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Is This Still Worth It? An Update
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In February 1998 the Chronicle published an article about building a business budget and calculating a break-even point for a freelance business. In an update to that article, Jonathan Hine provides some additional thoughts about pricing for partners and teams, whether to use source or target text in pricing, and charging for additional services.

Why, Where, When, and How to Donate Translation and Interpretation Services
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Donating your services can give you a jolt of inspiration, along with low-cost, feel-good marketing. It can also be a great way to live your ideals and focus and develop your career. Cast your net wide with a variety of organizations and choose your projects wisely. Use these opportunities to create ideal working conditions.

10 Top Tips for a Top-notch Translation Résumé
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As you prepare for the upcoming ATA Annual Conference in Florida, keep these tips for a top-notch résumé in mind.

Report on the First Annual Translation Company Division Regional Conference
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The Translation Company Division’s first annual regional conference, held June 2-4 in Minneapolis, was a great combination of information sharing and learning, and presented many opportunities for networking.

Portuguese Language Division: So Far, So Good!
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Over the past year, ATA’s Portuguese Language Division has served as a great outlet for social enjoyment, as well as for some very worthwhile professional activities involving working with others in a team setting.

Pronouns are Here to Stay: Linguistic Change in Brazilian Portuguese
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Those who currently speak Brazilian Portuguese are gradually adopting the use of overt subject pronouns into their speech. This article examines the phenomenon, in both spoken and written forms.

From Breast of Judge to an Abiding Conviction: Current Portuguese-English Legal Dictionaries
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After recommending dictionaries for students, I began to read them more carefully. I discovered that despite several editions of the two major bilingual Portuguese-English legal dictionaries, errors from earlier editions remain in later ones. This is a dangerous situation for students and novices who accept the authority of faulty dictionaries.

The Joys of Jô: Translating A Samba for Sherlock and Twelve Fingers
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Translating two novels by the well-known Brazilian talk show host and comedian Jô Soares presented considerable challenges. Puns, jokes, and more subtle expressions of humor all demanded ingenuity, flexibility, and what Brazilians call jogo de cintura if the comedy was not to fall flat in translation. This article discusses specific problems encountered in O Xangô de Baker Street (published by Pantheon in 1997 as A Samba for Sherlock) and O Homem que Matou Getúlio Vargas (forthcoming).
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Tips for the translator of journalistic texts... into Portuguese.

To Go Where No One Has Gone Before: A Natural Evolution of the Translator’s Role and Mission
By Marie C. Martien ........................................ 44

As our world moves toward globalization, the need for translation has considerably increased. Because globalization relies upon successful communication across cultures, our profession has evolved, requiring a different approach to our role, our skills, as well as our mission. We must take on the role of consultant, educator, communicator, and global ambassador and move away from the traditional isolationist mentality of our profession in order to meet these needs. We have to become aware of the evolutionary cycle from translator, to communicator, to global ambassador. Chances are, freelancing may be a successful framework to bettering our role as communication facilitators in the new global environment.

Les grands enfants
By Alexandra Russell-Bitting ......................... 48

The counterpart to the American stereotype of the French as snooty is the French view of Americans as “overgrown children”—cute, but so terribly uninhibited.

Machine Translation Users Workshop
(In conjunction with the Association for Machine Translation in the Americas 2000)
October 10, 2000 • Mision del Sol, Cuernavaca, Mexico

Even more than machine translation (MT) developers, users are at the forefront of innovation in MT applications. The proliferation of Internet, intranet, and speech applications of MT, including translated search, and cross-language information retrieval and the translation of e-mail, chat, and real-time news, has been driven by users responding to the market’s increasing demands for the globalization of information.

The profile of the MT user in the year 2000 is very different from what MT developers envisioned as recently as 10 years ago. Nonetheless, the traditional application of MT as a translation productivity tool endures, and is thriving in many companies. The two sectors of usage have a number of opposing characteristics, such as assimilation versus dissemination, differing volume and turnaround considerations, pricing structures, and user populations.

Internet applications have received the lion’s share of press attention and development focus from MT vendors in recent years, perhaps to the detriment of more traditional applications. But will unedited Internet MT eventually crash and burn on the tarmac of user acceptance? Or will the traditional MT user simply fade away, a victim of the focus shift to the Internet on the part of MT vendors and translation consumers? Better still, can both user types thrive and contribute mutually to the other’s success? Who will be the MT user of 2010?

These are just some of the issues to be covered at this workshop. For more information, please contact: Mary Flanagan at Mt4all@compuserve.com, or Laurie Gerber at lgerber@usc.edu. Information can also be obtained by on the Web at www.isi.edu/natural-language/conferences/amta2000.
**About Our Authors...**

**Vera M. B. Abreu** is the administrator of the ATA Portuguese Language Division and editor of the division’s newsletter, *PLData*. She can be reached at veraa@mindspring.com.

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**Eve Lindemuth Bodeux** is the owner of Bodeux International, offering Website localization consulting and French to English technical translation. She has been active in the translation and localization industries for the past six years. She has published numerous articles on technology in translation in various ATA publications and the journal *Language International*. She has also given presentations throughout the U.S. on related topics. She is the editor of the French Language Division newsletter, *À-propos*. Her native language is English, and she speaks French fluently. She can be reached at go-global@bodeuxinternational.com.

**Jonathan Hine**, translator and writer, has taught technical translation at James Madison University in Harrisonburg, Virginia, and conducted workshops on business organization for freelancers throughout the United States. He is a regular presenter at ATA conferences. A graduate of the U.S. Naval Academy, his postgraduate work included project management (master’s degree in public administration, University of Oklahoma) and translator education (Ph.D., University of Virginia). His current research interest is the evaluation of translator education and the related areas of accreditation, certification, and assessment. He is ATA-accredited (Italian>English) and has been translating technical and financial material for 40 years. He can be reached at hine@cstone.net.

**Steven P. Iverson** is the administrator of ATA’s Translation Company Division. He is president and founder of Iverson Language Associates, Inc. in Milwaukee, Wisconsin. ILA was started in 1986, and now employs 20 full-time staff members. Services include translation and typesetting, technical writing and illustration, interpretation, and video production in all languages. He obtained his master’s degree in French from Marquette University. He is a member of the Society for Technical Communication, and is chair of the International Trade Advisory Committee of Milwaukee Area Technical College. He can be reached at steve@iversonlang.com.

**Arlene M. Kelly**, a native of Milton, Massachusetts, is ATA-accredited (Portuguese>English) and holds a Certificate in Portuguese from Coimbra University. The Fulbright Association granted her a yearlong fellowship with which she began demographic historical studies of the Brazilian Amazon region, culminating in her doctorate from the University of Florida in Gainesville, Florida. After 12 years in Brazil, where she also worked with a sworn translator and began interpreting, she returned to the United States. She currently teaches three courses in the Bentley College Certificate Program for Legal and Medical Interpreters (Portuguese section) on Saturdays, and interprets Portuguese for the state courts and Portuguese and French for the federal courts during the week. She can be reached at xingukelly@aol.com.

**Sara Koopman** is an interpreter and Spanish to English translator who enjoys interpreting for public speakers, translating outreach and publicity materials, and video work. She is active in various movements for social justice, and has donated her services to a wide variety of organizations. She can be reached at spanish@drizzle.com or www.spanishforsocialchange.com.

**Clifford E. Landers** is professor of political science at New Jersey City University. His translations from Brazilian Portuguese include novels by Rubem Fonseca, Jorge Amado, João Ubaldo Ribeiro, Patrícia Melo, Jô Soares, Chico Buarque, Paulo Coelho, Marcos Rey, and José de Alencar, as well as shorter fiction by Lima Barreto, Osman Lins, Moacyr Scliar, and Rachel de Queiroz. His * Literary Translation: A Practical Guide* will be published in 2001 by Multilingual Matters Ltd. He received the Mario Ferreira Award from the Portuguese Language Division of ATA in 1999. He can be reached at cliff@advanix.net.

**Lucia Leao** was born in Rio de Janeiro, Brazil, and holds masters’ degrees in Brazilian literature (State University of Rio de Janeiro) and print journalism (University of Miami). She is an ATA-accredited (English>Portuguese) freelance translator in Florida, and is presently preparing her first collection of short stories to be published in Brazil. She can be reached at lucialeao@aol.com.

**Marie C. Martien** is a French native with a background in French literature, philosophy, and psychology, who started her career as a French teacher at the Montessori Society of Maryland after relocating to the U.S. in 1989 with her two young children. Her experience shifted to English to French translation after teaching her native language to top business executives of major corporations. She is currently a French intercultural specialist, freelance translator, teacher, consultant, and interpreter, as well as a member of the French American Chamber of Commerce. She can be reached at mariemartien@home.com.

**Alexandra Russell-Bitting** has been a senior translator/reviser at the Inter-American Development Bank in Washington, D.C. for the past 12 years. She works from Spanish, French, and Portuguese into English, and has taught translation at the Université de Paris and Georgetown University. She can be reached at alexandrarb@iadb.org.

**Clarissa Surek-Clark** is an ATA-accredited (English>Portuguese) translator. She holds B.A. and M.A. degrees in linguistics from the University of Pennsylvania. Her interests include language variation, pidgins, and Creoles. Her current research investigates the South African pidgin Fanagalo, a language that includes Zulu and English. She can be reached at clarissa@clark.prserv.net.
From the Executive Director

Walter Bacak, CAE
Walter@atanet.org

Over the years I have written various columns about the ATA staff. ATA is fortunate to have a dedicated group of employees. Recently, we have had some changes to our 10-member Headquarters staff.

“Change is good” is one of my mantras. Although, at this time I feel I may need to amend this to “Change is usually good.”

Dee Warwick-Dias. Longtime ATA employee Dee Warwick-Dias has left the association. Dee had been with ATA since November of 1992. She was hired by my predecessor, John Gillis, to take on the administrative matters of an organization that was going through some pretty rough times politically and financially.

Since joining ATA, Dee’s responsibilities have changed as personnel have come and gone and new positions and programs were added. Most recently, Dee handled the advertising sales for the Chronicle and the conference programs, exhibit sales, and a variety of conference-related and administrative duties. Regardless of the project or the time, she would jump in and deliver. She wasn’t always receptive to praise, but I know she was proud of her efforts as the ATA grew and prospered. Thanks, Dee, for all your hard work, and good luck in your future endeavors.

Terry Hanlen. ATA’s Accreditation Program Manager Terry Hanlen has been promoted to deputy executive director. He will continue his accreditation program duties while serving as my backup. Terry, who has been with the association for over three years, has earned the respect of the Board, staff, and membership. In addition, his background in human resources and all-around outstanding people skills are a plus for ATA.

Barbara Russell. Earlier this year when we were preparing for the production of the Membership Directory, we discussed how we were going to proofread it. Dee mentioned that her friend Barbara Russell, who had helped us in the past with some minor projects, now had more time for us. Barbara came on board in April as a part-time employee.

In June, she suffered a brain aneurysm and died within two weeks. Her keen eyes, constant smile, and dry wit are missed. While we are all trying to keep up with business and the world operating at Internet speed, it is events like Barbara’s passing that make you stop and cherish a moment with a loved one.

Finally, while I am discussing the staff, I want to thank the Boards and the membership over the past years for their support and appreciation of the staff. As we get closer to the conference, I also want to thank them for their hard work and dedication. So, thanks to Terry, Orson Carter, Teresa Ly, Christie Matlock, Roshan Pokharel, Maggie Rowe, and Jeff Sanfacon. See you later, Dee, and we are thinking of you, Barbara.

2000 ATA Directory at a Glance

Number of listings: 6,310

U.S. geographic data: continue to have members in all 50 states plus the District of Columbia, Guam, Puerto Rico, and the Virgin Islands. By the number of members, the top five states remain unchanged from last year: California, New York, Florida, Texas, and Virginia. The remainder of the top 10, in order, are: New Jersey, Illinois, Maryland, Massachusetts, and Washington.

International geographic data: members in 61 countries. The top five countries by the number of members outside the U.S.: Canada, Germany, Italy, Argentina, and Brazil. The remainder of the top 10, in order, are: Spain, Mexico, United Kingdom, France, and Japan.

Division membership: 4,238 ATA members are members of at least one division. The five largest divisions by membership are: Spanish Language, French Language, German Language, Interpreters, and Science and Technology.

Accredited languages: The top five ATA-accredited language pairings by the number of ATA members who are accredited in the combination remain unchanged from last year: English into Spanish, French into English, Spanish into English, German into English, and English into German.

Charter members: nine. These individuals have been ATA members since 1959-60.
From the President

Ann G. Macfarlane
president@atanet.org

Recently, I was asked by some ATA colleagues whether the ATA Board was planning to turn the ATA into an international organization. I thought that perhaps others among you might like to know the Board’s thinking on this issue.

The recent membership survey indicated that 57 percent of our members believe that the ATA should be a “national organization with an international orientation.” The Board endorses that view, which is consistent with our Bylaws, and will act in accordance with it. We are a professional organization based in the U.S. and 90 percent of our members are physically in this country. By its nature, however, our profession transcends national boundaries. We welcome members from outside the U.S. for the contributions they bring to the association. We will continue to develop such international links and connections as are consonant with our mission as stated in Article II of our Bylaws.

At the same time, we remain firmly based within the United States. Our association is incorporated within the State of New York, and we pay U.S. taxes and abide by U.S. law. The main focus of our recruitment efforts is within the U.S. and will remain so.

As an example of our national character, an overseas member asked whether, if we value international members, we would waive the postage fee that is now charged to ship the Chronicle and other materials beyond the borders of the United States. If we were planning to become a purely international body, we might do this in the belief that it would draw more members—but we are not going to do so. The ATA will keep to our current policy of charging members for the extra costs incurred by shipping their publications outside the United States.

As a second example of our national character, many of the membership benefits we offer—health insurance, small-business insurance, and the brand-new retirement plan option—are of use only to members within one of the 50 states or Puerto Rico. We are not looking for benefit packages that are aimed primarily at people outside the geographic boundaries of the United States.

As an example of our international orientation, I can point to the recent Board meeting that was held in Toronto, Ontario. The Board traditionally plans its summer meeting in a city that looks like a possible future conference site. We were very pleased with the benefits that Toronto might offer us, and are actively considering it for the year 2004. Toronto is an extraordinarily diverse city, with over 120 ethnic communities represented (many within easy distance of the city center). It has many urban attractions, a vibrant downtown, and all sorts of possibilities for dining and entertainment. Almost half of the conferences in Toronto are held by U.S.-based organizations, a reflection of the city’s aggressive courting of conferences and meetings and the highly favorable exchange rate. It seemed to the Board that, in terms of value-for-money, this easily accessible city is a real find. If we do hold a conference in Toronto, it should provide a good opportunity for networking with colleagues across the northern border, as well as an excellent conference experience for all our members. I will let you know how our negotiations turn out.

Board Approves Changes to Election Procedures

At its March and June meetings, the Board of Directors of the American Translators Association approved a number of changes to election procedures. For the membership’s information, key points are listed below. The full text of the revised Nominating Committee and Election Guidelines, changes to which are listed in points 3-5 below, is given on page 9.

1) PROXY VOTING. Members who are unable to attend the Annual Meeting of Voting Members in person may give their vote to a proxy. As always, they may designate any Voting Member who is going to the meeting to cast their vote. In addition, for the sake of those who may not have an acquaintance who is attending, members may now choose a member of the Board of Directors to vote their proxy. As always, members may vote an “instructed proxy,” in which they direct the proxy holder how to vote, or an “uninstructed proxy,” in which they leave the choice up to the proxy holder. Specific instructions will be included with the ballots to be mailed out in August.

Continued on p. 10
American Translators Association, Inc.

Nominating Committee and Election Guidelines

1. Appointment of the Nominating Committee

The Nominating Committee and its chair shall be appointed by the Board of Directors upon the recommendation of the President according to Article VII, Section 2.d of the Bylaws. The Nominating Committee will consist of five active members, none of whom shall be a candidate for office that year. Its members should be in good standing and represent, insofar as possible, the geographic distribution of members.

2. Purpose of the Nominating Committee

a) The Committee shall review the background, experience, and abilities of the current Directors in order to identify the qualities desirable in future members of the Board. The Committee shall study the qualifications of those proposed as candidates in order to nominate the best possible slate.

b) The Committee shall propose two candidates, if possible, for each elective position of the Association. The names of the candidates proposed, whose written acceptances must have been received by the Nominating Committee, shall be presented to the President no later than June 1 of the election year for the information of the Board of Directors and for publication to the members.

c) Eligible outgoing Directors shall inform the Committee in writing if they wish to stand as candidates for re-election.

d) The Chair of the Nominating Committee shall submit a written report to Headquarters to be included in the material for the Board of Directors’ summer meeting.

e) Further nominations, accompanied by the written acceptance of the nominees, may be entered in writing endorsed by the signatures of at least thirty-five voting members, and shall be received by the Nominating Committee not later than thirty calendar days after publication by the Board of Directors of the names of the candidates the Nominating Committee has proposed.

3. Selection of Candidates

a) Interested members may propose themselves as potential candidates, be proposed by other members, or be approached by the Nominating Committee. The Call for Nominations shall include information about the different ways to be proposed.

b) Those who respond to the Call for Nominations should indicate their willingness to run for office, in writing, and should provide supporting information regarding their qualifications to the Nominating Committee.

c) The Nominating Committee will propose qualified candidates for each office, having made strong efforts to offer the membership a choice of two candidates for each position.

d) When selecting candidates for national office, the Nominating Committee will attempt to select a slate that is representative of the membership at large regarding geography and type of professional involvement. To avoid fragmentation of the vote, the Committee will make every effort to select candidates for the same position from different chapters or geographic areas.

e) Before the proposed slate of candidates for national office is presented to the Board for publication, Headquarters will be asked to verify active membership status. The slate shall be published as far in advance of the election as possible, mindful of the Bylaws requirement for sufficient time to allow inclusion of candidates by petition on the ballot.

f) Candidates for office will, upon confirmation of eligibility, submit to the Board a letter of acceptance and an overview of their background and platform (not to exceed 500 words).

