsch-Englisch-Französisch, and found “Novelle” (German) as amending law; amendment. French equivalents: “amendement à la loi (à une loi).” Gunston & Corner’s dictionary: amending law or bill.
A quick look at a French map combined or container counter; for the former, and uses while David likes subject whatever; as valid. that (b) secret code access. Matilde

dministrative assistant" since contest a patent. in the "administration assisted and he could also do business with Cor-

dir as a representative and managing director as a private person, just as it would do business with any other private person; e.g., the managing director rents a privately-owned building as a storage room for the corporation. Also, sometimes the managing director would have the same position at another corporation (Corporation B) concomitantly. If this phrase is entered into the Handelsregister, he would be allowed to do business—as a representative and managing director of Corporation A—with himself as a private person (“mit sich selbst”), and he could also do business with Corporation B as a third party. Her suggested English for the phrase: The managing director is entitled to act for the corporation without any restrictions to carry out legal transactions with himself or on behalf of a third party.

(G-E 11-99/9) (“Schwengelhausdeckel”): Lotte Ehrlich prefers walking beam housing cover.

(G-E 1-2000/9) (“Schiebgliederband”): Metch Cremer states that perhaps it ought to be “Schubgliederband,” something she has come across when translating automotive texts. It is a steel thrust belt that transmits torque between two pulleys. But Gunter Strumpf takes a different approach, calling it a luggage conveyor belt with sliding, overlapping conveyor elements such as one finds in the baggage claims section of airports.

(G-E 1-2000/10) (“Nichtangriffsvereinbarung”): Sabine Franciscos likes the word dispute for “angreifen” ...the partners will not dispute, either directly or indirectly. Antoinette Sixt Ruth is almost certain that “angreifen” in this context means “anfechten,” i.e., contest a patent. Several others agree.

(G-E 2-2000/7) (“Bevollmächtiger”): Eric McMillan opts for the general, but still official-sounding authorized agent or authorized representative, in the absence of a clear indication of what the field of endeavor was. Also possible: plenipotentiary. But principal could be very confusing, as it might mean the person for whom the agent is acting!

(P-E 1-2000/13) (“roteirizador”): Thais Simões knows that the verb “roteirizar” means to design or plan a route, so “roteirizador” must be a device that would allow someone to keep track of that route.

(R-E 1-2000/14) (вишуворуга кислота): Alex Shapiro found a chemical formula and an alternate name for this, C_4H_2N_2O_4 and нитрогрбритурийная кислота.

(R-E 2-2000/11) (оклюзивное тестирование, ЯЭС): David Goldman would use thorough testing for the former, and uses Fadave’s dictionary of acronyms to break out the latter as Leningrad Atomic Electrical Station. As for the sub-query squeezed between these two, (11.b) (театральные улицы), Jim Shipp wonders if it is stretching too far to use mission-critical systems, while David likes subject areas. Jim Shipp goes with end-to-end testing for the term at the head of this entry.

(S-P-E 4-99/12) (“delito contra la salud pública”:): Alan Berson wishes to expand a bit on his statement on page 66 of the August 1999 Chronicle, by saying that drug-related crime and drug trafficking are not correct translations of the above. It is a much broader concept, and could include such things as local health authorities inspecting a restaurant and finding that conditions of hygiene are unacceptable.

(S-P-E 1-2000/15) (“pasajero a título oneroso”): Francine Jacome believes this simply to be a paying passenger, since “a título oneroso” means in return for payment, consideration.

(S-P-E 2-2000/12) (“teoría de impresión”): Since Black’s Law Dictionary does mention the concept of unforeseeability, David Goldman regards Unforeseeability Theory as valid.

(S-P-E 2-2000/13) (“ingresos en tranquera”): The last two words mean at the farm gate, says Matilde Farren.

(S-P-E 2-2000/14) (“catedratico numerario”): David Goldman found this to be a permanent member of a university faculty, and he believes that to be full professor or tenured professor. Matilde Farren likes staff professor.