4. Campaign Guidelines

a) An equal space policy shall be observed for all candidates in ATA publications and proxies. Every effort will be made to provide as much constructive dialogue as possible among the candidates within the existing forums of the ATA. Sufficient space (maximum word count 500 words) and a photograph will be allocated for each candidate in the ATA Chronicle to set forth their qualifications and goals for the position and to respond to questions appropriate for the position sought.

b) No funds of the Association, Chapters, or Divisions will be used to promote any candidate outside of their usual publications. While candidates may not accept campaign contributions, they may personally incur limited expenses for campaigning purposes.

c) Divisions and Chapters may endorse their members who are candidates for national office, and encourage others to vote for them, without so endorsing other candidates for the same office. However, when a Division or Chapter includes more than one candidate for a given office, either the Division or Chapter shall make no endorsement, or it shall conduct a poll of members before proceeding, in order to ensure that the endorsement reflects the will of the majority of the members.

d) It is the policy of the Association that campaigns should be open, dignified, and focused on the issues and on the qualifications of the candidates.

6/2000

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ATA Chronicle • August 2000
Amendment to the ATA Bylaws Proposed

July 17, 2000

To the Board of Directors of the American Translators Association
Ms. Ann Macfarlane, President

Dear Ms. Macfarlane:

Pursuant to Article XIV (b), of the American Translators Association, Inc. Bylaws, the undersigned, all voting members in good standing of ATA, submit for your consideration an amendment to Article XII, Section 3.b, whereby new language would establish that all officers of a Division must be active members of the Association. This change would rework the right of corresponding members to serve as officers of a Division.

Proposed new text:

ARTICLE XII
Chapters and Divisions
Section 3 – Membership and Bylaws
b. Membership in the Association is required for membership in a Division. All voting members of the Division must be members in good standing of the Association. The officers of the Division must be “active members” of the Association.

We consider this amendment to ATA’s Bylaws an important one and request that the Board of Directors present this proposal to the voting members of the Association at our meeting in Orlando, Florida.

Very truly yours,

Alicia Agnese; Verónica S. Albin; Vivian Ruth Belinky; Maricarmen Bellver; Anita S. Berthold; María Luisa Boden; Beatriz Bonnet; Eileen Brockbank; Karen A. Brovey; Josiane Bullard; Patricia Bunce; Jana C. Bundy; Rosa Codina; Pimpi Coggins; Eduardo Corredor; Isabel Maria Coutinho Monteiro; Robert A. Croese; João Manuel Roque Dias; Junta Diez Dominique; Mindy Emmons; Margarita Friedman; Peter Andrew Gergay; José A. Gonzalez-Posada; Gonzalo Gonzalez-Pumariega; Cynthia Gorostiaga; Sergio Graciano; Marian S. Greenfield; Ana Harvey; Thomas Hedden; Danièle Y. Heinen; Cristina Hendrix; Basil Kezios; Gerardo Konig; Luisa Kopinsky; Sylvia Korwek; Julia Lambertini Andreotti; Teresa H. Lopez; Cristina Marque Arroyo; Guillermo Martínez; Leticia Molinero; Roberto Nabaza; Birgit Nielsen; Susana Petit; Donna Sandin; Jack Segura; Diana Sherer; Virginia Signorelli; Eta Trabing; Lilian Van VranKen; Elena Vialo; Rosalie P. Wells; Dennis W. Wester.

From the President Continued from p. 8

Background: In the past, only one individual was appointed as proxy holder. This change will give greater choice to the membership.

2) ANNOUNCEMENT OF ELECTION RESULTS. The election returns will be posted before midnight on the day of the election, so that candidates will know the results before the next day’s Annual Meeting of All Members.

Background: In the past, candidates did not know until the public announcement of the results at the Annual Meeting of All Members whether they had been successful in the elections.

3) NOMINATING COMMITTEE. The Nominating Committee will be requested to review the background, experience, and abilities of the current Directors in order to identify the qualities desirable in future members of the Board, and to engage in “board development work” throughout the year rather than merely prior to the elections. The Committee is requested to choose a maximum of two candidates for each slot, if possible.

Background: Current practice in non-profit associations is to encourage the Nominating Committee to engage in “board development work” throughout the year, so that the selection of candidates can start from a broad base of knowledge of suitable persons. Two candidates are suggested for each slot to give members a choice, but to avoid a situation where a future leader, in particular the President-elect, might be elected without a clear mandate from the membership.

4) ENDORSEMENTS. The section of the Guidelines on endorsements has been changed to read: When a Division or Chapter includes more than one candidate for a given office, either the Division or Chapter shall make no endorsement, or it shall conduct a poll of members before proceeding, in order to ensure that the endorsement reflects the will of the majority of the members.

Background: This clarifies an ambiguity about endorsements in the previous version.

5) CONDUCT OF CAMPAIGN. The Guidelines now read: It is the policy of the Association that campaigns should be open, dignified, and focused on the issues and on the qualifications of the candidates.

Background: Previous language about negative campaigning has been removed.
Being a translator or interpreter means being in business. You can be great at what you do, but if you don’t market your services, you may not stay in business very long. ATA offers many opportunities for you to let other people know about you and your skills—from the immensely successful online Translation Services Directory to writing articles for the Chronicle.

A perfect place to network and promote your services is the ATA Annual Conference. While the conference focuses on educational sessions and professional development, it is also about business—which is why we have the Job Exchange.

The Job Exchange, which has been one of the most popular features of the conference for years, offers independent contractors an excellent opportunity to network and market their services. At the same time, agency owners and employers peruse résumés and meet prospective contractors and employees.

For those who have not been to an ATA conference, here’s a brief overview of the Job Exchange room. The perimeter of the room is lined with tables covered with the résumés, brochures, and business cards of independent translators and interpreters. These materials are organized by language. In an effort to stretch the space we have available this year, individual members will only be allowed to display their résumés, brochures, and business cards. No other displays will be allowed.

In the middle of the room we have several tables where agency owners and their personnel can review the Job Exchange binders. These binders feature the compiled profiles of translators and interpreters from the online Translation Services Directory. Of course, the only profiles included are for those individual members who returned the Job Exchange Registration Form. Note that you can fill out one of these forms and thus participate in the Job Exchange even if you cannot attend the conference. See the Job Exchange Registration Form (Form JE), which is in the back of the Preliminary Program for the Annual Conference and on the ATA Website at www.atanet.org (click on the “conference” icon). We will do our best to accommodate late Job Exchange Registration Forms after the deadline of August 15 passes.

In the Job Exchange room there will also be tables available to agencies and employers. For the first time, we are requiring companies to register for a table and pay a modest fee. In the past, it was something of a free-for-all for tables. We hope that the registration and fee requirements will make things easier for everyone involved.

Be sure to stop by the Job Exchange room. Who knows, you may make a contact for a job that more than covers your conference expenses. Regardless, the important thing is that you take advantage of this opportunity to market your services. See you in Orlando!
Accreditation
• Exam sittings were held in Los Angeles, California and Novi, Michigan.
• An exam sitting has been added in San Francisco, California.

Conference
• The ATA 41st Annual Conference Preliminary Program was posted online. For the latest conference information and to download registration forms, please visit www.atanet.org/conf200/main_page_f.htm.

• Continue to market exhibit booths, sponsorships, and Final Conference Program advertising space for ATA's Annual Conference. (If you would like more information, please contact ATA Headquarters at (703) 683-6100; fax: (703) 683-6122; or e-mail: ata@atanet.org.)

Membership
• Membership continues to grow (5.9 percent ahead of last year at this time).

Public Relations
• ATA Executive Director Walter Bacak worked with reporters/representatives from Reuters News Service and the Oregon Nurserymen’s Association magazine.
• ATA continues to work with the American Foundation for Translation and Interpretation, the Fédération Internationale des Traducteurs, the ASTM Translation User Standards and Language Interpreting Projects, and the Localisation Industry Standards Association.

Upcoming Conferences and Educational Programs

TRADOS Workshops
TRADOS Corporation offers one-day training workshops each month for Translator’s Workbench, MultiTerm, and WinAlign at its site at 113 S. Columbus Street, Alexandria, Virginia. Attendance is limited. For more information, contact: Tel: (703) 683-6900; Fax: (703) 683-9457; E-mail: eva@trados.com or www.trados.com.

Institute of Translation and Interpreting Weekend Workshop on Public Service Interpreting
September 15-17, 2000
University of Birmingham • Birmingham, England
For more information, please contact Maria Cordero, information officer, at info@iti.org.uk. Tel: +44-207-713-7600 Ext. 802; Fax: +44-207-713-7650.

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, and 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.
For more information, including registration, please contact Nathalie Collin at Nathalie.Collin@uhb.fr. Please also visit www.uhb.fr/languages/craie.

Ninth International Technology, Meetings, and Incentives
October 26-29, 2000 • Bangkok, Thailand
For more information, please visit www.cimpa.org/itmic.htm.

Translation Studies Conference: Recent Theories and Applications
University of Salamanca
November 16–18, 2000
Salamanca, Spain
For more information, please contact dir@estudios.usal.es; Tel: +34-923-294-400 Ext. 1174; www.usal.es/precur (listed as “Estudios de Traducción”; code number 00087-1).

Language Technologies for Dynamic Business in the Age of the Media Conference
November 23-25, 2000
University of Applied Sciences Cologne • Cologne, Germany
The 26th Annual Conference of the International Association of Language and Business will focus with the use of language technologies for customer-oriented services. The following topics will be discussed: tools for in-company language support; Internet-based language resources; language as a vehicle for communication in Internet services; multilingualism on the Internet (as seen by the Company); multimedia applications in a company. The conference is aimed at: top management and leading figures in industry, commerce, publishing houses, administration, politics, law, and culture; scientists and academics from various related disciplines; and technical writers, translators, interpreters, and terminologists. Please find the registration form on our Website or contact: Prof. Dr. Klaus-Diirk Schmitz at tel: +49-221-8275-3272; fax: +49-221-8275-3991; e-mail: klaus.schmitz@fh-koeln.de; or visit www.fhi.fh-koeln.de/DEUTERM/ivsw2000E.htm for more information.

Society for Technical Communication 48th Annual Conference
May 13-16, 2001
Chicago Hyatt Regency • Chicago, Illinois
The Society for Technical Communication will hold its 48th Annual Conference at the Chicago Hyatt Regency in Chicago, Illinois, May 13-16, 2001. The conference will feature more than 250 technical sessions covering technical writing, editing, management, Web page design, multimedia, and other subjects of interest to technical communicators. For more information, please visit the

Continued on p. 65
The election this year is to fill one one-year term for a director position and three three-year terms for directors’ positions. The ballot will be mailed in late August.

Director: One-Year Term
Beatriz Bonnet
beatriz_bonnet@syntes.com

In 1999 I was nominated and ran for a position on the ATA Board of Directors. I received a significant number of votes, but not enough to be elected to this position. ATA’s Executive Committee appointed me to fill Courtney Searls-Ridge’s position on the Board for 1999-2000 when she resigned in order to serve as ATA secretary. I accepted the challenge and my appointment was ratified by the entire Board. The experience I have gained during my one year on the Board, I believe, has made me a stronger candidate to fill the remainder of Ms. Searls-Ridge’s term as director. I have now gained considerable experience in parliamentary rules and procedures, ATA history and issues, and the innumerable viewpoints and issues dear to our members. This year of experience has also reinforced my belief that these are challenging times for our organization, but challenges also come hand-in-hand with incredible opportunity. I would like both the challenge and the opportunity to remain on the Board to continue my work on behalf of the ATA.

In addition to my experience on the Board, I bring over a decade of industry experience as an ATA-accredited (English<>Spanish) translator, a certified federal court and conference interpreter (approved by the U.S. Department of State). I am also president and CEO of Syntes Language Group, Inc. (formerly Global Translation Services), an established translation company with offices in Englewood, Colorado and Houston, Texas.

I strongly believe that our industry’s well-being will hinge on our collective ability to raise our level of professionalism and engage the outside world through education, public relations, and other similar efforts. To this end, I have spoken and led workshops at local, regional, and national conferences for several industry groups such as ATA, the National Association of Judiciary Interpreters and Translators, the Austin Area Translators and Interpreters Association, and the Houston Interpreters and Translators Association, of which I was a founder. Outside of our industry, I have been a speaker for numerous business and trade organizations, including several chambers of commerce, the World Trade Center, the Service Corps Of Retired Executives, and the Design Management Institute, addressing topics related to translation and language management.

I ask for your vote so that I can continue to work toward enhanced professional development opportunities, a strengthened accreditation program, the creation of criteria for professional recognition of interpreters, and the development of additional regional opportunities for training and networking. As we all go down the inevitable road of continuous and fast-paced change, the ATA must lead and redefine itself to be a proactive participant in a changed marketplace. I respectfully ask for your support of my candidacy to stay on the Board, where I can continue to offer a well-rounded background along with a can-do attitude, a proven commitment to the advancement of our profession, and the courage to lead our organization to greater achievements.

Director: Three-Year Term
Rogelio Camacho
rogelioq@aol.com
int@telnor.net

Qualifications
I have an MBA and M.Ed. and have been successfully engaged in the translation and interpretation professions in the U.S. and Mexico since 1991. Based in the San Diego/Tijuana metropolitan area and owner of a translation agency in Tijuana, my activities include freelance translation and interpretation assignments on both sides of the international border.

In addition, I have also provided more than 100 continuing education workshops and seminars for court interpreters and translators in Spain, Mexico, and the U.S. (particularly in California, Washington, Nevada, and Oregon). I have taught legal and business translation at Southwestern Community College in Chula Vista, California, and started the first translation program ever offered at the high school level in the U.S. at Mar Vista High School in Imperial Beach, California.

I have served as president of the Asociación de Traductores Profesionales de Baja California, and as vice-president of the Asociación de Traductores Profesionales, one of two Mexican FIT affiliates.

Continued on p. 14
Actively supporting the endeavors and activities of the ATA, I have been a presenter at most ATA Annual Conferences, beginning with Nashville. I have proctored accreditation examination sittings in San Diego and Tijuana, and conducted accreditation exam workshops for aspiring translators.

My Platform
I envision an ATA that continues to stimulate and support quality professional continuing education, research projects, and growth opportunities for translators and interpreters; an ATA that will continue to promote close membership ties with other professional groups (including associations of writers, linguists, language teachers, lawyers, physicians) and with other related activities in the U.S. and abroad, particularly in the countries of Latin America; an ATA that will continue to promote regional and language-specific conferences; an ATA with diversity and an equal leadership opportunity program; an ATA with a strong and representative Board of Directors; an ATA with a foolproof and crystal-clear accreditation system; and an ATA that gives its members an opportunity to express their views at every annual general membership meeting.

If elected to the Board of Directors, I will do everything within my ability to work together with fellow ATA members, officers, and Headquarters staff to ensure that ATA remains the world’s premier association of professional translators and interpreters for the benefit of its present and future members.

Candidates’ Statements Continued

Director: Three-Year Term
Marian S. Greenfield
msgreenfield@compuserve.com

After serving three years on the Board and then taking a year off following an unsuccessful run for president-elect, I was delighted that the Nominating Committee asked me to run once again. I believe my colleagues will agree that I was an energetic and effective director.

During my tenure on the Board, I encouraged expanding Headquarters staff, allowing elected officials to focus on long-range issues and making it possible to offer a greater range of membership benefits. I also advocated increasing ATA benefits to chapters. I look forward to continuing to work on these issues and encouraging the association to take a long view of critical issues when planning for the future. If elected, I will continue to support client education initiatives and efforts to raise ATA’s public profile.

I have not been idle during my “sabbatical” year. I serve as chair of ATA’s Professional Development Committee, which has just instituted a fund to help chapters invite distinguished speakers. I have also been active on ATA’s Chapters Committee.

If you haven’t met me over the years at ATA conferences and New York Circle of Translators (NYCT) meetings or other regional gatherings, please allow me to introduce myself.

I have been a translator in New York’s Financial District for 20 years, 19 of them at JP Morgan. Hired as a staff translator, I advanced to manager of translation several years ago, and am responsible for a mid-six-figure budget. I also do a considerable amount of freelance financial translation. Active in the translation community at both the local and national levels, I have served as NYCT’s treasurer, president-elect, president, and ATA liaison. I have spoken at many NYCT and New York University functions and ATA conferences, in addition to contributing a variety of articles and reviews to NYCT’s Gotham Translator and the Chronicle. Around 1995, I created the Virtual Résumé Clinic, run by NYCT and the National Capital Area Chapter of ATA, and continue to volunteer my services as a résumé reviewer. I co-organized the successful 1996 East Coast Regional Conference, co-led the Chapters Committee’s effort to rewrite the Chapters Handbook, and served on ATA’s Translation Industry Survey Committee. I also chaired the Ad-Hoc Committee that spearheaded the successful effort to offer voting rights to all ATA members who are practicing translators.

I have taught financial translation at New York University’s School of Continuing Education since 1992. I especially enjoy mentoring my former translation students, many of whom intern in my office, and other newcomers to the profession. Finally, I am an active contributor to FLEFO (Compuserve’s translator bulletin board) and Espalista (ATA’s Spanish Language Division newsgroup), and have organized the FLOCKTAIL at the last several ATA conferences.
I am confident the experience I’ve gained during 20 years on Wall Street, and nearly 10 years serving NYCT and ATA, will complement the skills and insights of the current Board. I feel I still have a lot to contribute to the association, and hope you’ll vote for me in September.

**Director: Three-Year Term**

*Jonathan Hine*

*hine@cstone.net*

Our association has grown rapidly in both size and quality. Watching this growth, I feel a vibrant optimism for the profession that has been my life since I translated my first book (a medical text in 1961). My academic life has included a B.Sc. from the U.S. Naval Academy, a master’s degree in public administration from the University of Oklahoma, and a Ph.D. in education from the University of Virginia. I have worked as a naval officer, an engineer, a comptroller, a university administrator, and as a change agent in restructuring organizations. My scholarly research is in program evaluation, specifically the evaluation of translator education programs.

Many of you know me from the business and organization workshops I conduct at ATA conferences and local chapter meetings. There are many years of study and work behind those presentations, time spent helping organizations identify their goals and then organize themselves to reach them. My forte is facilitation: I do not tell the group what to do; I help them figure out what they want to do and how to get working on it.

Complementing my work experience in organizational development is my research in educational evaluation. Specifically, I have been studying and documenting what happens in translator classrooms in our universities. We can hardly expect to explain what translators should be learning until we know what they are learning now. The results from the first three schools I visited will be presented at the conference in Orlando.

With that as background, I recognize in ATA characteristics that are typical of growing professional associations. Some associations are struggling with the decision to hire paid executive staff, which is something we did years ago. Some certify their professionals, some do not, and some, like us, are still developing their credential systems. Some have traditional academic disciplines behind them, while others are still explaining what they do on campus. I have belonged to associations that fall into all these categories.

ATA will continue to wrestle with subjects like professional certification (of individuals), accreditation (of schools), and assessment (of schools and programs). We will continue to participate in the national movement(s) to increase quality in language services.

I won’t pretend to tell you how ATA should grow. That will come from you. The current Board has established a tradition of keeping us informed and I would like to build on that.

Like most of us, I love this profession. I have studied and worked to learn some unique skills and tools that I hope you will find especially useful on your Board. If you want them there, please vote for me. Thank you for your confidence.

**Director: Three-Year Term**

*Gang Li*

*gangli@mediaone.net*

To be nominated as a candidate for the Board is a great honor that I may not fully deserve. Compared with other candidates, I am somewhat inexperienced in both our profession and the affairs of ATA.

I started my career as a professional translator by pure coincidence. I was trained to be a theoretical physicist (Ph.D., University of Michigan, 1989), but soon realized that my career in physics was hopeless. So, following a friend’s example, I plunged into translation about seven years ago.

Thanks to a good education in the English language and a strong scientific background, my career as a translator took off right away. In the past seven years, my fondness of this career has been growing continuously. I truly feel that this is my profession.

I joined ATA in 1998. During the first ATA Annual Conference (Hilton Head) I attended, I took the English-into-Chinese accreditation exam and passed it on the first try. By that time, this particular exam had only been offered for about a year, so I had the rare privilege to serve on the English-
into-Chinese testing committee soon after I passed the exam. As a relatively new member, I am open to input from all members of our organization and the public. Whatever you have in mind about our organization and our profession, I am willing to hear it. In addition, I will try to learn as much as possible about all aspects of our organization.

Currently, I do feel strongly about the following three areas.

First, I feel that we should, somehow, reiterate the contents of ATA’s Code of Professional Conduct and Business Practices to our members from time to time. I for one needed to refresh my memory. Only when all of us follow this code which we have committed to abide, will ATA members as a whole be able to stand out as the most ethical, professional, and quality-conscious group of translators and interpreters in the world.

Second, to advance our profession, I feel we need to provide more professional development opportunities to our members. The ATA Chronicle and conferences have been excellent forums, yet the popularization of the Internet has offered another great platform which has not yet been fully utilized by ATA. Through the Internet, we should be able to provide instantaneous and year-round interactions among our members and with the public. In addition, by making www.atanet.org a leading cyber forum for translators and interpreters, we shall be able to promote the public awareness of our organization as well.

Last but not least, it is my belief that the American Translators Association should do more to protect the interests of translators and interpreters in general, and American translators and interpreters in particular. We need to make them feel that we care.

To be sure, there are other issues warranting our attention. Should you decide to elect me, the ATA membership will always have my ears.

Director: Three-Year Term
Alan K. Melby
akm@compuserve.com

The past three years of my first term as a member of the Board of Directors has been enjoyable and, I hope, productive. As chair of the Ad-Hoc Translation Services Directory Committee, one area of focus has been the online TSD. Working in cooperation with our competent Headquarters staff, our Internet service provider, and other volunteers, the TSD has moved from dream to reality. During a second term on the Board, I would continue to work toward improving the TSD as issues arise. The current project involves adding functionality to our Website by creating discussion groups, allowing all ATA members to share ideas on such topics as terminology questions and language-related computer problems.

In addition to the TSD and discussion groups, my efforts during a second term would continue to be directed toward two long-term projects: 1) cooperation with LISA (the Localisation Industry Standards Association) and AMTA (the Association for Machine Translation in the Americas); and 2) the design and implementation of data exchange standards.

The term localization has expanded over the past few years to include more than just software localization. It now applies to all high-tech products being prepared for various markets around the globe. Cooperation with LISA will help interested ATA members get into the world of localization, as localizers or localization project managers. The quality of raw machine translation output has not increased substantially over the past several years, but neither has the accuracy of the public’s perception of the role of machine translation. Cooperation with AMTA will help interested ATA members get into the world of machine translation, as post-editors or as consultants to organizations that develop or use machine translation. Of course, not every ATA member is interested in participating in localization or machine translation activities, but we will all benefit if the ATA has a deserved image of participation at the cutting edge of language technology.

Of direct concern to nearly every ATA member is the interoperability of translation tools, such as translation memory look-up systems and terminology management systems. There will continue to be several competing developers of translation tools. More and more ATA members are also using these tools, either because they find them to increase productivity or because they are required to do so in order to participate in certain translation projects. A growing concern is the need to get translation memory and terminology data from our clients into our tools without having to purchase and learn every brand of tool. As a consultant to the Standards-based Access to Lexicons and Terminologies (SALT) project, funded
by the European Union under the “5th Framework” research program, I will contribute toward the realization of the dream of establishing data exchange standards and will keep the ATA informed of progress on this front.

If you would like to see me continue working on the ATA Website, enhancing cooperation with related organizations, and establishing data exchange standards, please allow me to serve a second term on the ATA Board.

Director: Three-Year Term
Ines Swaney
inesswaney@earthlink.net

As a professional translator, interpreter, workshop developer, and voice-over talent, I am keenly aware of the interrelationship between these various facets of the language business. When my daily work requires that I serve as an interpreter, whether in court, in conferences, in depositions, or elsewhere, I become more mentally agile. This heightened awareness carries over into my other duties, and results in improved performance when I am engaged in the task of written translations.

In recent years I have successfully developed and taught two workshops. *Improvisation Techniques* helps interpreters become more comfortable with their public role, and draws upon the field of acting with exercises that parallel the mental gymnastics interpreters must perform as part of the nature of our work. This workshop has also helped participants bridge the gap between the solitude and silence of the translator’s written work and the more open and audible role of the interpreter. In addition to California, this workshop has traveled to Seattle and Mexico City. The *Depositions* workshop I developed with a colleague has been helpful in guiding practicing and aspiring judiciary interpreters in better managing their duties, responsibilities, and performance in this particular legal setting. Both workshops are useful for all linguists, regardless of their working languages.

Originally from Venezuela, I have now lived in the U.S. over half my life. A Bachelor of Architecture degree from the University of California, Berkeley, greatly contributed to my performance as a technical translator for an engineering company. More recently, I have assisted companies in the Silicon Valley with telephony applications in Spanish, both as a language editor and as a voice-over talent.

As a member of the Northern California Translators Association since its founding in 1979, I have previously served on its Board of Directors, and also as a provider of continuing education in the form of workshops designed to assist candidates interested in taking the ATA accreditation exam. I am ATA-accredited in English to Spanish, and Spanish to English translation.

Because of my long tenure as a State of California and federal certified court interpreter, I am aware of much of the history and hurdles that interpreters have been facing, as well as recent changes and challenges.

Many ATA members feel a need to acquire new skills and improve some old ones, and I will strive to promote and foster greater interaction among those who have expertise to provide and those who have needs and interests to fulfill. The dynamic atmosphere that permeates our Annual ATA Conferences must become accessible throughout the year and at other venues in a parallel fashion.

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**LITERARY DIVISION AFTER HOURS CAFE**

**Friday, September 22, 2000**
**Beginning at 9:00pm**

*Come celebrate the Autumnal Equinox with poetry, prose, drama—any literature at all!*

ATA’s Literary Division is once again proud to present its annual coffeehouse/poetry reading. Attendees are invited to read from their own translations or original poetry in any language. Short selections of prose, drama, etc., are also welcome.

Readings will be limited to 10 minutes per person. Listeners are also welcome. Contact Kirk Anderson at paellero@aol.com for more details.
Mark Adams looked up at his translation class from the pit of the amphitheater. They hated this windowless room. The cramped chairs with folding writing surfaces gave the students nowhere to open dictionaries or lay the source texts next to their translations. He was stuck behind a lectern because the rows of bolted-down chairs prevented his walking among the students or circling the chairs for discussions.

Normally, he might have a backache from not moving around, but today the class was different. These students were usually active and engaged. Now that they were discussing the practical side of setting up a translation business, the interest level was even higher. The first hour and a half had vanished, and it was almost time for a break.

"Now the article by Mr. Hine," he said. The students pulled out their photocopies of the reading assignment, but did not look at them. "What is it about?"

"It’s for freelancers," said Anita quickly. With only three students today, there was no need to raise hands. "How to budget. How to calculate prices."

"Does he say you can turn down jobs?"

"He says you can take a job if it fulfills specific needs."

"Yes. That is the key. To be aware of what the job entails. How do you know? Have you had economics or accounting?" Mark paused as the silence settled on the class. He knew they knew more than they realized.

"Do you know what the break-even point is?" Their faces brightened.

"The break-even point is where you cover costs with no profit," Anita said. Marcia and Jed nodded.

"He gives you four principles in the article. What are they?" Marcia jumped in this time. "You are in it for the money."

"We charge for expertise," said Jed.

"That is why we charge more," said Mark, writing their answers on the board. "That is why it is so difficult to put a price on what we do. What about principle #3?"

"Selling time-based units," said Anita.

"What does that mean?"

"The only thing you can measure is your time, so you should be billing for it."

"Yes," Mark said. "That is why we need to keep time sheets. And principle #4?"

"Some advice for freelancers," Marcia offered. "Don’t put money from yourself into the business."

"It’s OK to do it, as long as you document it," said Anita.

"You have to keep track of it," added Jed.

Mark went to the board. He drew a big T, representing a double-entry accounting ledger sheet. For the next few minutes, he explained double-entry accounting in simple terms. The students seemed to understand, but did not react much. Anita and Jed had taken introductory accounting as sophomores. Mark was not sure about Marcia; he found her harder to read than the others. As he finished this part of his lecture, he made a mental note to use a simple checkbook example next time. He moved on to the next point.

"So what are the three parts of a budget, according to Mr. Hine’s article?"

"Personal, operating, and growth and capitalization," said Anita without looking at her paper.

Mark looked at the others. "You agree?"

"Yes," said Jed. "Customers do move, and if you want the business to grow you need money."

"Then what?"

"Determine the rate," said Marcia.

"How?"

Jed again, "See how many hours you have."

"Then divide your income requirement by the number of hours available to get the break-even point," said Anita.

"Yes," Mark said.

He then pulled the screen down in front of the blackboard and projected a transparency of Table 1. They discussed how a full-time availability of 2,080 hours in a year shrank to 1,255 hours after allowing for sickness, holidays, and overhead. "That is a key number to keep in mind: 1,255. Then if the cus-
customer wants a piece rate, like cents per word, we convert that by figuring out how long the job will take.” Mark gestured to his head to indicate “keep this in mind.”

“The goal is to relate your piece rate to your hourly rate. Once we know how long the job will take, we calculate what it should cost and then divide the number of words, pages, or whatever into that. Any questions?” He expected the silence. “OK, let’s break until 9:15, then meet in Room 222.”

With some cheering over the move to a room with big tables, the students packed their book bags and left.

The article that Mark Adams (a fictitious name) used in his class for translators appeared in this magazine more than two years ago. The material in that article has been published as a small booklet and included in workshops for translators and interpreters. The basic principles remain the same. You have to find out how much money you need to earn, and then figure out how much work it takes to earn it. That is called the break-even point.

Calculating the break-even point is a crucial first step for any businessperson trying to determine how to price a service. When you know the break-even point, you know how low you can afford to go in negotiating a rate for your work.

The purpose of this article is to cover three aspects of calculating the break-even point that the first article did not cover in depth:

1. Couples and freelancers with multiple sources of income
2. Whether to use target or source text for basing the price
3. Pricing additional services

**Multiple sources of income.** When more than one source of income is involved, freelancers need to pay special attention to their time availability when calculating the break-even point. This would apply, for example, to working couples and whether they are both language mediators or working different jobs. It would apply to someone making a living from different part-time jobs. Of course, it applies to a freelancer who is combining freelance income with a part-time or full-time job. Consider Table 2, the Business Budget Worksheet, on page 20.

There should be two kinds of entries in the row entitled “Portion coming from other sources.”

1. **Asset income:** money from stocks, bonds, investments, savings accounts, or allowances from relatives, trusts, and so forth. This is income that does not require your working time. For example, you could have purchased the asset(s) with working earnings earlier or it could be an inheritance or a credit union account that is paying dividends. A retirement check would be an example of an asset income.

2. **Salary or wages:** income from a job other than the business for which you are calculating the break-even point. If the source of money requires that you devote time to it, it belongs in this row.

If the entry comes entirely from asset income (see #1 above), then a single person should use 40 hours/week (2,080 hours/year) for the starting point in calculating the amount of time they will be available to work on this business. If two people are completely free to work on the business (say, a husband-wife team or two siblings in business together), then the starting number is 80 hours/week, or 40 times the number of people working.

Do not include the hours of someone who is not actively working in whatever it is your business does. If a relative is giving you money regularly to help out, simply enter it in the “other sources” column. The contribution will lessen the amount of money you need to earn. If someone is providing you services (like a book-

**Table 1: Finding the Number of Billable Hours in a Work Year**

<table>
<thead>
<tr>
<th>Conditions</th>
<th>Hours/Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weeks @ 40 hours/week (full-time)</td>
<td>2,080</td>
</tr>
<tr>
<td>Less a two-week vacation (80 hours)</td>
<td>2,000</td>
</tr>
<tr>
<td>Less eleven holidays (8 hours/day)</td>
<td>1,912</td>
</tr>
<tr>
<td>Less allowance for sick time (10 hours/month)</td>
<td>1,792</td>
</tr>
<tr>
<td>Less overhead (indirect costs) (e.g., 30%)</td>
<td>1,255</td>
</tr>
</tbody>
</table>

**Conditions**

- **Asset income:** money from stocks, bonds, investments, savings accounts, or allowances from relatives, trusts, and so forth. This is income that does not require your working time. For example, you could have purchased the asset(s) with working earnings earlier or it could be an inheritance or a credit union account that is paying dividends. A retirement check would be an example of an asset income.

- **Salary or wages:** income from a job other than the business for which you are calculating the break-even point. If the source of money requires that you devote time to it, it belongs in this row.

*Continued on p. 20*
Is This Still Worth It? Continued

keeper), whether it be your spouse or someone else, pay them and budget for the expense (under “fees,” for example). The expense represents the impact of their work on your budget.

If the entry comes partially or completely from another job (#2 on page 19), subtract the weekly (or annual) hours from 40 (2,080) to get your starting point. Similarly, you need to subtract a proportionate amount of time from holidays, sick days, and vacation when calculating the time you have for the business.

For example, if you work 10 hours per week at something else, you would start with 30 hours available per week, or 1,560 hours per year. Now 30 hours is ¼ of 40 or 75 percent, so in Table 1, the vacation time would be 60 hours (¼ of 80), the holidays would be 66 hours, and the sick time would be 7.5 hours per month. The overhead stays the same because it is already a percentage.

Thus, a freelancer with a 10-hour/week part-time job would have about 941 hours per year to devote to the freelance business.

A two-person team would double these numbers (assuming each had a 10-hour/week job), or you could calculate your individual available time separately and add the answers together. If only one partner had the 10-hour job, their hours would be 941 and 1,255, respectively, so the team would have 2,196 hours available per year for the business.

Source text or target text. Since the 1998 article, the transmission of source documents electronically has become commonplace, but the general advice remains the same: count what the freelancer and the client can agree upon. Ideally, the client pays the translator to translate a certain amount of material—the source text. If the source text can be counted accurately, then both parties know exactly what the job will cost up front, and the translator is free to render the target document in the best style possible without considering the target-text word count.

However, if the source document is coming by fax or in the mail and the target document is going to be electronically delivered, then software held in common can only count what is in the target text. The condition of the source document (handwriting, illegible material, tables, sheer bulk, etc.) often makes only a rough estimate of the word count possible. Resetting tables and typing in numbers will take more time than replacing them in an electronic document. More often than not, I find myself insisting on a target-text word count when dealing with a paper source text.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>MONTH</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Budget:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rent/house payment</td>
<td>525</td>
<td>$6,300</td>
</tr>
<tr>
<td>Groceries</td>
<td>400</td>
<td>$4,800</td>
</tr>
<tr>
<td>Insurance (life, health, etc.)</td>
<td>250</td>
<td>$3,000</td>
</tr>
<tr>
<td>Clothing</td>
<td>125</td>
<td>$1,500</td>
</tr>
<tr>
<td>Vehicle fuel, repairs</td>
<td>60</td>
<td>$720</td>
</tr>
<tr>
<td>Charitable pledges</td>
<td>90</td>
<td>$1,080</td>
</tr>
<tr>
<td>Eating out</td>
<td>120</td>
<td>$1,440</td>
</tr>
<tr>
<td>Vacation</td>
<td>125</td>
<td>$1,500</td>
</tr>
<tr>
<td>Utilities</td>
<td>250</td>
<td>$3,000</td>
</tr>
<tr>
<td>IRA</td>
<td>188</td>
<td>$2,256</td>
</tr>
<tr>
<td>Other (hobbies, school, etc.)</td>
<td>220</td>
<td>$2,640</td>
</tr>
<tr>
<td><strong>Subtotal: personal budget</strong></td>
<td></td>
<td><strong>$28,236</strong></td>
</tr>
<tr>
<td><strong>Portion coming from other sources</strong></td>
<td>686</td>
<td><strong>$8,236</strong></td>
</tr>
<tr>
<td>“OWNER’S DRAW” REQUIRED</td>
<td></td>
<td><strong>$20,000</strong></td>
</tr>
<tr>
<td><strong>Subtotal: business operating</strong></td>
<td></td>
<td><strong>$11,760</strong></td>
</tr>
<tr>
<td>Personal budget</td>
<td></td>
<td><strong>$20,000</strong></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td><strong>$31,760</strong></td>
</tr>
<tr>
<td><strong>Growth (3%)</strong></td>
<td></td>
<td><strong>$953</strong></td>
</tr>
<tr>
<td><strong>TOTAL REQUIREMENT</strong></td>
<td></td>
<td><strong>$32,713</strong></td>
</tr>
</tbody>
</table>
Pricing additional services. Once you gain an appreciation of the value of your time, the impact of non-language aspects of your work becomes more visible. Slowing down to read illegible faxes in small font sizes, or retyping tables, or manually replacing decimal points with commas—all these slow down the work and may invalidate the piece rate (cents/word) on which you based the price of the job. Anything you can do to avoid underestimating a job can help. One of the best defenses is having data from your past work.