(S-P-E 2-2000/15) (bottling industry queries): Matilde Faben tackled all five of the sub-queries; (15.a) “datos fixos”: fixed data; (15.b) “contadores de envase”: bottle or container counter; (15.c) “medidores analógicos”: analog (as opposed to digital) measuring device; (15.d) “mermas”: shrinkage, loss through spills, evaporation, theft, whatever; (15.e) “acceso controlado pro llave secreta”: secret code access.

Thanks to all contributors. There were very many of you.
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How stupid was the censorship in ages gone and foreign climes!
How wise the firm restrictions which exemplify our modern times!

The Iliad and the Odyssey were banned by the Catholic Index. Great Britain had an official theatrical censor, though no such thing for books, movies, radio, or television, until late in the twentieth century.

And at least two works that Ronnie Apter and I translated have been censored in the past. One of them is Giuseppe Verdi’s Italian opera of 1853, La traviata.

During the second half of the nineteenth century, self-proclaimed guardians of public morals railed against this obscene work in Germany, England, and the U.S., and actually banned it for a while in New Orleans and elsewhere. It was not exactly because of the opera’s sexual content—“La traviata” means “the corrupted/straying woman” and the opera is about a courtesan, a whore kept in luxury by upper-class men—not because of its ending, in which the sinning woman “properly” dies. No, the objection was due to the fact that the audience is supposed to sympathize with the fallen woman. The opera even goes so far as to have a character who is a solidly respectable male member of the middle class not condemn her, or at least to reverse his condemnation by the opera’s end.

Twentieth-century guardians of public morals view the work quite differently from their nineteenth-century counterparts: the 1970s movie version of La traviata received a rating of G, not even PG, but G.

The second censored work we have translated is a group of songs by the beloved Russian bard, Bulat Okudzhava (1924–97). These songs, available everywhere in Russia today, had to be passed around on magnitizdat, illegal tape recordings, during the Soviet era. What did the authorities find objectionable? It couldn’t have been the words, because these were always available, published legally in the Soviet Union as poetry books. Even sung, the words were not censored so long as some official hack had composed the music rather than Okudzhava himself. No, it was Okudzhava’s melodies that must have so infuriated Soviet officials. To which even Ralph Reed or Pat Robertson might say, “What???????”

The opposite extreme from censorship is a total unconcern for what is spoken or written, by oneself or anyone else. Here is an example from the November/December 1999 issue of Opera America’s Newsline, though many other examples are printed every day in almost every newspaper in the United States:

Los Angeles Opera has changed its name from L.A. Opera. The change reflects the role that Los Angeles has played in the growth of the organization.

Submit items for future columns via e-mail to hermanapter@earthlink.net or via snail mail to Mark Herman, 5748 W Brooks Rd, Shepherd MI 48883-9202. Examples of translations of humor are preferred, but humorous anecdotes about translators, translations, and mistranslations are also welcome. Include copyright information and permission if relevant. Unless submitters request otherwise, material submitted may be shared with Robert Wechsler of Catbird Press (catbird@pipeline.com), who is planning an international collection of humor in English translation.

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On Accreditation: Standards, Criteria, Evaluation
By Colette Kent

The session “Demystifying Accreditation” at the St Louis conference explained the set of rules by which an exam paper is judged by the graders, who refer to those rules in the same way judges use the legal code. But who are those judges, the graders? They are all practitioners of the profession; you might compare them to judges at an Olympic event such as ice-skating.

The exam is meant to test not just someone’s linguistic ability, but also the candidate’s capacity to produce a professional translation in the real world. Time is of the essence. A translator who had to translate in our professional lives?

To a certain extent, we are expecting translators to demonstrate their adaptability. Most beginning translators have to work for translation agencies or bureaus, for varied private clients, or for large institutions, national or international, dealing with a wide range of subjects. The passages we choose cover five categories (more details can be found in the documents on accreditation supplied by ATA Headquarters or on their Website). In the process of selecting test passages, the key question asked is: “Is this passage similar to something that we had to translate in our professional lives?”