Freelancers must keep decent records, but they need not be fancy. Table 3 shows a section of a hypothetical translator’s sales record. It is based on an Excel® spreadsheet. The summary at the bottom includes rows not shown, so the bottom line does not add up.

In each row with a Job #, the Revenue is the product of the Rate and the Count. If the job were for hourly services, then Revenue would be the product of the Rate and Hours. The $$/hr and the Words Per Hour (Wph) are the quotients of the Revenue divided by the Hours and the Count divided by the Hours, respectively. In the summary row, the Count, Revenue, and Hours entries are the sums of the columns above them, but the summary of the $$/hr and Wph are created by dividing the summary Revenue and Count by the summary Hours.

You might quote a total price for a really large job. If you do, then you would enter the Revenue as a number and change the Rate so that it is the quotient of the Revenue divided by the Count.

The Remarks should be able to help you recall what kind of work was involved, especially if something about the job caused you to adjust the piece rate you quoted the customer. Armed with this information, you will be able to quote a rate or price quickly the next time you see a job like it. After a while, you will be able to guess the “price” of a job just by looking at it. What you will be doing is recognizing something you remember pricing on your spreadsheet.

You write “the rest of the story.” The scene from Mark Adams’ class comes from a real class, called Introduction to Translation. Also, there are workshops at every ATA Annual Conference and at meetings of large ATA-affiliated chapters, such as the Florida Chapter of ATA, National Capital Area Chapter of ATA, and the New York Circle of Translators. The material in these presentations is continually changing to meet the needs of the attendees. If you have questions about freelancing or organizing your business, please send them to the author at hine@cstone.net. We will try to answer them in the pages of this magazine or in the conference presentations.

(Reprints of the original article as well as the presentations in the Proceedings of the 38th, 39th, and 40th ATA Annual Conferences are available from Headquarters.)

Notes


Table 3: Section of a Translator’s Sales Record

<table>
<thead>
<tr>
<th>Job #</th>
<th>Date Sent</th>
<th>Rate</th>
<th>Count</th>
<th>Revenue</th>
<th>Hours</th>
<th>$$/hr</th>
<th>Wph</th>
<th>Date Paid</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRA-01-99</td>
<td>15/12/99</td>
<td>$0.13</td>
<td>15,568</td>
<td>$2,023.84</td>
<td>26.30</td>
<td>$76.95</td>
<td>592</td>
<td>22/3/00</td>
<td>Trailmix</td>
</tr>
<tr>
<td>ATX-09-98</td>
<td>31/3/00</td>
<td>$0.10</td>
<td>135,344</td>
<td>$13,534.40</td>
<td>235.20</td>
<td>$57.54</td>
<td>575</td>
<td>15/4/00</td>
<td>TAC-01-84</td>
</tr>
<tr>
<td>LSU-07-98</td>
<td>12/4/00</td>
<td>$0.10</td>
<td>253,889</td>
<td>$25,388.90</td>
<td>437.74</td>
<td>$57.99</td>
<td>580</td>
<td>28/7/00</td>
<td>Messen</td>
</tr>
<tr>
<td>CTX-01-00</td>
<td>02/2/00</td>
<td>$0.13</td>
<td>7,895</td>
<td>$1,026.35</td>
<td>14.50</td>
<td>$70.78</td>
<td>544</td>
<td>15/3/00</td>
<td>Comtox</td>
</tr>
<tr>
<td>TRA-01-00</td>
<td>15/2/00</td>
<td>$0.13</td>
<td>11,250</td>
<td>$1,462.50</td>
<td>22.30</td>
<td>$65.58</td>
<td>504</td>
<td>21/3/00</td>
<td>Trailmix</td>
</tr>
</tbody>
</table>

SUMMARY

| $34,556       | $58,344.20 | 1,818 | $32.09 | 294 |

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ata
Why, Where, When, and How to Donate Translation and Interpretation Services

By Sara Koopman

W

y did you get into this business? Of course it’s always partly happenstance, but underneath that, what was the pull? I came to the interpreting profession with a passion for sewing together the gaps between cultures, and with a love of dancing on the edge of that exciting space where cultures and worlds meet and change. I want to make this dance beautiful and fun for those who, like me, dwell on the border of culture and language, because all too often it’s edgy and painful.

...So one of the reasons I donate my services is for the opportunity to do fun jobs and reconnect to that passion—to the sense of meaning in my work...

Well, that’s all very poetic, but some days it’s hard to remember, especially when I’m bogged down interpreting repetitive legal proceedings or translating empty verbose text. Ideally, we would always have jobs we can be passionate about, but it doesn’t always work out that way when you’ve got bills to pay.

So one of the reasons I donate my services is for the opportunity to do fun jobs and reconnect to that passion—to the sense of meaning in my work that keeps me going through the jobs I do more for the money than the mission.

I also do it because I believe in donating 10 percent of my earnings to support my ideals, but right now I have more time than money, so it’s easier for me to donate services worth that amount. How much of your income do you donate? If you sit down and figure out what percent of your income you currently donate (this can include what you give to your church, school, or the causes you believe in), you will probably be surprised to discover that the amount is far less than you think. The U.S. average is around three percent! Does the amount you donate accurately reflect your commitment to working for a better world or a stronger community?

When done right, donating our interpretation and translation services can also be a great way to do low-cost, feel-good marketing and networking to get more paying jobs. It can also improve our chances of getting paying jobs we can be more passionate about by giving us experience in areas we want to break into.

Of course, simply because you are donating your services does not mean it is ethical to accept jobs you are not qualified to do. Donation is appropriate for work you are qualified for, but would like more practical experience in. For example, I was interested in doing subtitling, so I donated my services to a video production for the Washington Alliance for Immigrant and Refugee Justice about immigration raids in the state of Washington. The video producer I worked with liked my work and called me back for several paying jobs. With that experience, I’ve been able to get other paying video jobs.

Where do I donate my services? Well, there are certainly plenty of nonprofits, schools, churches, and grassroots organizations you support that could use your services. You probably already give money to about 10 organizations (the U.S. average)—you could start simply by sending along a C.V. and a letter offering your services to these folks along with your next monetary donation.

It’s also well worth doing a little research to find groups you aren’t necessarily currently supporting, but that you would enjoy donating your services to. It’s as easy as keeping your eye out for good groups when reading your local paper. Whenever you hear about a group or project that impresses you, drop them a line and offer your services.

It’s worth putting out lots of feelers because, unfortunately, very few of the groups you offer services to will actually take you up on the offer. And of those organizations that do respond, some will do so at an inconvenient time or with a project that doesn’t interest you or seems poorly coordinated and more trouble than it’s worth. So it’s better to have lots of feelers out, the same as for paying gigs, so you can pick the cream of the crop. The great thing about donating time is that you really don’t have to take the jobs that don’t interest you (and it’s great practice for saying no).

If you’re having a slow time and want to take a break from sending out C.V.s and doing the more traditional rustling of the bushes for jobs, try calling some of these organizations. Tell them you’ve got time if they can use you

Continued on p. 24
As you prepare for the upcoming ATA Annual Conference in Florida, keep these tips for a top-notch résumé in mind.

1. Highlight your source language(s), target language, and native language.

2. List all appropriate contact information: mailing address, phone, fax, e-mail, and Website. Don’t lose out on opportunities because one of your contact points doesn’t work or is unavailable. Give prospective clients various ways to contact you so they can use their contact method of choice.

3. When sending résumés by e-mail, take steps to ensure that the recipient can open your file. One option is to send a text file, which is the “least common denominator” in the file family and one that can be read by all systems and all software. To save a file as text in many programs, go to the File option on the screen’s menu bar, scroll down to Save As, and when it asks what format you would like to save the file as, select Text Only.

One disadvantage of text files is that they do not support any attributes (bold, italics, etc.). Rich Text Files (RTF) can also be read by many systems and software and allow you to be more creative (using bold, italics, underline, colors, graphics, etc.). To save a file as RTF, go to the File option on the screen’s menu bar, scroll down to Save As, and when it asks what format you would like to save the file as, select Rich Text Format.

Potential clients will often specify in what format they would like to receive résumés. Follow their instructions so that you “get in the door.” Hypertext Markup Language (HTML) files allow you to create a résumé with style and formatting. Also, HTML files usually do not take up much memory, making it easy for the recipient to open. However, if you want to use graphics, it makes it a bit more complicated. You must include them in your e-mail and the recipient must save them to a directory. This is best avoided: send a simple HTML text file with no graphics. An added benefit of using text, RTF, or HTML files is that it is highly unlikely that you will transmit viruses through these formats.

4. If you choose to send your résumé as a Word document or other file that may contain viruses, purchase a virus scanner and update it frequently. Nothing is more embarrassing than sending a possible client the newest virus. Having an up-to-date virus scanner also protects your system and allows you to send and receive project files without worries.

5. At the ATA Annual Conference, you will most likely pass out hard copies of your résumé. Be sure to use high quality paper and a high quality printer. Make sure the font is large enough to read comfortably. Make it short—one or two pages maximum. Company representatives and potential clients will have a lot of paper to cart back, so make your presentation compact.

6. Always be truthful about past experience and capabilities. Do not overestimate your target-language capabilities.

7. Specify your fields of expertise. Staking out areas of specialization gives you credibility and encourages clients to contact you for your focused knowledge.

8. Be sure to list (and keep updated) your hardware, software, and technical skills. Do you have Trados or other productivity software? Are you an expert at Illustrator? What versions of MS Word or WordPerfect do you have? Let clients know what equipment you have so that possible compatibility issues can be dealt with up front and/or so you can impress them with the latest and

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10 Top Tips for a Top-notch Translation Résumé Continued

greatest. Do you know HTML, C++, or have desktop publishing skills? Sharing this knowledge makes you more competitive in today’s high-tech workplace, no matter what your fields of expertise.

9. Use appropriate jargon. Don’t use terminology that is over your client’s head. If your client has never heard of “localization,” you may want to briefly explain what it means. If your client doesn’t know what Star Transit is, it won’t help you get the job. Adding a clarifier like “translation productivity software” can make all the difference. On the other hand, if your client has 10 years of experience in the translation industry, using insider terms makes it appear that you are “in the know.”

10. Check that there are no spelling errors or typos on your résumé. This cannot be emphasized enough. Spell check and then let time elapse between making updates and finalizing your résumé—it gives you a fresh eye to catch mistakes that might slip through. Ask a friend or two to proof it to make sure.

Why, Where, When, and How to Donate Translation and Interpretation Services
Continued from p. 22

right now, or propose a project that they hadn’t thought of. Did you see a great educational pamphlet put out by a group you support? Why not suggest that you could translate it for them if they will commit to distribute it to the community.

One of the key selection criteria for me in choosing where to donate my time is whether the organization truly values and respects what I have to offer and, in return, can offer me ideal, or nearly ideal, working conditions. Of course, you have to request these conditions, but this is a really great opportunity to raise awareness in the community on how folks should work with us. For example, if you are interpreting for a community organization bringing a speaker to town for an event, you can ask that they have two interpreters on hand. You can also insist that they get you materials written by or about the speaker beforehand, and that they provide water on stage, and so forth. Some of these things may seem obvious to us, but they certainly are not for those who don’t work with us regularly. The great thing is that since we’re donating our services, they are far more likely to want to keep us happy.

For marketing purposes you should also expect and suggest that the group you are donating to do everything possible to maximize your exposure to their audience. For example, when interpreting for an event they should include your name and contact information in the event program, in their monthly newsletter, and introduce you beforehand and thank you again at the end of the program. When I first started doing this type of work, organizations introducing me would only say that I had donated my services, so generally the only new jobs my efforts would bring in would be requests to volunteer for other groups. Instead, I suggest that when organizations introduce you, they should make it clear that even though you are donating your services, you are a professional interpreter (for example, something like “please support those that support us. When you next need an interpreter, contact Sara Koopman at Spanishforsocialchange.com.”). For translation jobs you should be recognized not only on the text itself, in large print and with all of your contact information, but you should also be thanked separately in the organization’s monthly newsletter (with your contact information next to your name).

These are just a few of my ideas on a topic on which we have a wide range of opinions. I hope you will join me in Orlando for a lively (well-facilitated) discussion to debate and flesh out these ideas and to share war stories—our best and worst experiences donating our services and what we can learn from them.
The Translation Company Division (TCD) held its first annual regional conference in Minneapolis on June 2-4, 2000. Thirty-eight TCD members attended, representing 24 member companies, from 14 states and Canada. The event was a great combination of information sharing and learning, and presented many opportunities for networking.

The conference began Friday night with opening remarks by the moderator Phyllis Beatty (International Language Services, Inc.) and TCD Administrator Steven Iverson (Iverson Language Associates, Inc.). Muriel Jérôme-O’Keefe (JTG, Inc.), past president of ATA, provided valuable information about ATA, including a history of the organization. Arlene Jullie (International Language Services, Inc.) led the ice-breaker by instructing everyone to start the dialogue with two true statements and one lie. Everyone at the table then had a chance to ask questions to determine what was factual and what was not, which led to some lively interaction.

Throughout the weekend, TCD members participated in roundtable discussions sharing experiences and information about project management, financial management, Asian language desktop publishing, staffing, resolving customer disputes, teaming, quality standards, acquisitions and mergers, and liability insurance. The results of these discussions are being compiled and will be provided to all TCD members.

The Saturday morning guest speaker was futurist Dr. Nelson Otto discussing “The Future is not What it Used to Be.” Dr. Otto discussed the three things that will impact the future: microchips, telecommunications/communication devices, and genetics. He went on to explain that the three skills which will be needed for the future are issues management, anticipation, and vision.

Suzanne Robinson (Liaison Multilingual) talked about the progress that has been made with a “Best Practices” standard, to be accepted by all TCD members, which will hopefully become part of ATA’s Code of Ethics. There was a strong feeling among those present that this is an important task that must be completed as soon as possible to help promote professional standards among member companies.

Christina Spies (Trados) demonstrated the Trados suite of tools and how they are useful in a translation company setting. Adam Jones (SimulTrans, L.L.C.) discussed multilingual Web-sites and the challenges of Website localization and translation.

Steven Iverson led a division business meeting, during which plans were made for the creation of several new committees, including new member recruitment, industry data, administrative affairs, and an elections committee. There will be a special effort to encourage corporate members who are not members of the division to join.

All of the attendees agreed the weekend provided a unique opportunity to share information and to develop professional relationships that can help long-term in many ways. There was a strong feeling that companies must continue to work together with freelance translators and interpreters to achieve the quality and service clients demand.

The dates and location for next year’s conference are still in the planning process, and will be announced as soon as they are available. If you are interested in becoming a member of the TCD, contact Steve Iverson at steve@iversonlang.com or ATA Headquarters at ata@atanet.org.
One of the most rewarding aspects of being administrator of an ATA division is the knowledge that I am not alone in this endeavor. After working in this field for many years now, I still have not gotten used to the feelings of isolation and loneliness that come with doing freelance work out of the home. Telephone contact with clients and colleagues helps a bit, but there is nothing equal to human contact to remind me that there is a whole world of people like me out there. The Portuguese Language Division has been a great outlet for social enjoyment, as well as for some very worthwhile professional activities involving working with others in a team setting.

This goes not only for the other officers (who have accomplished a lot through teamwork), but all the division members. I am grateful to everyone who has offered to contribute their time and talents to our programs. Examples of this abounded at our sixth Spring Meeting in San Antonio last March and at our first Regional Workshop in New York in June.

In San Antonio, the atmosphere was friendly, collaborative, and objective among participants, instructors, and administrators. We learned a lot, exchanged experiences, laughed, went out on the town, and had an excellent time in general. Attending events like these is an investment with a subtle but definite payback, because the information is invaluable for increasing our members’ skills. Our next Spring Meeting (2001) already promises fresh and interesting content. If you are curious to know more about it, we will be providing details at the Orlando ATA Annual Conference in September.

The workshop in New York was an opportunistic, “spur of the moment” event, but it fulfilled an old promise we had made to our members. The idea came to us when we learned that a very talented and renowned Brazilian instructor, Regina Alfarano, would be spending a few months in New York and would be available to lead a seminar. We then organized a three-day event focusing on the changes and evolution of (Brazilian) Portuguese, reviewing grammar and reading and analyzing articles from magazines and newspapers. Participants learned a lot and had a great time. I had other treats, too, and was able to sample the fare at Brazilian restaurants in the Big Apple! The success of this event has encouraged us to continue having similar workshops in the future.

We received a lot of great suggestions from enthusiastic members for topics around which to organize presentations at the next ATA Annual Conference in Orlando. The panels we have chosen include the following: financial terminology, poetry and immortality, jet engine concepts, interpretation, international economics, legal terminology, and the influence of indigenous languages on Brazilian Portuguese. As usual, there will be a full social agenda as well!

I would also like to announce that we have completely revamped the Website for the Portuguese Language Division. Our Web designer, Caitilin Walsh, was very responsive, prompt, and did a great job of helping to create a clear and usable site. Several volunteers provided content (in both English and Portuguese), photography, and editing.

We have also gotten several good suggestions and ideas for a new logo for the division, and members Henrique Levin, Regina Firmignac, and Assistant Administrator Regina Cardoso da Silva will select one and transcribe it into electronic format. Also underway is our very ambitious plan to create a division directory, which anyone will be able to download (as a PDF file) from our site. This directory will be updated annually. Members Tania Van Deusen, Else Andersen, and I are working together on this project.

Last but not least, publication of our quarterly newsletter, PLData, edited by yours truly, continues on schedule. This publication features interesting articles and interviews contributed by many of our members, and goes out to all 370 members, along with 100 others in either hard copy or electronic format. Our next issue will focus on the ATA Annual Conference in Orlando, with lots of useful information, pictures, and interesting articles.