What are we looking for? Here are some additional criteria. At a very interesting session of the American Society for Testing and Materials at the ATA conference, I heard that translation is a product to be judged by three entities: the client, the requester, and the user. The client pays (in the case of a magazine article, he would be the publisher); the requester requests according to certain requirements (he would be the editor); and the user is the reader of the magazine. Well, we focus on “the intended user or reader.” And for this intended user, there are two requirements: transparence and serviceability.

Transparence—the reader must form an image that is an exact replica of what the source text is saying. So for a moment, the translator must abandon the original literal formulation and try to invoke what I would call a “holographic” representation of the whole idea, image, concept, action, etc...in order to give it shape in the target language.

Let us take as an example a passage by a movie critic about a screen adaptation of a Jane Austen novel. “In peering beneath Austen’s genteel surface and scraping away the Hollywood gloss that traditionally accretes to screen adaptations of Austen, (the director) has made a film whose satiric bite is sharper than......” One can see that yielding to the words would betray the meaning. Here, “peering” is not “examine intensely,” the “surface” should be seen as an image, “accrete” should be freed of its accounting or legal connotations, and “gloss” should be made more concrete than “brilliance” in order to fit with “scraping.” Here is the French translation I propose.

“En insinuant son regard sous la façade de bienséance offerte par Jane Austen et en décantant le vernis hollywoodien qui vient ordinairement empâter les adaptations d’Austen à l’écran, la cinéaste a doté son film d’un mordant satirique plus acéré....”

And what about serviceability? Well, the new text will, let us hope, bring about the same reaction in a French reader. He/she will go see the movie. Because the key question is “How useful is this text going to be?” We see in this question almost a litmus test according to which we can judge the “professional” value of a translation.

As an illustration, let us suppose the test passage has been taken from an automobile manual’s maintenance schedule. For the word “speedometer,” we find “indicateur de vitesse” or “compteur de vitesse,” for “tachometer,” the translation says “tachymètre”—all of this is fine because the service technician knows and uses these words. But when it comes to the “timing belt,” if the translation does not use the word “distribution” and refers to a “courroie de chronométrage” or a “chaîne de synchronisation”—even though the second expression is vaguely understandable—one can see the mechanic scratching his head and not knowing really what he has to change or verify. A translated text should speak to the reader in the language he/she expects. Needless to say, such a recommendation is even more important when it comes to a scientific, legal, or financial text.

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2000 ATA Editorial Calendar

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<tr>
<th>Month</th>
<th>Focus on</th>
<th>Language:</th>
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<tr>
<td>May</td>
<td>Focus on Literary Translation Language: Spanish</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Focus on the Client Languages: Nordic</td>
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<td>July</td>
<td>Focus on Science and Technology Languages: Slavic</td>
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<tr>
<td>August</td>
<td>Focus on Freelancers Language: Portuguese</td>
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<tr>
<td>September</td>
<td>Focus on Agencies, Bureaus, and Corporations Language: Japanese</td>
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<tr>
<td>October</td>
<td>Focus on the Law and Translating/Interpreting Language: Italian</td>
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</tr>
<tr>
<td>November/December</td>
<td>Focus on Training and Pedagogy Languages: Limited Diffusion</td>
<td></td>
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Upcoming Accreditation Exam Information

**California**
May 20, 2000, San Francisco
Registration Deadline: May 5, 2000

**Colorado**
May 13, 2000, Boulder
Registration Deadline: April 28, 2000
May 20, 2000, Colorado Springs
Registration Deadline: May 5, 2000