My warm thanks to the officers Regina Cardoso da Silva, Margarete Marchetti, Kátia Iole, and to all members that contribute to the division in many ways and help us keep up the good work. See you all in Orlando!
As translators, we have a fair amount of freedom in our text. We are educated native speakers of the languages into which we translate, so the work we produce is not ungrammatical. This means that, as native speakers, we do not speak—and therefore do not write—sentences that would be impossible to create in our language. Yet, we are constantly worried about using proper grammar in our work. To alleviate this worry, we must consult prescriptive grammar books, follow one or two experts who (most of the time) provide us with answers to our questions, and keep updated on current terminology in our native language. The latter is especially important for those of us who live away from the place where our mother tongue is spoken and who are not “immersed” in it in our everyday lives.

In my work as a Portuguese translator, I am often caught in the prescriptive versus descriptive grammar dilemma, especially because a lot of my translating and editing work is aimed at the general public in the form of travel guides, marketing, food articles, surveys, and computer manuals. While I want to write correctly and produce “standard Portuguese,” I also want to reflect the language that is currently being used in Brazil.

This practical problem led me to start an investigation of a linguistic change that is currently taking place in Brazilian Portuguese: the appearance of overt subject pronouns in colloquial speech and their presence in written texts. My goal here is to discuss the progression of overt subject pronouns in Brazilian Portuguese and how this linguistic change is becoming pervasive in the language. I will also discuss the repercussions of such a linguistic phenomenon, and how translators can position themselves with regard to similar linguistic changes.

In Portuguese and in some Romance languages (also called PRO-drop languages) it is not mandatory to include subject pronouns in every sentence, because the inflected verb already carries agreement of person and number as well as tense information. For example:

1) Ele está nervoso hoje. “He is nervous today.”
2) Está nervoso hoje. “ZERO is nervous today.”

In the first sentence, “ele” is an overt subject pronoun. Without the pronoun “ele,” the second sentence contains an unfilled syntactic position, or a null subject.

Figueiredo Silva (1996), whose work concentrates on Portuguese generative syntax, describes this problem in the following manner:

“In regard to the null subject, in the specialized literature of this particular language [Brazilian Portuguese] we frequently find two contradictory statements: on the one hand, despite a series of restrictions that can fall on the subject position, BP is seen as a language in which the subject position does not have to mandatorily be filled by a lexical pronoun; on the other hand, all of the work on statistical linguistics has revealed that this language shows a growing tendency to use lexical pronouns in the subject position, when the interpretation is referential” (1996, p. 120, my emphasis).

...This...led me to start an investigation of a linguistic change that is currently taking place in Brazilian Portuguese: the appearance of overt subject pronouns in colloquial speech and their presence in written texts...

In a more straightforward way, in traditional Portuguese grammars such as Cunha’s (1968), a zero pronoun is sometimes called a “sujeito oculto” or “hidden subject,” and is not considered a deletion but is seen as the norm in the language. Along with these grammarians, de Almeida (1975) prescribes the use of subject pronouns only in the following cases:

A. When the subject has more than one pronoun:
   3) “Eu e Pedro iremos.”
      “Pedro and I will go.”

B. To emphasize:
   4) “Tu me atraíçoaste. Violaste a fé jurada, tu te mostraste indigno de minha confiança.”
      “You [2nd person] betrayed me. You broke the sworn faith, you showed yourself unworthy of my trust.”

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C. When it is necessary for clarification:

5) “Eu rio, tu choras.”
   “I laugh, you cry.”

D. When the subject is modified by an adjectival subordinate clause:

6) “Eu, que nunca deixei de dizer a verdade, não mentiria agora pela primeira vez.”
   “I, who never stopped saying the truth, would not now lie for the first time.”

As a complement to item C, which deals with clarification, there is a further complication that arises in Brazilian Portuguese. This is the fact that more than one subject and lexical pronoun with different semantic roles uses the same singular third person form of the verb, as illustrated in Table 1. In these cases, if one does not pronounce the subject pronoun overtly, a certain degree of ambiguity may result.

Prescriptive grammar aside, Lira’s work on Brazilian Portuguese among speakers from Rio de Janeiro shows the pervasiveness of overt subject pronouns. Out of almost 9,000 instances of the possible use of overt subject pronouns, they appear in 56 percent of the sentences, as opposed to null subjects (44 percent).

One of the most interesting findings of her research contradicts the commonsense idea that if something has already been mentioned before with an overt subject in a previous sentence, the next sentence does not need to be disambiguated with the use of an overt pronoun. Also, ambiguous verbs do not show a higher probability of overt pronoun usage. Animate nouns (humans) show a very high probability of the presence of a subject pronoun (0.83 percent) as opposed to inanimate nouns (such as animals), which either are referred to with the lexical noun (o cachorro ‘the dog’; o gato ‘the cat’) or show zero pronouns. There are no apparent patterns of use of overt pronouns based on social class, age, or sex of the speaker.

Still searching for more samples of colloquial speech in Brazilian Portuguese, my own analysis of the transcripts from Amostras do Português Falado no Rio de Janeiro (1999) by Maria de Conceição de Paiva (under the auspices of the Urban Cultured Norm and Linguistic Variation Census Project for the Rio de Janeiro State) corroborate Lira’s findings. However, it has not escaped my attention that such interviews were conducted in the early 1980s and, like Lira’s work, may also reflect the Rio de Janeiro regional dialect and not Brazilian Portuguese as a whole.

More investigation followed with the popular magazines Cláudia (a woman’s monthly magazine) and Isto É and Veja (two weekly news magazines). Their pattern of overt pronoun use is conservative, with a higher degree of use of null subjects in the written text. Nonetheless, the interview sections of Isto É and Veja use overt subjects when asking direct questions. Most notable were the formal lexical pronouns o senhor ‘the sir’ and a senhora ‘the lady,’ used when interviewing authorities or someone who would be addressed with respect in colloquial speech (such as Bill Gates in a Veja interview—although it is unlikely that the interview was conducted in Portuguese!). When this occurs, the interviewed party does not have to recip-

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**Table 1**

<table>
<thead>
<tr>
<th>Pronoun</th>
<th>Pronoun</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ele</td>
<td>gosta</td>
<td>He likes</td>
</tr>
<tr>
<td>Ela</td>
<td>gosta</td>
<td>She likes</td>
</tr>
<tr>
<td>[Tu]</td>
<td>*gosta</td>
<td>You [2nd person sing] like [regional or non-standard dialects]</td>
</tr>
<tr>
<td>Você</td>
<td>gosta</td>
<td>You [2nd person sing] like</td>
</tr>
<tr>
<td>O senhor</td>
<td>gosta</td>
<td>Masculine Formal You like [when directly addressing a man]</td>
</tr>
<tr>
<td>A senhora</td>
<td>gosta</td>
<td>Feminine Formal You like [when directly addressing a woman]</td>
</tr>
<tr>
<td>A gente</td>
<td>gosta</td>
<td>We [informal] like</td>
</tr>
<tr>
<td>O pessoal</td>
<td>gosta</td>
<td>The people “they” [informal] like</td>
</tr>
</tbody>
</table>
locate with the same level of politeness, as he/she may refer to the reporter or to the news magazine as você or vocês, the informal second person singular and plural pronouns. In addition, there is a certain degree of overt subject use in his/her responses, which more closely resembles colloquial speech.

I have noticed in translations I edit that, depending on the subject matter, there is also a certain degree of reluctance on the part of translators to subscribe to colloquial speech norms of overt pronoun usage in their work. I am not including here translations by beginners, in which every sentence begins with an overt subject pronoun—possibly an influence from English syntax in which this type of pronoun usage is mandatory. Depending on the genre, the overall picture of overt pronoun usage is as follows:

As expected, technical and legal translations show a very low degree of overt subject pronouns, followed closely by medical translations—the possible exception in this genre seems to be health care manuals for the general public.

Business translations allow for a somewhat higher degree of overt pronoun usage than the previous genres, since in some instances employees and stockholders need to be addressed and disambiguated.

Translations of food-related products or promotional materials in general, such as travel guides or advertisements, come next, although these genres provide less of an environment for sentences with overt subject pronouns to exist, relying instead on imperative constructions.

As expected, computer manuals, Web pages, and scripts for video or audio recordings show the greatest similarity to current colloquial speech. The explanation for the first two genres may be the relative young age of computer users and their informal colloquial language, as well as the larger than normal influence of English syntax and lexical items. Naturally, scripts are the most obvious genre for the most “true to life” type of speech.

There is little doubt that the use of overt pronouns permeates current Brazilian Portuguese in the spoken form. However, upon investigating this matter more thoroughly, we find that there is a considerable gap between the written and spoken language, and that the two mediums do not fully correspond. Although translators have relative freedom to use a language type that more closely resembles the spoken language for translation genres that are geared toward the public, they still show conservative use of overt subject pronouns in their work, preferring to follow a pattern that closely resembles the written genre.

References:


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For Long-Term Planners...
Future Annual Conference Sites and Dates

Los Angeles, California
October 31-November 3, 2001

Atlanta, Georgia
November 6-9, 2002

Phoenix, Arizona
November 5-8, 2003
From Breast of Judge to an Abiding Conviction: Current Portuguese-English Legal Dictionaries

By Arlene M. Kelly

When I chanced upon “breast of judge” in a bilingual legal dictionary, I pictured an unusual menu item at an exotic restaurant. However, I was checking for the correct rendition for the equivalent of “abiding conviction” (intima convicção) from Portuguese to English. I then cross-checked the phrase in the other direction in Maria Chaves de Mello’s Dicionário Jurídico. I found the entry “breast of the court.”

Unlike Spanish, which has a plethora of sources, there seems to be relatively few bilingual legal dictionaries for Portuguese and English. With the publication of Chaves de Mello’s pioneer edition in 1984, translators and interpreters finally had a basic source text geared toward legal terminology to consult. Six additional editions have been issued during the ensuing 15 years. One would expect and hope for improvements, corrections, and additions in successive editions. Since the first appearance, in 1992, of Noronha’s bilingual dictionary, there have been two more editions. Both of these dictionaries were compiled by Brazilian professionals.

A cursory glance at both dictionaries leads one to believe that Noronha’s contains a superior product, but it is not a cut and dried conclusion. If one weighs the failings of the two dictionaries, Noronha must carry the heavier burden since he had the advantage of Chaves de Mello’s pioneer work to guide him. His first edition (1992) was published eight years after Chaves de Mello’s first dictionary. Due to the repetition of the phrase “breast of judge” and some other errors that also appeared in Chaves de Mello’s edition, it seems Noronha did consult her dictionary (he did not provide a bibliography). That particular phrase has yet to be found in any other reference book in English concerning legal procedures.

However, instead of comparing one dictionary to the other, a comparison of a prior edition with the latest edition of each dictionary could well be more revealing. Such a comparison would demonstrate any development or improvement in the contents over time. Appendix I shows the number of editions and the publication years for each of the dictionaries under discussion. This means I was able to compare Chaves de Mello’s fourth (1990) and seventh (1998) editions to each other, and Noronha’s second (1994) and third (1998) editions. This will not be a detailed review of each and every error existing in either of these dictionaries for any edition, but a general overview of their lack of precision, especially considering the fact that they are consulted by novices in the fields of interpreting and translating.

The authors’ qualifications are provided in the respective prefaces to the dictionaries. Chaves de Mello is a member of the Institute of Brazilian Attorneys and the Brazilian Academy of Social Sciences. Published in the fourth edition, Eliézer Rosa’s preface to the first edition from 1984 extols Chaves de Mello’s achievements as a legal professional and as a poetess. Not only does she seek to discover the varied applications for

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Having been a legal translator since 1978, I have been amused many times by the language usage of inexperienced or novice translators and interpreters. This dictionary entry puzzled me. Continuing my quest for the meaning of “breast of judge,” I checked other sources. Yet, I found the exact same entries in the other major bilingual dictionary for Portuguese and English, Noronha’s Legal Dictionary. Other oddities caught my eye and prompted me to do further research, not only on the “breast of judge” entry which had originally piqued my interest, but others such as “embassador,” “treacher,” “beyond sea,” “gold digger,” and “abearance.”

I started criticizing these sources and defining the elements of a good bilingual dictionary. I borrowed some guidelines from Fundamentals of Court Interpretation. Theory, Policy, and Practice, which describe desirable aspects for purchasing a competent reference work. These include:

- Date of publication
- Author’s qualifications
- Ease of finding material
- Clarity of definitions

Unlike Spanish, which has a plethora of sources, there seems to be relatively few bilingual legal dictionaries for Portuguese and English. Portuguese-language volumes are scarcer than other European languages. With the publication of Chaves de Mello’s pioneer edition in 1984, translators and interpreters finally had a basic source text geared toward legal terminology to consult. Six additional editions have been issued during the ensuing 15 years. One would expect and hope for improvements, corrections, and additions in successive editions. Since the first appearance, in 1992, of Noronha’s bilingual dictionary, there have been two more editions. Both of these dictionaries were compiled by Brazilian professionals.

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each term, but she also endeavors to present current meanings, according to Mr. Rosa. Chaves de Mello’s major contribution to the advancement of bilingual legal understanding was the publication of her dictionary. Three women receive credit for revising the fourth edition, so one cannot fault Chaves de Mello alone for errors apparent in this or future editions.

Noronha has been admitted to the Brazilian and Portuguese Bars, and is senior partner in “a Brazilian-based global law firm.” Both authors intended their books for people involved in international and commercial law, and both contribute to a clearer understanding of many legal concepts between the English- and Portuguese-speaking communities.

Both dictionaries could derive great benefits from careful proofreading for English typographical errors, as well as for the correct equivalence of many meanings from one language to the other. Despite Noronha’s contention that words from other languages can be found in legal texts, his inclusion of Spanish, Italian, German, and Japanese words and phrases smacks of unnecessary addition (padding) to his dictionary, which is not advertised as multilingual, but bilingual. Yet, all things considered, they are the best bilingual legal dictionaries for Portuguese and English currently on the market.

Table 1

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Chaves de Mello</th>
<th>Noronha</th>
</tr>
</thead>
<tbody>
<tr>
<td>(+) cross-referenced</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>(-) misspellings</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>(-) wrong meaning</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>(-) unequal parts of speech</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>(-) insufficient equivalence</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

The internal aspects considered for each dictionary form the basis for Table 1. By cross-referenced, I mean the existence of words and phrases in both directions. “Breast of judge” existed only into English from a Portuguese expression meaning abiding or moral conviction. From English to Portuguese, the phrase was “breast of the court,” which is an acceptable, if old-fashioned phrase used to describe the judge’s certainty. Thus, there was no cross-reference. Cross-referencing is desirable in bilingual dictionaries, so a plus sign (+) appears before it in Table 1. Cross-referencing was not consistently carried through in either dictionary.

Undesirable characteristics are preceded by a minus sign (-). They include misspellings, incorrect meanings, unequal parts of speech, and insufficient equivalence.

Misspelling does not include variations due to orthographic differences from country to country. In Brazil, for example, a word for records, “registro,” has a second “r” whereas in Portugal, “registo” does not. Rather, the misspelling errors are those which appeared in an earlier edition and were carried over to the latest one. In Chaves de Mello, “traitor” is written as “treacher” in English; perhaps it may seem a logical derivative of treacherous to those versed in proper English. Yet “treacher” exists in a law dictionary published in 1899. On the same page, the misspelled “treasure” instead of the correct “treasury” appears twice. Perhaps this presents a greater danger to novices due to the fact that the word exists on its own even though it is incorrect in these placements. These are also misspelled in Noronha’s dictionary. “Philander,” a word from Noronha which also presents a danger to inexperienced translators and interpreters, would be correct if it were meant as the verb “to philander.” However, the target word is a noun meaning “a flirt,” which would be “philanderer.” Noronha also presents a curious archaic spelling of a word which has a modern spelling, although “nam” or “naam” in either one of its manifestations rarely has seen a printer in the last few generations. Another properly spelled archaic word, “embassador,” would be unacceptable in the place of its currently correct “ambassador” in translations. The same word appears in Chaves de Mello. Another archaic form in Noronha can be found in “gild,” which he does not use to paint with gold in this dictionary, but uses to refer to what would be a guild (1994, 130; 1998, 137).

Incorrect meanings or distorted meanings occur frequently, with some meanings completely missing the target significance. One distorted but understandable equivalence in Chaves de Mello (p. 446) for “scab” (a nonunion worker willing to break a strike line) is explained as someone who is underpaid (which may or may not be so). Two

Continued on p. 32
Current Portuguese-English Legal Dictionaries Continued

Table 2

<table>
<thead>
<tr>
<th>Errors in Chaves de Mello:</th>
<th>Archaic or incorrect meaning given</th>
<th>Correct meaning/word</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry</td>
<td>An action among friends</td>
<td>A kind of lottery</td>
</tr>
<tr>
<td>“Raffle”</td>
<td>Nepotism or exchange of favors</td>
<td>The gerund backscratching</td>
</tr>
<tr>
<td>“Backscratch”</td>
<td>Attempted crime</td>
<td>Aggravated assault</td>
</tr>
<tr>
<td>“Felonious assault”</td>
<td>Lack of profits</td>
<td>Income not from working</td>
</tr>
<tr>
<td>“Unearned income”</td>
<td>Roommate,</td>
<td>Prisoner or prison inmate</td>
</tr>
<tr>
<td>“Inmate”</td>
<td>Boarding house resident</td>
<td></td>
</tr>
<tr>
<td>“Manstealing”</td>
<td>Kidnapping</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Errors in Noronha:</th>
<th>Archaic or Incorrect meaning given</th>
<th>Correct meaning/word</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry</td>
<td>Behavior, conduct</td>
<td>Aberrance, archaic</td>
</tr>
<tr>
<td>“Aberrance”</td>
<td>Abandoning the home</td>
<td>Fleeing, escaping</td>
</tr>
<tr>
<td>“Elopement”</td>
<td>To emit or circulate</td>
<td>To emit or circulate</td>
</tr>
<tr>
<td>“To utter”</td>
<td></td>
<td>false documents</td>
</tr>
</tbody>
</table>

incomplete renditions of meaning occur with “illicit connection” and “illicit relation” (p. 345), both given as illicit sexual relations (which, again, may or may not be so). Other errors in Chaves de Mello (1998) and Noronha include those in Table 2.