**District of Columbia**
May 13, 2000, Washington, DC
Registration Deadline: April 28, 2000

**Florida**
September 23, 2000, Orlando
(2 sittings)
Registration Deadline: September 8, 2000

**Georgia**
June 10, 2000, Atlanta
Registration Deadline: May 26, 2000

**Massachusetts**
April 30, 2000, Boston
Registration Deadline: April 14, 2000

**Michigan**
July 15, 2000, Novi
Registration Deadline: June 30, 2000

**New Mexico**
May 20, 2000, Albuquerque
Registration Deadline: May 5, 2000

**New York**
October 28, 2000, New York City
Registration Deadline: October 13, 2000

**North Carolina**
June 4, 2000, Pinehurst
Registration Deadline: May 19, 2000

**Ohio**
May 6, 2000, Brecksville
Registration Deadline: April 21, 2000

**Oregon**
August 12, 2000, Portland
Registration Deadline: July 28, 2000

**Texas**
May 6, 2000, El Paso
Registration Deadline: April 21, 2000

**Washington**
April 29, 2000, Seattle
Registration Deadline: April 14, 2000

Registration for all accreditation exams should be made through ATA Headquarters. All sittings have a maximum capacity and admission is based on the order in which registrations are received. Forms are available from the ATA Website or from Headquarters.

Please direct all inquiries regarding general accreditation information to ATA Headquarters at (703) 683-6100.

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CONGRATULATIONS

Congratulations to the following people who have successfully completed accreditation exams:

**English into Chinese**
Heping Shi
Woodbridge, VA

**French into English**
Julianne S. Surchat
Washington, DC
Joanna M. Taylor
Norwalk, CT

**English into Japanese**
Rika T. Mitrik
Frederick, MD

**English into Spanish**
Elisabet Aleu
New York, NY
Maria P. Parodi
Normal, IL

**Spanish into English**
Elisabet Aleu
New York, NY

The Active Member Review Committee is pleased to grant active or corresponding status to:

Ronnie Apter
Active
Shepherd, MI

Dorte Houman Jensen
Active
Cavalier, ND

Maria del Rocio Moguel
Active
Houston, TX

Ernesto A. Pérez
Active
Tucker, GA

Emmy Prieto
Active
Miami, FL

Silvia S. Schrage
Active
Elgin, IL

Vadim N. Zima
Active
Lynnwood, WA

Christiane G. Trudel
Corresponding
Manchester, NH
American Translators Association
41st Annual Conference
Wyndham Palace Resort • Orlando, Florida
September 20-23, 2000

Plan now to attend ATA’s Annual Conference. Join your colleagues for an exciting educational experience in Orlando, Florida.

ATA’s 41st Annual Conference in Orlando will feature:
• Over 120 educational sessions offering something for everyone;
• A Job Exchange area for individuals to promote their services and for companies to find the translators and interpreters they need;
• Exhibits featuring the latest publications, software, and services available;
• Opportunities to network with over 1,200 translators and interpreters from throughout the U.S. and around the world; and
• Much more!

The Registration Form and Preliminary Program will be mailed in May to all ATA members. The conference rates are listed below—with no increase for 2000. As always, ATA members receive significant discounts:

<table>
<thead>
<tr>
<th>Conference Registration Fees</th>
<th>ATA member</th>
<th>Nonmember</th>
<th>Student Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early-Bird (by 8/15/2000)</td>
<td>$185</td>
<td>$275</td>
<td>$70</td>
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<tr>
<td>One-day</td>
<td>$95</td>
<td>$140</td>
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<tr>
<td>After 8/15/2000</td>
<td>$230</td>
<td>$345</td>
<td>$80</td>
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<tr>
<td>One-day</td>
<td>$115</td>
<td>$170</td>
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<tr>
<td>On-Site (after 9/15/2000)</td>
<td>$290</td>
<td>$430</td>
<td>$90</td>
</tr>
<tr>
<td>One-day</td>
<td>$145</td>
<td>$215</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Note: Students and one-day participants do not receive a copy of the Proceedings. All speakers must register for the conference.

Hotel Accommodations
The Wyndham Palace Resort, the host hotel, is conveniently located in the Walt Disney World Village Resort. The hotel, which is 20 minutes from Orlando International Airport, is within walking distance of many Disney attractions. Conference attendees can register at the discounted rate of $138 single/double per night. This rate is good until August 27. To make your hotel reservations, contact the Wyndham Palace Resort at 1-800-327-2990. Be sure to specify that you are attending the ATA Annual Conference.

Mark Your Calendar Today!
September 20–23, 2000

Once Again, ATA Offers the Services of Conventions In America
To Help You with Your Travel Arrangements.
Conference Attendees Are Eligible for the Following:
• On American Airlines and Delta, save 5% - 10% off the lowest applicable fares; take an additional 5% off with minimum 60-day advance purchase. Travel between September 15-28, 2000 on America or September 18-25, 2000 on Delta.
• Call Conventions in America, ATA’s official travel agency, for the lowest available fares on any airline and discounts on the official carriers. Plus, receive free flight insurance of $100,000.
• As for car rentals, conference attendees are eligible for discounts through Alamo Rent A Car. Rates start as low as $28/day for economy models or $120/week, with unlimited free mileage. Check with Conventions in America personnel for more information.

Call Conventions in America at 1-800-929-4242, ask for ATA group #505. Outside the U.S. and Canada, call (619)232-4298; fax: (619)232-6497; Website: http://www.stellaraccess.com; E-mail: flycia@stellaraccess.com. Reservation hours: Monday-Friday 6:30am - 5:00pm Pacific Time.

If you call direct or use your own agency:
American: 1-800-433-1790, ask for Starfile #8690UE
Delta: 1-800-241-6760, ask for File #159252A
Alamo: 1-800-732-3232, ask for ID #252553GR

GET THERE FOR LESS!

Additional information, such as optional tours, pre-conference seminars, and various networking events, will appear in the ATA Chronicle as it becomes available.

Plan now to attend the largest gathering of translators and interpreters in the U.S.
NCATA Goes Public
Washington Chapter’s First PR Project A Success

Public television viewers in and around Washington, DC were introduced to the National Capital Area Chapter of ATA (NCATA) on the evening of March 8, as 30 NCATA and ATA members answered phones in WETA's studio during its Spring 2000 pledge drive. In exchange for the volunteer muscle, the PBS affiliate acknowledged ATA’s capital chapter on the air and displayed NCATA’s logo repeatedly during its evening programming. With a weekly television audience of 1,016,000 viewing households, WETA TV is the leading public broadcasting station in the nation’s capital, and its audience includes many Washington decision-makers. In launching the initiative, NCATA joins ATA’s Northern California chapter and a wide variety of other businesses and organizations that use PBS pledge drives as a source of public exposure.

The translators and interpreters arriving at WETA’s studios on March 8 were given a warm welcome and then ushered into a break room filled with refreshments ranging from the nutritionally correct (raw baby carrots) to the hopelessly decadent (gourmet chocolate-chip cookies). After some socializing and a brief orientation session, the group went straight to work answering calls and taking pledges. On-air pledge breaks alternated with generous periods of leisure for the volunteers, who generally spent their free time chatting with each other, relaxing, and raiding the refreshment table. About halfway through the shift, one of WETA’s engineers gave the group an unexpected tour of the studio, and at the end of the evening, the station raffled off door prizes to two lucky members of the NCATA contingent.

Although it’s possible to join forces with another group to reach the required number of volunteers, the strong turnout meant that NCATA did not have to share credit with any other organization during WETA’s evening programming. The station was delighted to have the group’s support, and the volunteers enjoyed spending the evening together and getting a glimpse of public broadcasting from behind the scenes. Given the enthusiastic response to this first outing, the chapter hopes to make the WETA pledge drive an annual event. Many thanks to all of the NCATA and ATA volunteers who made this PR project a success. The chapter would also like to extend special thanks to ATA staff member Terry Hanlen, who joined the translators and interpreters in the WETA studio and even brought a friend along to swell the ranks.