Chaves de Mello also included both “elopement” and “to utter” with the same explanations, another indication that Noronha consulted her work.

A rather amusing incomplete meaning occurs in Noronha with the phrase “gold digger,” which he has decided means someone who works in the mining industry. In a very literal sense, this can be true; however, those familiar with English slang would realize that “gold digger” often refers to someone (generally female) who pursues relationships with the goal of receiving financial gains.

Another misrepresentation which is presented by both authors (and a rather dangerous one for those working in criminal justice) was the meaning provided for the difficult phrase often used in jury instructions and waivers of rights: beyond a reasonable doubt. Both authors erroneously wrote that the phrase meant: according to Chaves de Mello (p. 261) “without any doubt,” “clear,” “undoubtedly”; and Noronha (1994, 46; 1998, 48) “undoubtedly,” “beyond any doubt.” Any translators or interpreters using the meanings provided by either of the authors in this instance would be misleading their readers and clients. The often-heard standard of proof which guides jurors or judges of criminal cases goes to a moral certainty, beyond a reasonable doubt, but not beyond any doubt.

A phrase which is unique to Noronha (1994, 46; 1998, 48), “beyond sea,” provides a quintessential example of poor translating. “Além mar” in Portuguese connotes “overseas” or “abroad” in English. “Beyond sea” furnishes a wonderful example of bad, literal translation that novices should always avoid. However, when the phrase appears in a dictionary used as an authoritative reference, it is difficult to blame beginners.

Unequal parts of speech between the source and target languages appear frequently. This occurs when the word on one side is an adjective and a noun or verb on the other. For example, in Chaves de Mello (p. 257) “backdating” receives an infinitive verb form as an equivalent. One of the only corrections found from the second to the third editions of Noronha’s dictionary concerns “to export,” which was given a noun equivalent in the second edition (1994, 112) but appears with the correct infinitive in the 1998 edition (p. 117). And although “flee from justice” appears with verb equivalents in Portuguese, on the same pages (1994, 121; 1998, 128) “flight from justice” also appears with verb equivalents. As I mentioned earlier, both dictionaries could derive great benefits from careful proofreading for English typographical errors, as well
as for the correct equivalencies of many meanings from one language to the other.

I have no intention of downplaying the original results achieved by the dictionaries’ authors. Few authors have the wherewithal (much less the energy) of being able to spend 70 years and count on thousands of contributors to achieve a final product. Those who participated in the compilation of the first Oxford English Dictionary were a grand exception. However, some careful selection and continual revision is expected from the compilers of dictionaries. It is true that much of the legal language in use is “frozen”; that is, consisting of extremely formal language which has not changed over the centuries. However, new or modified laws continually arrive on legislators’ agendas to become part of current statutes. Slang or coded language for criminally intentioned telephone conversations constantly develop new terminology. “Brownie,” when mentioned in a district court arraignment, no longer refers to either cooking or marijuana, but a quantity of heroin. Whether targeting international and commercial law or criminal law, changes occur over time and should be recognized in later editions of applicable dictionaries.

There exist precious few published sources for those of us who work in English and Portuguese legal areas, and both dictionaries certainly are useful. My own focus differs somewhat from both of these authors: to provide a dependable vocabulary for interpreting work in courts between Portuguese and English. The unreliability of many entries in both dictionaries provides so many pitfalls for students and novices. The entries in both directions could have been improved in their successive editions by careful reviewing of spelling, consistency between parts of speech in source and target languages, completeness of equivalence in meaning, as well as correctness of equivalence in meaning.

In no way do I wish to dismiss or demean the work which both of these professionals dedicated to the compilation of their dictionaries. In fact, I have begun to identify with this dedication. One outcome of my investigation into the inconsistencies and errors in these volumes has been to start my own listing of legal equivalents between English and Portuguese. I am compiling a listing which can be used in courts and applied to Brazilian as well as European Portuguese speakers. Although achieving results can be rewarding, arriving at those results is a plodding, often tedious, picky journey through frequently uneven and questionable terrain. My points of departure included, of course, the two dictionaries dissected here. I am employing preliminary results in my legal interpretation course for the Legal and Medical Interpreter Certificate Program at Bentley College in Waltham, Massachusetts. As work on this legal reference material for Portuguese and English continues, I would welcome any contributions from colleagues. In this case, not only do more participants make a merrier time, more contributors will ensure a better result for all of us.

Notes:
1. When we speak of “direction” with reference to bilingual dictionaries, we are referring to the language, for example, into English and out of Portuguese or vice versa. The language read or heard is the source language (SL). The language into which we translate or interpret is the target language (TL).
5. There is a legal dictionary only from English to Portuguese, published in 1991 by Continental or European Portuguese authors not covered in this article: Andrade, Maria Paula Gouveia, and Alvaro Dias Saraiva, Dicionário Jurídico (Inglês-Português). Porto, Portugal: Elcla Editora, 1991.
Current Portuguese-English Legal Dictionaries Continued

7. Noronha, op.cit., p. i.


14. “Brownie” now refers to the quantity of 50 packets of heroin.

References:


Appendix I:
Editions and Publication Years of Each Dictionary

<table>
<thead>
<tr>
<th>Editions</th>
<th>Chaves de Mello</th>
<th>Noronha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>1984</td>
<td>1992</td>
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<tr>
<td>2nd</td>
<td>1985</td>
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<td>3rd</td>
<td>1987</td>
<td>1998</td>
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<tr>
<td>4th</td>
<td>1990</td>
<td></td>
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<tr>
<td>5th</td>
<td>1991</td>
<td></td>
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<tr>
<td>6th</td>
<td>1994</td>
<td></td>
</tr>
<tr>
<td>7th</td>
<td>1998</td>
<td></td>
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</tbody>
</table>
UPS and your Association have an agreement.
You’ll get early morning delivery to the most international cities, but only if you’re willing to save money.

One way to beat your competition in the international arena is simply to arrive before they do. UPS can help. Ship with us, and you’ll get earlier delivery to more cities around the globe than with any other carrier. We guarantee it. Take UPS Worldwide Express Plus. It’s the only two-day service that delivers to 150 cities in Europe by 8:30 a.m. (That’s hours before any of our competitors.) Or there’s UPS Worldwide Express, with 10:30 a.m. delivery the second business day to the most cities across Europe and North America. Whichever UPS international express service you choose, you’ll always know the status of your package with our global tracking network. And as soon as you enroll in the program, your shipments will go abroad for 20% less, thanks to your ATA discount. So the next time you ship to Kloten or Köln, call 1-800-PICK-UPS. Or visit us online at www.ups.com. We’ll make sure your package arrives bright and early — their time. Call 1-800-325-7000 to enroll today.

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For those of us who love it, literary translation is a delight—but far from an unalloyed one. Over time, any experienced literary translator will encounter texts that are obdurate, opaque, unyielding, and thankless. Few situations in literary translation are more frustrating than knowing the exact denotation and connotation of every word in a sentence in the source language (SL), yet being unable to comprehend its meaning.

Take a passage that, in the midst of prose, aspires to be “poetic.” A close translation may well sound stilted or corny, while a looser rendering may stray entirely from the author’s intent. Omission is seldom an answer, at least where two- and three-line sentences referring to untranslatable cultural referents are involved. For example, in translating Paulo Lins’s Cidade de Deus, I wrestled with these lines for what seemed like an eternity:

Poesia, minha tia, ilumine as certezas dos homens e os tons de minhas palavras. É que arrisco a prosa mesmo com balas atravessando os fonemas. É o verbo, aquele que é maior que o seu tamanho, que diz, faz e acontece. Aqui ele cambaleia baleado. Dito por bocas sem dentes e olhares cariados, nos conchavos de becos, nas decisões de morte. A areia move-se nos fundos dos mares. A ausência de sol escurece mesmo as matas. O líquido-morango do sorvete mela as mãos. A palavra nasce no pensamento, desprende-se dos lábios adquirindo alma nos ouvidos, e às vezes essa magia sonora não salta à boca porque é engolido a seco. Massacrada no estômago com arroz e feijão a quase palavra é defecada ao invés de falada. Falha a fala. Fala a bala.

My less-than-optimal solution:

Poetry, my benefactress, illuminate the certitude of men and the tone of my words. I venture into prose even as bullets riddle the phonemes. It is the verb, greater than its size, that speaks, acts, and achieves. Here, it stags, struck by bullets. Uttered by toothless mouths and decayed gazes, in the collusion born in alleyways, in the decisions of death. Sand stirs in the depths of the sea. The absence of sunlight darkens the forests. The strawberry-liquid of ice cream is sticky to the touch. The word, born of thought, surges from the lips to acquire a soul in the hearing, and sometimes that magical sound does not spring to the mouth because it is swallowed to no avail; massacred in the stomach with rice and beans, the quasi-word is defecated rather than spoken. Speech fails. The bullet prevails.

Given such hurdles to overcome, a literary translator feels doubly blessed when works like those by the Brazilian author and television personality Jô Soares come along. Of the 14 books I translated from Brazilian Portuguese, many have offered pleasures: the brain-tweaking intricacies of Rubem Fonseca’s Bufo & Spallanzani and Vast Emotions and Imperfect Thoughts; the vivacious prose and involving narrative strength of Patrícia Melo’s The Killer and In Praise of Lies; the humor of Marcos Rey’s charming modern picaresque Memoirs of a Gigolo; or the biblical cadences of Paulo Coelho’s The Fifth Mountain. But a work by Soares is something I look forward to because I am guaranteed of having as much fun in doing the translation as his SL audience experienced in reading the original.

Soares, who is best known as the host of Brazil’s most popular late-night talk show, has published two novels, each a bestseller in his country and well received abroad. Except for the admixture of suspense and humor and the playful merging of reality and fantasy (in both works, historical characters appear in fictionalized form), the two novels have little in common. But both display the hallmarks of a Soares work: high readability, fast pacing, a dollop of humor, exquisite plotting, rounded characters, and a unique perspective on the protagonist.

The first, O Xangô de Baker Street (1995), which appeared in English two years later as A Samba for Sherlock, deals with
a hitherto unrecorded adventure of Arthur Conan Doyle’s redoubtable detective and his stalwart companion Dr. Watson. Summoned to Rio de Janeiro in 1886 by Emperor Dom Pedro II to find a stolen Stradivarius, they quickly encounter a series of shocking murders involving young women, with a clue left on the mutilated body of each victim—a violin string. (It is Soares’s conceit that Holmes coined the term “serial killer” to describe the assassin.)

Besides the obvious attraction of Sherlock Holmes as protagonist, A Samba for Sherlock (a Booklist Editors’ Choice for 1997, where it was judged “a dazzling, delectable jeu d’esprit”) offers a meticulous re-creation of the years just prior to the founding of the Brazilian Republic. Soares carried out extensive research on the period and painstakingly avoided using any word or phrase that was not current in 1886. I felt duty-bound to honor this convention in the translation, and the venerable Oxford English Dictionary was of inestimable assistance in this task.

Alternating between chilling glimpses into the mind of a madman and comedic scenes centering on the bumbling Watson and the far-from-infallible Sherlock, the work is a page-turner in the best sense of the term. A warning: hard-core Holmes fans may foam at the mouth at the irreverent depiction of the great detective. In fact, I have seen few literary works that have generated such polarized reactions, as evidenced by reader reviews compiled on Amazon.com. People either get the joke—the ability of the sensuous Rio to tropicalize even the most reserved of Englishmen—or they wax choleric at the “desecration” of their idol. Obviously Brazilians find the approach to their liking: over 400,000 copies have been sold to date, a phenomenal number by local standards.

A more recent novel, O Homem que Matou Getúlio Vargas, which appeared in 1999, has rivaled its predecessor in popularity in Brazil, and its French translation (L’Homme qui tua Getúlio Vargas, by François Rosso), published this year, has also enjoyed critical kudos. At this writing the title of the English translation is still undecided, though the working title is Twelve Fingers, based on the assumption that The Man Who Killed Getúlio Vargas was unlikely to appeal to many Americans, who have no idea who Vargas was. (Arguably, the pivotal figure of Brazilian politics in the 20th century—revolutionary, dictator, and later the democratically elected president.) Twelve Fingers purports to be a biography of Dimitri Borja Korozec, born in Bosnia in 1897 to a Serbian father and a Brazilian mother. Boyishly handsome, highly intelligent, a brilliant polyglot, and an expert marksman, he is trained in the years before World War I at the mythical Skola Atentatora to be a consummate political assassin and help free Serbia from the yoke of the Austro-Hungarian Empire. However, Dimitri, or Dimo as his parents call him, has a singular shortcoming: he is inordinately clumsy, perhaps because he has six fingers on each hand.

Twelve Fingers follows its protagonist across four decades and three continents as he attempts, always unsuccessfully and with hilarious results, to strike a blow for liberty and against tyranny, as he sees it. From a bungled attempt on Archduke Ferdinand in Sarajevo (Gavrilo Princip beats him to it) through a comic misadventure involving the ill-fated French journalist Jean Jaurès, Dimo proves a most inept assassin. Later he travels to America, where he becomes the least deadly member of Al Capone’s gang, before ending up in Brazil, where he perceives what his true mission must be: to kill Getúlio Vargas. The peripatetic would-be assassin interacts with such historical figures as Mata Hari, Marie Curie, Dragutin Dimitrijevic, Benjamim Vargas, George Raft (his roommate!), and, of course, Al Capone. Soares also introduces a fascinating range of wholly imaginary characters: Henri Mathurin, who reputedly escaped from Devil’s Island and befriends Dimo in the penal colony on Grande Island; Gérard Bouchedefue (love that name!), a 70-year-old anarchist who becomes his mentor in Paris; the dwarf Motilah Bakash, last of the murderous Thugs and Dimo’s mortal enemy; and the lovely young widow Maria Eugênia Pequeno, who falls in love with him and helps him escape.

Why were these two novels so enjoyable to translate? For one thing, they are told in a straightforward narrative fashion, free of the pretentious “arias” of self-indulgent prose designed to display the author’s literary talents. As a general rule, a good read makes for a good translation—in the sense that such books lend themselves to a more relaxed approach to the task at hand.

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The Joys of Jô Continued

than do more self-consciously “literary” works. This is not to say that Soares cannot write compelling prose. Con- consider this depiction of the crazed killer’s thoughts in *A Samba for Sherlock*, as he ruminates about the beautiful young mulatto woman whom Holmes saved from certain death at his hands:

His Siamese cat, which usually wanders among the rooftops, is sleeping peacefully today in the wicker basket beside the door. He pays no attention to the cat. Lying in his narrow bed, he loses all notion of time. He has lain there supine for over two hours, staring fixedly at the ceiling. It is a spiritual exercise he performs whenever the hatred in his soul begins to wane…. Little by little, the hatred proceeds, pursues its path, its destiny, envelops his head until it reaches the tips of his hair. Every hair bristles. The sheets on the bed are drenched in sweat. The process ends. The essence of being, replenished by pure hatred…. He is frustrated. She was lucky. Very lucky. That was the only reason he was not able to pierce her soft breasts with the sharp blade of the dagger and pull out her lungs. The half-breed woman had seven lives, like cats. Or was it nine? Do cats have seven lives or nine? He doesn’t recall. He goes over to his Siamese, asleep in the wicker basket. In one hand he holds the animal by the head and with the other opens its belly with a single blow of the dagger. It is so fast that the cat dies without even opening its eyes. One life. So cats, like whores, have only one life after all.

Another element that adds to the pleasure—and often the challenge—of translating is humor. Soares’s books combine a sometimes rough jocularity with an irreverence that can easily be lost in a cross-cultural context. An excellent example is a delicious bilingual pun in *A Samba for Sherlock*, based on the fact that a German-speaking immigrant in Brazil might well confuse “v” with “f.”

The German [bar owner], tired of putting things on the cuff, had posted a clearly visible sign beside the cash register saying VIADO SÓ AMANHÃ (credit only tomorrow). What he didn’t know was that in Portuguese ‘credit’ was *fiado*, while *viado* was a slang term for a homosexual…. No one had taken it upon himself to correct the picturesque mistake.

Incidentally, this is an instance in which adaptation supplements translation. In the SL, there was no need to explain the meaning of *viado*; the interpolated phrase brings English-language readers up to speed and, one hopes, preserves the humor of the original.

Similarly, in *Twelve Fingers*, there occurs a metalinguistic passage (metallanguage is a language which becomes self-referential, as, for example, when it alludes to its own grammar or engages in word play) that, though untranslatable, had to be dealt with. The setting is as follows. Under the Vargas dictatorship of the late 1930s until the end of World War II, censorship and intimidation were commonplace. Any newspaper that dared publish material critical of the regime did so at its peril. One such journalist was “Aparício Torelli—Aporelly, the famous humorist who wrote under the pen name Baron of Itararé. His criticisms of the government in the newspaper *A Manhã* are considered highly subversive by the chief of police, Filinto Müller, whose sense of humor is second only to Himmler’s. The baron, after Müller’s men invaded the newspaper and cowardly beat his fellow workers, hung on the door to the editorial offices a sign that reads” **ENTRE SEM BATER**. What to do with this?

In Portuguese the pun works beautifully, as *bater* means both “to beat” and “to knock,” but in English there is no single word covering both meanings. (Incidentally, the French translation encountered no such difficulty: **ENTREZ SANS FRAPPER** is a perfect *double sens.*) Nothing occurred to me immediately, but gradually I concluded that it would be impossible to maintain both the enter-without-knocking and the refrain-from-pummeling meanings. I began considering alternatives—things that might plausibly be found posted on a door. The first was “school of hard knocks”; probably wisely, Jô turned thumbs down on that one. After weeks of lucubration, I proffered **THE BEATEN PATH**, which the author approved. Nonetheless, I still consider it a less than optimal solution and would welcome any suggestions, as the translation won’t be published until 2001.
Another feature of Soares’s writing that appeals to the observant reader is his use of the hommage. In *A Samba for Sherlock* there is a scene in which Holmes, desperate for clues to the psychology of the madman serial killer, visits Dr. Aderbal Câmara, “who suffers from a strange form of cerebral pathology. He possesses great intelligence and culture, but when he goes into a crisis he tears out and devours pieces of the flesh of whoever is within his reach. Ironically, before insanity overcame him, he was one of our most prominent alienists.” The demented physician, after much taunting of the detective, provides him with a clue that sends him down an unexpected path. The inspiration from the novel and film *Silence of the Lambs* is patently obvious and adds to the fun. Similarly, in *Twelve Fingers* when Dimitri is wrongly imprisoned in the hellish penal colony on Ilha Grande, there is a hommage to *Birdman of Alcatraz*:

As the days go monotonously by, Dimitri begins to look upon those animals with different eyes. He no longer finds them so repulsive. He brings crumbs from the pestilential dining hall to feed them.