Got an idea for a public relations project in the Washington, DC area? Contact NCATA PR Chair Lillian Clementi at LClementi@compuserve.com or 703-820-8663.
ATA Chapters

Atlanta Association of Interpreters and Translators (AAIT)
P.O. Box 12172
Atlanta, GA 30355
Tel: (770) 587-4884
www.aait.org

Carolina Association of Translators and Interpreters (CATI)
604 W. Academy Street
Fuquay-Varina, NC 27526
Tel/Fax: (919) 577-0840
CATI@pobox.com • http://www.ncgg.org/CATI
• Local group meetings held in Asheville, Charlotte, and Research Triangle Park, NC; and Columbia and Greenville/Spartanburg, SC.
• 1999 membership directory, $10; CATI Quarterly subscription, $12.

Florida Chapter of ATA (FLATA)
P.O. Box 830632
Miami, FL 33283-0632
Tel/Voice: (305) 274-3434 • Fax: (305) 387-6712
thlopez@netside.net • http://members.aol.com/flata2

Mid-America Chapter of ATA (MICATA)
P.O. Box 144
Shawnee Mission, KS 66201
Attn.: Meeri Yule
Tel: (816) 741-9441 • Fax: (816) 741-9482
http://www.planetkc.com/bentompkins/micata

National Capital Area Chapter of ATA (NCATA)
P.O. Box 65200
Washington, DC 20035-5200
Tel: (703) 255-9290 • E-mail: sbrennan@compuserve.com
• The Professional Services Directory of the National Capital Area Chapter of the American Translators Association (NCATA) has gone online. It lists NCATA members and the services they offer, together with additional information that enables translation and interpretation users to find just the right language specialist for their projects. Bookmark http://www.ncata.org and check out the NCATA directory. If you maintain language-related Web pages, you may want to include a link to the directory. NCATA is always interested in comments and suggestions.

Note: All announcements must be received by the first of the month prior to the month of publication (September 1 for October issue).
For more information on chapters or to start a chapter, please contact ATA Headquarters. Send updates to Christie Matlock, ATA Chronicle, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Tel: (703) 683-6100; Fax: (703) 683-6122; e-mail: Christie@atanet.org.
ATA BOOK ON TRANSLATING AND INTERPRETING PROGRAMS AVAILABLE

Translating and Interpreting Programs in America, A Survey is now available from ATA. Compiled and edited by Bill Park, this 68-page publication gives the contact names and course offerings for degree and certificate programs given by schools throughout North America. This is the updated and expanded version of Park’s Translator and Interpreter Training Programs in the U.S. The cost is $20 to members and $25 to nonmembers. For more information or to order, contact ATA Headquarters at (703) 683-6100; fax: (703) 683-6122; or e-mail: ata@atanet.org.

Top 10 Traits of Good Translators Continued from p. 14

rate information about language, word count, and content. Also, your clients (often not the end-users of the translation) like to pass along helpful information to their own clients. The people that generate the demand for translations sometimes have no practical knowledge of what transpires between order and delivery. In many cases, it’s the translators who can best initiate a flow of useful information to help remedy this situation.

Just one more tip…

11. Bring up problems.
   A mutually beneficial business relationship requires an ongoing investment of time and energy by both parties. One of the aspects with the most potential for reward in any good relationship is dealing with problems in a professional manner. If you value the business relationship, it’s worth bringing up and resolving problems, and your client should do the same with you.
clearly too ignorant to realize that menus are one of those areas in which dialect words are used in written form, and therefore must be translated by a native of the country in question.

I was once commissioned to translate into German the instructions for a chocolate-enrobing machine. The manufacturer was Italian and had had the instructions previously “translated” into English. The English was so terrible I had to rewrite it completely, using the Italian as a guideline, before I could commission a German translator. I did the rewrite for free and sent a copy to the Italian manufacturer, who was so incensed at my presumption he cancelled the job! Naturally, he told me no one had ever complained about the “English.”