In a short time, his cell is the roaches’ preferred spot. He patiently trains the insects to push empty matchboxes and to take small messages stuck to their wings to the prisoners in more distant cells.

Overcoming his natural repugnance, he manages to have them cover his body on command, as apiculturists do with bees. Even Professor Alencar is surprised at the feat. Guards and prisoners alike begin calling him, in an admixture of respect and disgust, the Roach Man of Grande Island.

Or take this dialogue between the hero and a fellow prisoner, the Frenchman Henri Mathurin, as they plan an escape:

Dimitri approaches Mathurin. “I got the money for the escape. I’m just afraid they’ll decide to search me.”

“Don’t worry about it. On Devil’s Island I learned a way to hide things that will get by any search,” Mathurin assures him.

“How?”

“I’ll show you. Come with me.”

Henri takes Dimitri to the bathroom and asks him to watch the entrance. Lowering his pants and squatting next to the wall, he begins contorting himself as if he were about to evacuate. Suddenly, a polished bamboo tube approximately six inches long and two inches in diameter emerges from his anus. It is divided into two parts that screw into each other. Twisting both ends, Mathurin opens the unusual cache.

“It’s my little safe.”

Dimitri contemplates the menacing cylinder. Henri explains, “I’ve made one just like it for you. You have to stick it in really far, up to the colon in the large intestine. All you do is take a deep breath and it goes right in. Even if they strip you and spread your legs, there’s no way to discover it.”

After a long pause, Dimitri says, “On second thought, I think I’ll stay here. The Colony isn’t really so bad. The food’s tolerable at best, but the place has a lovely view, the air’s clean, and I need to look after my roaches.”

Anyone who has seen or read *Papillon* will recognize the hommage.

I could cite at length additional elements of Jô Soares’s oeuvre, but I’ll save those for my presentation in Orlando. Hope to see you there.

Note:
1. This theme will be explored in greater depth in my presentation at the 2000 ATA conference in Orlando, in a paper entitled “Translating Jô Soares: Does Comedy Transfer Across Cultures?”

ATA Chronicle • August 2000
News is the periodic communication of information through the mass media to the public at large or to certain demographic groups. This is the first thing you will need to understand if you want to be a good translator of journalistic texts. Journalistic writing takes on many different forms, from straight news covering daily events to in-depth investigative reports, but no matter what form your writing takes, there will always be certain techniques that remain the same. To be a successful translator of journalistic texts, it will be your job to become familiar with the techniques of the trade in order to understand how the source text came together.

The one rule that is fundamental to all journalistic writing is to be sensitive to the emotional side of events...

...The one rule that is fundamental to all journalistic writing is to be sensitive to the emotional side of events. This is especially true for translators working in this field. An effective translation not only informs the reader, but also conveys the same emotional impact that was intended by the original. Together with your talent, this sensibility will enable you to devote yourself to this line of work. Another challenge for translators is the need to make any subject, even the driest one, attractive and easy to understand. You have to be versatile and be able to translate specialized news and make it understandable to laypersons. This is why a translator has to trust his intuition for perceiving and uncovering facts, and his imagination to stay away from routine and triviality. By keeping constantly well informed, you will be able to quickly understand what is going on in the world and will find it easier to convey information of interest in all subject areas.

The greatest challenge for a journalistic translator is the speed at which the news has to be sent. News ages quickly in a newspaper. To be able to deliver a job within very tight deadlines, a translator must be able to work at high speed, be agile in improvising, and, above all, be imaginative.

Here is a good question to ask yourself as an exercise to get you thinking like a journalist. How would you translate an item for a paper or magazine about an unreleased film, or a work of art by an unknown artist, or a yet-to-be-printed book—quickly, without any information available or sources on the Internet, and without knowing the feature story? A story about this kind of subject is called a feature story (matéria de variedades). It is often located in the “Culture” section of the newspaper (sections like “Living and Arts” and “Leisure”) and encompasses a wide variety of subjects (“how-to” type articles are also included in this classification). To try to understand and penetrate an author’s original intentions requires keen discernment and a wish to see, in the complexity of words, the images they wanted to create in the minds of their readers. After all, the translator is a privileged witness of history in the making, because he is one of the first to be in contact with the news.

Those who have some experience or knowledge of journalism know that there are many things in common between journalism and translation: communication skills, agility, accuracy, style, and (restrained) creativity are just some aspects. The subjects journalists have to deal with are very diverse. Often the news items a translator is required to translate are even more difficult than technical translations because they involve new technologies and research. To address these challenges, we have compiled the following information on the subject of translation and journalistic translation that we believe to be particularly relevant. We hope it will prove useful to all translators in their daily work.

The saying that “a translation has to be as faithful to the original as possible and as free as needed” is appropriate to the field of journalism. To be faithful, translators must take into consideration the basic content of the news and its purpose of conveying facts to the reader. In a newspaper, the editorial is an article that implicitly reveal the paper’s position on events. This is a restricted area that must be avoided by a translator. A translator translates and re-creates but never, however strong the temptation, instills his opinions into any text. If this is true for any translation, it is even more so for journalistic translations. As we all know, even the words the translator chooses have to maintain a certain level of faithfulness to the original. However, being faithful does not mean being literal. On the contrary, some changes must be made in order to reach the target reader.
Being free does not mean total freedom, as the options are limited. Texts must be adapted to the editorial style of the magazine or newspaper. The translator of journalistic material has to have practice, experience, and understand journalistic style. Without experience, he will be unable to adapt his style to the specific needs of the print medium he is writing for. He must always have up-to-date knowledge of events in other countries, including where the source language and the target language are spoken.

In practice, journalists, not translators, often do translations. For example, there are five translators working full-time at the Brazilian newspaper *O Estado de Sã o Paulo*. However, each news desk (editoria) is also responsible for producing translations using its own journalists. The paper subscribes to several wire services (agência de notícias) which have given the paper the right to translate and publish their articles. Every day the paper’s editor and the editors of each news desk meet to decide which of these articles from the foreign press will be used.

The first step, as with any translation or journalistic translation, is to read the text to be translated twice to get a feel for the tone of the article. During the second reading, one or two items that have drawn attention from each paragraph should be highlighted and reinforced in the target language. This will help in the linkage of the text. Use the paragraph, not the sentence, as the unit of translation. Pay attention to the link between them, especially in longer texts. The text should flow smoothly between paragraphs.

It is worthwhile to identify the lead (lead) of an article. It has been shown that readers spend very little time deciding if a specific story is worth reading. It takes them just three seconds to do it, even though the writer may have taken weeks to put it together. Therefore, the lead is extremely important. The lead serves several purposes:

- It gets the reader’s attention.
- It creates a flow of energy that takes the reader forward.
- It says something about the subject of the article.
- It shows the importance of the story.
- It shows what kind of story it is: general interest, profile, analysis, and so on.
- It gives tone and rhythm to the story.
- It establishes the author’s voice and authority.
- It provides the story’s punch line.

To be able to identify the lead, understand its rhythm and power, and translate it with its original properties is a good beginning for a translator. There are several types of leads: direct, questions, lists, and questions for the reader. Some examples of leads are:

**The direct lead:** “Sometimes it can seem to freshmen that the university offers only two kinds of activity: studying or partying. The groups that set up tables outside Dillon Hall yesterday showed fellow students a wide range of other ways to spend their time.”

**A lead containing questions:** “What are you doing this weekend? You could bike or hike, play chess or chamber music, fight apartheid or acid rain. Or you could try to carry on an intelligent conversation at a frat party while people scream and pour beer on your shoes. As people who attended the student activities fair learned yesterday, the choice is yours.”

Whatever type of lead you decide to use, it is important to remember that the target-language text must be natural. The reader’s interest must be stimulated from the beginning. Here are some tips to keep your writing fresh:

- If the syntax of the first three sentences in Portuguese is the same as the English original, you should rewrite it.
- Avoid word repetition; look for synonyms.
- Be daring! Always think of the reader’s interest.
- We can often replace phrases with others that make more sense in the target language.

The text must have motion and be alive. One solution is to split sentences into two or more shorter ones. Limit sentences to 20-25 words at most, or even less if possible. Never translate expressions like “due to the fact that,” “therefore,” or “nevertheless.” Such expressions are often unnecessary in Portuguese. Always ask yourself: “Would a Brazilian journalist write like this?”

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Remember, it is important to adapt a text to Brazilian culture. In the case of plays, movies, or TV programs, try to find out how the title was translated in Brazil. If there is a title in Portuguese, do not use the English one, even in parentheses. If a Portuguese title has not been given yet, use the original English title, followed by a Portuguese translation in parentheses. In Portuguese, only capitalize the first word of the title. In the rest of the article, use the English title only. The same goes for books. Do not translate the names of TV programs not shown in Brazil, but first explain, for example: *O programa de TV Friends.*

The names of songs, poems, paintings, or sculptures should be between quotation marks, and the translation included in parentheses. Always add the name of the state or country to place names: *Seattle, Estado de Washington.*

Local customs that make sense in the source language often need to be adapted to the target language. For instance: *machine coffee = cafêzinho; Porterhouse steak = bife; Valentine’s Day = dia do amor e da amizade; trick or treat = travessura ou gostosura; Halloween = dia das bruxas.*

When describing atmosphere, remember that the reader will transpose the idea into his own culture. For example, the minimum wage in Brazil does not correspond to the minimum wage in the U.S., just as a slum dwelling in Brazil does not correspond to a shack in America.

Due to the limited amount of space available, keep the text concise. Do not use unnecessary words. Every word counts. Literally translating a string of adjectives from English is a mistake. Sometimes the best way is to completely change the syntax of a sentence. For example: As gold becomes more valuable, priceless, precious / *com a valorização do ouro.* The number of words has to be kept under control and should never equal 10 percent more than the English original. On the other hand, never use fewer words than the original.

Here are a few tips to keep the text light and pleasant in Portuguese:

1. Try to use verbs in the active voice. Avoid excessive use of the passive voice.
   
   Casas são alugadas, *alugam-se casas*
   
   Seu discurso foi aplaudido, *seu discurso provocou aplausos*

2. Avoid sentences with *que.* They make for a ponderous, tiring text.
   
   Cabral, que descobriu o Brasil, *Cabrao o descobridor do Brasil*
   
   Um político que é contrário ao presidente, *um político adversário do presidente*

3. Use the appropriate transitive verbs.
   
   Estar antes de, *preceder*
   Estar depois de, *suceder*
   Existir em volta, *circundar*

4. English tends to use predicate constructions to excess and we must try to change them:
   
   Seu nome é o primeiro da lista, *seu nome encabeça a lista*
   
   O país é pobre em matérias-primas, *o país carece de matérias-primas*

5. Avoid the verbs *ter, fazer, and pôr.*
   
   Ele ainda tem esperanças, *ele alimenta (nutre) esperanças*
   
   Fazer um plano, *traçar um plano*
   
   Fazer um pagamento, *efetuar um pagamento*
   
   Pôr uma sonda, *introduzir uma sonda*

6. Avoid a preposition at the beginning of a phrase.
   
   Nesta rua existem buracos a cada passo, *esta rua apresenta buracos a cada passo*
   
   No regime totalitário a verdade não aparece, *o regime totalitário reprime a verdade*

7. “Ao invés de”: Be careful in the use of *ao invés de—opposite situation, opposition—and *em vez de (no lugar de)—in place of the word “of.” “Em vez de” can be used to mean opposite
in some cases, but “ao invés de” can only be used to mean opposition.

Ao invés de entrar, resolveu sair
O custo de vida baixou, ao invés de subir
Em vez de comprar maçãs, comprei bananas
e gastei 10 reais, em vez de 15

8. “Através de”: por dentro de, passar de um lado a outro ao longo de and por meio de—por intermédio de, por.

Olhei Maria, desesperado, através da janela
Combateu a doença por meio de remédios

9. The adjective before the noun, normally used in English, has a more figurative meaning in Portuguese, while the adjective after the noun has its real meaning, one of permanence.

Grande romance—verdes anos
Casa grande—vinho verde

10. “Very.” Avoid the adverb muito.

Água muito clara, água limpida
Clima muito quente, clima tórrido
Coração muito duro, coração impiedoso

11. Manner adverbs in “-mente”

Meditar longamente sobre um projeto, amadurecer um projeto
Comer avidamente, devorar a comida

Readers tend to read the beginning and the end of a news article. By making the news enjoyable, you avoid monotony and maintain the reader’s curiosity from beginning to end. Short and long texts should be handled with the same dedication. Most words in daily use are loaded with incredibly complex emotional meanings, whether in the feelings they express or reactions they cause.

Every word can awaken feelings never felt before, and draw our attention to facts not previously noticed. As translators, we, just like the original author, are responsible for linguistic communication. The reader will have the pleasure of drawing his own conclusions.

Our thanks to Roger Sokulski for his assistance translating this article.

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To Go Where No One has Gone Before:  
A Natural Evolution of the Translator’s Role and Mission

By Marie C. Martien

Just a few years ago, I was a full-time homemaker and part-time language teacher. At that time, I did not consider myself as anything more than an isolated translator. Since then, communication has changed dramatically, and I have found myself moving in a new direction, adapting my goals and professional vision to reflect the coming of age of a new global community.

...Because today’s technology now makes everyday communication between cultures commonplace, I no longer think of myself as just an isolated translator but as a global ambassador...

Personally, I believe my professional path evolved quite naturally. As a French native who has resided in the U.S. for several years, and having met all the requirements to be a teacher, it seems quite natural that I would use my language skills as a tool to help facilitate communication between cultures. As a fan of French literature, I love my native language. Books are part of my life, as opposed to TV or the movies. I have a natural curiosity and interest in people, and a desire to strive for understanding. I love to capture the essence of words and now, with all my years of experience, I feel that I am in an advantageous position in terms of utilizing my skills and love of language to transmit meaning in both French and English. Because today’s technology now makes everyday communication between cultures commonplace, I no longer think of myself as just an isolated translator, but as a global ambassador offering my services to an ever-increasing market.

A Natural Evolution

As I watch the world slowly become globalized as more cultures strive to communicate with each other, I realize how much the need for translation is increasing. More and more, we must not only be able to communicate in the other languages, but also have an understanding of the cultural context, of those we deal with in order for our businesses to succeed. Even as we become more savvy as both employees and consumers, our translations must be seamless in our native language or the message will fail—whether it’s an advertisement for a multi-billion dollar corporation or a presentation to employees on their new safety program.

My love of language and people is the fundamental drive that helped me take the first step toward becoming a translator. Searching for answers has always been part of the mission of my job, and the new developments in global communication and subsequent need for language specialists has encouraged me to rethink what translation means to me and how our profession has finally come into its own.

From Teacher to Translator

My move from teaching to translating brought new challenges, but the two professions held many similarities. A key requirement for success in both is the ability to listen and create according to the demands of a particular situation. Basically the objective is the same: to facilitate communication. For me, my education helped to fulfill the requirements I would need as a translator. With a background in literature, I was taught the subtlety of my native language. My background in economics and psychology helped me learn some of the finesse of communication in a corporate world. A talent for language combined with these elements gave me the confidence to make the transition from teacher to professional translator.

As I taught adults, I became more aware of the frustrations caused by time constraints. I also learned more about the other subjects on my students’ agendas, and of the importance of creating a link between what they were studying and how this knowledge could be applied to the real-life practice of translation. Many times I ended up sitting down next to them and showing the direct application of our lessons to their own situations. No traditional language program will tell you how to do that.

A good educator teaches not only the basic skills of language, but also the aspects of the culture in which it is spoken. Such an educator will need observation skills, intercultural comprehension, creativity, and the ability to communicate and, of course, the willingness to learn more. The same is required of a translator.

In an attempt to organize my approach to translation, I asked myself three key questions:
1. What is translation?
2. Who are the parties involved?
3. What skills are required?

I tried to approach translation as a tool, one that enables communication between people. I became aware that, as a professional, I was an intermediary between two worlds. The acknowledgment that translation was not an isolated practice, but a necessary tool for successful communication between cultures, appeared quite clearly.

This realization made me want to learn about all the parties involved in the translation process. These individuals include the client, the target audience, the other contributors to the dialogue, and the “maker,” or translator himself. It is important to keep in mind that not all the objectives and/or interests of these individuals will be the same.

By thinking about translation from the client’s perspective, I was able to identify several needs. Clients give you a product, which often has a desired goal or “mission.” They will invest in your service to achieve this goal and, in return, they expect you to produce results as quickly and efficiently as possible.

Several questions appear to be fundamental. What is the job? What is the mission, if any? What are the client’s expectations? What are his resources? How much does he want to invest? Frankly, some clients do not want, nor do they need, a cultural specialist. Each job may require different levels of investment from both the client and the translator. I have seen rates for translation organized by quality levels (for example, A, B, C, or D), signifying the level of “perfection” required. This is a realistic approach in light of budgetary and time constraints.

Who is the recipient? Who are the other potential contributors? What skills are required? Not only must translators possess an excellent understanding of the languages involved, but also an ability to write them. There is no doubt that the time of translating with pencil and paper is over. In most instances, we are now forced to be computer literate. Unfortunately, we also know that our profession, composed mainly of freelancers, lacks formal guidelines for education and accreditation. As the demands of the profession continue to grow, we must continue to grow with it.

In light of this approach, many unanswered needs appeared so strongly that I felt compelled to go beyond the traditional ways of thinking about translation.

It seems obvious that a new horizon is opening to our profession. We are moving beyond taking text from clients and spitting it out in another language. Let the software programs attempt to do that (usually with no great success). Even with the best software you cannot replace the human side of communication in any language. Our mission is to go where translators have not had to go before…taking on the role of consultant/educator, communicator, and global ambassador.