The funniest editing story I have concerns an agency in British Columbia who had seen my listing as a Hebrew translator in the ATA’s Translation Services Directory and faxed me a translation they had commissioned for the local police force. When I read it, I thought it had been performed by someone who had studied for about three years at Hebrew religion school. The text consisted of a set of simple questions for the police to ask drivers whom they stopped on the road and who did not speak adequate English. One of the questions was “Are you carrying a weapon?” The word for weapon in Hebrew is “neshek.” Unfortunately, the translator had added a letter and written it as “neshika,” which means “kiss.” Thus, instead of asking the person if they were carrying a weapon, the police would appear to be asking if they could give the driver a kiss!

I had been asked to give a quote for correcting this job, and I sent a few examples of my corrections, but because there were so many, I never heard from the agency again. They had used a “translator” who was clearly utterly unqualified, but I had made them look stupid so they wanted nothing to do with me.

So tread very carefully if you are asked to edit someone else’s work. Above all, realize that you may be letting yourself in for doing a complete rewrite. This may be more time-consuming than performing a translation from scratch, but you will be paid much less.

The desire to set up the Chinese Language Division (CLD) started in 1998 during a discussion among English<>Chinese translators attending the ATA 39th Annual Conference. Some members have been working to establish the division ever since, with guidance and assistance from ATA Headquarters.

The demand for English<>Chinese translation has been growing rapidly in recent years, and the number of translators/interpreters is also increasing. The CLD, once established, will provide an effective venue where translators/interpreters can better exchange their experiences, offer mutual assistance, and promote social and professional relations under a unified system and network. In order to maintain the standards and improve the quality of translation and interpretation, it seems the establishment of the CLD is both necessary and essential.

To achieve these objectives, we have voluntarily formed a preparatory committee to carry out our initial mission. First, we will need a minimum of 20 active ATA members to sign a petition to the ATA Board of Directors requesting the establishment of the CLD. We also ask that all ATA members show their support for this undertaking. Second, the group is now in the process of drafting the CLD bylaws. As soon as we secure the 20 or more signatures required for the petition, we will submit it, together with the bylaws and the name(s) of the acting administrator(s), to the ATA Board of Directors for its approval.

Anyone wishing to support the establishment of the CLD, please contact Christie Matlock, chapter and division relations manager, at ATA Headquarters. Your signature on the petition and/or your ideas and suggestions are greatly appreciated.

Thanks in advance for your kind support from the Preparatory Committee of the Chinese Language Division: Robin Feng, Yuanxi Ma, Frank Mou, and Laura Wang.
The American Foundation for Translation and Interpretation, an independent, 501(c)(3) charitable organization, was established to help the translation and interpretation professions to preserve their past history, to assist in their present work, and to stimulate future research through grants.

Plans are underway for awarding the first national scholarship to students planning to enroll in studies leading to entry into our professions and for underwriting the first and much needed research project on our professions.

Your financial support in AFTI’s initial stages of development is particularly important.

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Kalamazoo, MI 49008-5093; or
American Foundation for Translation and Interpretation
c/o American Translators Association
225 Reinekers Lane
Suite 590
Alexandria, VA 22314

For more information, contact AFTI President Peter Krawutschke at (616) 387-3212; fax: (616) 387-3103; e-mail: peter.krawutschke@wmich.edu or contact ATA Headquarters at (703) 683-6100.

AFTI is an independent, 501(c)(3) charitable organization.

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American Foundation for Translation and Interpretation

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Please note the following correction for the 1999 Membership Directory:

C3PO Linguistic and Multimedia Services
Attn: Polly Chan
93 Summer Street, Suite 4L
Boston, Massachusetts 02110
(617)350-9988 (617)426-5050 fax
1.888.443.2376
C3PO@channell.com

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