From Translator, to Communicator, to Global Ambassador: The New “You”
Embracing the Client’s Mission

A new translation project is like embarking on a journey. You learn about and absorb the content itself—the mission behind the words. You must not hesitate to act as a consultant to the client. It is the consultant’s role to suggest to the client that the results may be different from their expectations. There are a variety of factors that can effect the outcome, for example, a lack of contextual reference points for an unknown concept in the target language. A project can also fail simply because the approach lacks the cultural elements necessary to reach the targeted audience. As a translator dealing with corporate policies, you may be required to “rewrite” a poorly written or culturally inappropriate document. Therefore, beyond excellent language and writing skills, you must be able to work with the client, explaining how to best approach the project to achieve the desired goal. One of the greatest challenges in freelancing is educating the client while working within the confines of his expectations, all without underselling your services.

One key to success is to anticipate your client’s needs. In the ideal relationship, you will get to know the client well enough to look beyond the actual job that is entrusted to you and understand their mindset and strategy. Knowing your client well means being able to anticipate their future needs. As such, it is important to keep informed of business and economic trends that affect your client’s industry.

Continued on p. 46
Customizing Your Work

I strongly believe that it is important to provide not only high quality work, but the service to back it up. Paying attention to each individual, sometimes to several within the same company, has proven to be quite efficient while at the same time enriching my translation skills, my approach, my tools, and my specialties for each client. Being there for each individual who has asked for my services (sometimes even in an emergency crisis) and producing the expected result reinforces the translator/client relationship. This may seem obvious, but most clients have unique needs (for example, specific terminology for their company). Companies moving toward globalization often need to change their mindset (for example, developing corporate terminology that is more universal in scope) to one that takes into consideration any cultural, linguistic, behavioral, and business differences they might encounter while dealing with those from outside their country.

Taking the time to listen and, if necessary, meet clients in person, along with having the discipline and respect for deadlines, shows that you are there to try and help the client fulfill his specific needs.

Writing Skills: Capturing and Communicating the Essence of the Words

Sometimes translation has its limitations. Creativity is quite limited when it comes to straight translations where the content is quite precise and the terminology does not need any cultural interpretation (for example, medical or technical translations). These types of translations are essentially devoid of intercultural differences.

On the other hand, many business communications, such as human resource messages and general corporate information, need the expertise of a translator to achieve the desired impact. For instance, in a marketing campaign, you have to take the right approach to motivate your audience. And to get a positive response, the translator must adapt the original message to the perspective of the target culture.

In such cases, being consistent and insuring the consistency of terminology is fundamental. You may want to discuss this aspect of the job with your client and their foreign audience or counterparts. Remember, part of your job is to facilitate communication.

Learn how to take initiative. Become familiar with the nature of the document and be creative, but consult with your client to avoid misunderstandings and confusion. Be clear and confident. If you have all the information in hand and are convinced you are right, then discuss it tactfully and stand up for excellence. Remember that whatever you do, you do not do for yourself, but in the best interest of the client and his target audience.

Follow-up: Measuring and Improving Performance

Following up on a job is critical in order to improve your overall performance. Even though it is vital that you get feedback on how the translation was received, you also want to find out if it moved your audience and achieved the client’s expected objective. Ideally, feedback on the entire project is extremely helpful. By taking this approach, you go a step beyond your initial job and become more of a communicator. It will help you improve your translating skills, and will provide you with cultural insight on your client. Again, the idea is not only how to gain for yourself, but how to be more productive and efficient in order to answer and anticipate your client’s needs. This information will help you build stronger bridges of communication between cultures. Sometimes feedback is hard to accept or even agree with, but you will gain in experience in either case.

Today, our job frequently involves more project management. For example, I often deal with graphic designers or agencies that will format the text for the graphic designer and/or a printer. The result is that there tends to be quite a few individuals involved, besides the client, who can have last minute changes. The final version must be proofread to ensure that punctuation is correct or that no text fell off in the design process—a printer or designer who doesn’t speak the language won’t notice! It’s up to you to ensure a final quality product, and you cannot betray your client’s trust. This process is critical in order to improve your translation skills while providing you with the cultural dimension you need. It also offers an excellent opportunity to build up strong relationships with your client, and illustrates your team spirit. Your attention to such details will demonstrate your dedication and will show that you respect and take your commitment to the client seriously.

One other way to improve your skills and services is to keep learning. Continued education serves two major purposes. One
focuses on continuous improvement in order to seek excellence. We must continuously review our translating processes, performances, and skills, but we also need to learn how to communicate better and be in tune with the different cultural aspects our job involves. It may be necessary to learn new skills in order to keep ahead of the game and provide a service that is unique.

The second purpose of the learning process focuses on an expanded understanding of our profession that goes beyond its current practice and looks toward its future potential. Keeping informed is vital to our profession. In order to shift from our initial role as translator to the role of a global ambassador, it becomes necessary to understand globalization and to go beyond our cultural, geographic, and personal limits. Information and cultural analysis are key elements to the transformation of our profession. Cultural analysis is an excellent tool to become aware of your own motivations, personal and cultural behaviors, as well as to acknowledge and respect your clients and partners. Such information will help you monitor and review your own progress and evolution in the context of a world always in motion.

Is Freelancing a Necessary Evolution?

In light of this approach of our new role as professionals, a simple question rises: Is freelancing a necessary evolution? Can we function as a translator, communicator, and global ambassador within the traditional constructs of our profession?

When I drink my cup of coffee in the morning while surfing the Internet for news or resources sites, I am amazed at the pace at which the world is changing. Within seconds we can grasp vital information and economical and cultural trends. We have become free of the traditional information structure and have reached a higher potential which allows us more choice. It is up to us whether or not to use these new tools. Nonetheless, the assistance these new tools and resources provide have not succeeded in providing a substitute to the human component. The need for human translators is in no current danger.

However, we cannot ignore the trends that are becoming more and more a reality. One of them concerns the question of outsourcing business. It is common nowadays for companies to outsource certain functions instead of investing in full-time employees. It is especially true with specialty professions like ours, and companies are, depending on your skills, willing to pay for your unique service. It certainly presents advantages for all as well as inconveniences. Companies are not committed to you, so the wide choice of freelancers currently available to them certainly motivates you to provide a unique service designed to answer their needs. On your part, as difficult as competition may be, you are free of a structure where your potential as a global ambassador could be lost. And, of course, you lose your dependency on one employer.

Making the final decision is really a question of personal choice and is quite a challenge, both on a personal and business level. For my part, I was ready to embark on the adventure, which has given me the opportunity to explore myself as an individual, my own skills, my performances, and my vision of the world and its outcome without the constraint of a structure. It is a never-ending job. Many times I feel like a lab technician dealing with zillions of components trying to make them interact properly to produce a better product. Because I believe in globalization, my decision, to me, serves a philanthropic purpose. There is much work to be done, and all of us can participate actively to ensure understanding and communication between people.

The Rewards

As a freelance translator, the rewards are plenty. There is no denying that the job gives you an incredible and exciting sense of fulfillment as an individual and as a professional. The excitement lies also in making steps for humanity every time you achieve your mission as a global ambassador. There is no small step for humanity.

Materialistically, by embracing this new role, you promote trust and the respect of the people you work for and/or with, but also gain recognition and, most likely, more business. One smart approach to changes in the way we run our business is to provide a fast, efficient, and quality service based on our strengths and our ability to adjust, without losing sight of our ultimate mission—to serve people. Freelancing offers this opportunity to the ones who are up to the adventure. The choice is yours. You, too, may also want to embark on this incredible voyage. Welcome to the next generation!

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While living in France a couple of decades ago, I noticed that the French always seemed to have extreme views concerning the U.S.: they either worshipped it as a land of legend, or despised it as culturally bankrupt and politically objectionable. This often put me in the awkward position of defending my country and trying to straighten out some of the many rampant misconceptions: no, we don’t only eat hamburgers; no, the entire country is not blanketed with cactus; etc.

Ironically, now that I live stateside, I often find myself defending the French. That’s because whenever Americans talk about traveling to France, I know that after extolling the country’s architectural and culinary delights, they inevitably start complaining about the people. “The French...,” Americans will sneer, “you know how they are,” with all the requisite groaning and eye rolling.

And We Can Dance
The corollary of the American stereotype of the French as snooty is the French view of Americans as de grands enfants or “grown-up children”—cute, but exasperatingly uninhibited. In other words, we may consider ourselves outgoing, open, and spontaneous, but they may see us as naïve, impulsive, and loud.

Interestingly, this is also the stereotype some French people have of Africans; you know, the bon sauvage who only needs a bongo drum to keep him happy. In my travels in West Africa, I did notice that Africans tend to be much less reserved than the French and very approachable.

Therefore Be Bold
After I had been in France for a few years, I realized that this reputation as an overgrown child could actually be used to my advantage. I’ll never forget teaching a class in medical English to hospital staff that included the department chief, known deferentially as Madame le professeur, along with a number of other physicians and lab technicians. As an American, I could not only get away with calling the chief “Louise,” I could also get the lowly lab technician to call her by her first name, too, although I did notice that the technician practically choked while saying it.

And we can also get away with the direct approach that many French people wouldn’t dare use, but may not actually mind. Once I got sucker-d into meeting a visiting American I hardly knew. There we were having a late lunch in a tiny restaurant on île Saint-Louis when he asked me what the initials “PCV” stood for in the French abbreviation that means “calling collect.” I told him I didn’t know and to my horror he turned to the table next to ours and asked the couple sitting there (in French—to his credit—but heavily accented).

I contemplated fleeing the scene in embarrassment, when to my surprise the couple answered—a little wide-eyed at being so boldly addressed, but responding nonetheless—that they didn’t know. My jaw then dropped to the floor when they pro-
ceedeed to ask the people sitting next to them. Before I knew it, a lively discussion had sparked among all the French diners (none of whom knew what “PCV” stood for, by the way) about whether you could call Vietnam collect from France.

French-on-French Reserve

Americans in France should bear in mind that the French are reserved with everyone, including each other. Once I was babysitting the eight-year-old son of some French friends who lived in the country. Little Juju (short for “Julien”) was having the time of his life riding the Métro for the first time on our way to my place. At every stop, he would ask me out loud where we were getting off and how many more stops there were. Excitedly, he turned to the man sitting closest to us and, in a glaring breach of protocol, asked him where he was going.

The man squirmed in discomfort, for although it was highly unkosher for strangers to be striking up a conversation in a Métro car at rush hour, how could anyone resist such a sweet child? He just couldn’t bring himself to ignore the boy, so he muttered “I don’t know.” Concern instantly washed over Juju’s face as he blurted out in alarm Mais comment tu vas faire alors? (“So what are you going to do?”), and everyone in the car burst out laughing.

So, sometimes it pays to be bold and turn on that childlike American charm. Knowing at least some French helps tremendously, as will some patience, understanding, and humility—useful qualities when traveling anywhere. And if you hear anyone referring to you as a grand enfant, be ready to retort that in the U.S., the French are known as coincés (uptight).

To Go Where No One has Gone Before
Continued from p. 47

Tips and Hints to Prepare for Your Journey as a Freelancer

The key of success resides in these few hints and tips:

- Think global
- Adopt a work ethic and make a commitment
- Think about the client’s perspective
- Think about the recipient’s perspective
- Be creative
- Be there
- Provide quality, but do not undersell your services
- Take a stand and make a difference
- Review and update your skills and your vision
- Be willing to adjust
- Establish and develop contacts
- Be strategic
- Be hungry for knowledge
- Expand your world
- Think about cultural analysis as an essential tool
- Be aware of traps and pitfalls, such as: short-term vision; resting on past performances; honor; failure to understand a world that is constantly changing; money issues; and letting other elements overpower you

These few ideas do not pretend to give you all the answers to your questions. It is up to you to find what is best for you. Above all, keep in mind the ultimate purpose of our evolving profession and how “free” you want to be.
Dictionary Reviews
Compiled by Albert Bork

Elsevier’s Dictionary of Drug Traffic Terms (In English, Spanish, Portuguese, French, and German)

Author: Ninon Illanes
Publisher: Elsevier
Publication Date: 1997
ISBN: 0-444-81937-1
Price and Where Available: $215.50
Currently available through online bookstores and from Elsevier.
Also on CD-ROM for $228.50

Arlene Kelly

Specialty or field: The focus covers the drug trade and allied fields, such as chemical ingredients, designer drugs, and terminology for recovery and rehabilitation, law enforcement, attempts at international regulation, control, and money laundering, and legal proceedings (including a broad range of slang).

Type of Work: Multilingual dictionary languages: English, Spanish, Portuguese, French, and German.

Number of Pages: 568, plus 10 introductory; 4,608 terms.

Type and quality of binding: Hardcover, sturdy.

Quality of paper and print: Very good quality paper and printing. Totally legible.

Convenience of look-up: Each entry is number-specific and synonyms are grouped together under one main number. The synonyms appear independently with the specific numeric reference. The principal listing in English serves as the basic guide for all the other languages.

Terms sought: Since my specialty is Portuguese, and the reason I bought the dictionary in the first place is its inclusion in this dictionary, my comments will be primarily geared toward that language. Some of the terms I sought appeared with complete equivalents; in English: mule, money laundering, angel dust, ghb, ecstasy, crash; in Portuguese: neve (snow); beata (roach).

A few of those English drug-related terms that were found could have been rounded out better. For example: tracks (could have mentioned needles); paraphernalia (too restricted—drug equipment can include items unrelated to injecting); buzz (not only connected with heroin, but also cocaine, marijuana, and alcohol); blunts (yes, but the term can also mean a fat cigarette made only with marijuana); bundle (perhaps specific to Massachusetts, but a bundle equals 10 packets of heroin). Of the English terms I sought, only two did not appear: jackpot and brownie (in Massachusetts, it equals five bundles or 50 packets). Three terms I chose for Portuguese did not appear: pedra (crack), muamba (dope or contraband), and bia (short for beata [roach]).

Since I went over this dictionary’s entries for Portuguese in detail, I am able to say that there are about 40 entries with questionable or slight errors. For example, spelling mistakes, of which I discovered a few in English: hustel for hustle; effusive for evasive; trail instead of trial (twice); treasure instead of treasury. I also found a few errors in Portuguese: ganhar for ganhar; viciado for viciado; and at least once, the author’s origins may have overshadowed his knowledge when he included reexamen as an English verb when it appears to be Spanish for reexamination. (These are not all the errors found; however, there were not very many more.)

Legal phrases generally were well done, yet some appeared to be more literal than meaningful. For example, jurado should have been included for “juror” and “so help me God” would have been rendered better as perante Deus rather than the literal que Deus me ajude! Another literal translation was “fruit salad” (a mixture of drugs) as salada de frutas, which really can be said as coquetel. One idiomatic expression took on a slightly different sense when “call (v) the shots” (to be [v] in command, and generally not just in terms of firing shots) was rendered as dar as ordens de disparar, or “give (v) the orders to fire.” When one considers the rather large number of well done and complete entries, these critiques are minimal out of a total just over 4,600 terms.

One anomaly that occasionally accompanied Portuguese vocabulary was the abbreviation Mx, for Mexico. Although there may be some Brazilians visiting Mexico, I rather doubt Portuguese has become a widely used language there. Actually, I would have preferred more specific information concerning countries and regions where terms are most common. Although Spain was included, Portugal, Cape Verde, Angola, and Mozambique were not mentioned in the list of abbreviations. French usage can vary from Paris to Marseilles and Senegal or Guinea. All of these distinctions would be in an ideal dictionary.

Grammatical information: verbs are distinguished and some information on gender of nouns is included.

Contextual and encyclopedic information: Occasionally country-specific and sometimes misleading. Most people who would use this dictionary realize that Portuguese is not a Mexican language.

Appendix—tables and illustrations: There is an alphabetical listing for each language at the end of the book; no tables nor illustrations.

Before buying a single dictionary for $215.50, one must seriously weigh the
advantages and disadvantages. Those who have an agency connection and deal with medical translation and interpreting in the languages covered may want to investigate the CD-ROM alternative where 11 titles, including this one, are available for a 12-month lease at $197. Overall, Elsevier’s Dictionary of Drug Traffic Terms has benefitted from an enormous compilation—generally very well done—of drug terms of every ilk and by bringing in the other areas of law enforcement, chemistry, and international organizations. The few inconsistencies should not diminish the intrinsic value of this book, although the price does give one pause for thought. Some of the terms are just exotic enough not to be found easily elsewhere.

Michaelis Moderno Dicionário da Língua Portuguesa
Editor: Weiszflog, Walter
Publisher: Melhoramentos de São Paulo, São Paulo, Brazil
Publication Date: 1998
ISBN: 85-06-02759-4
Price: $66.95 (Luso-Brazilian Books)

Reviewed by: Daniel Tomlinson

As stated in its preface, this single-volume, general-subject, monolingual dictionary of the Portuguese language took 84 specialized professionals 10 years to compile. It contains some 200,000 entries and subentries, including several grammatical features in the appendices, such as accentuation rules, proper usage of the “crase,” syllable division, punctuation marks, capitalization, forms of address, fine points of pronunciation, and others. The binding, paper, and print size are standard and adequate. It is somewhat bulky to wield being 8 1/2” by 11” and 3” thick, but with 2,259 pages, with three columns per page, it offers a world of information.

The entries are easy to follow and begin with a very limited etymology. Multiple meanings for an entry are numbered in bold and easily distinguished. An abbreviation is provided in italic type before any meaning that is particular to a given field. About 100 different fields are identified in the abbreviation index, including, among others, cytology, labor law, geodesics, and parapsychology. This can save time when searching for a meaning in a particular type of document (for example, legal-Dir., Biology-Biol.). Entries also include register indicators, such as: chulo, lusitanismo, regionalismo (the name of the region is included in parenthesis), and giria. Also, an example is occasionally given from a renowned author. Idiomactic expressions and combinations of the entry word with other words are listed alphabetically in italic type, along with the new meaning and helpful cross-referencing. For example, consulting “transitar em julgado” sends you to “passar em julgado,” instead of repeating the definition.

I have found this volume to be a valuable addition to my research library. The sparseness of etymological information is probably its main flaw. Nevertheless, words not present in smaller bilingual dictionaries are usually included here, and, with the definition in the source language and the original context, you can usually find an adequate equivalent in the target language for a given term. As a brief test, I looked up 23 terms taken from a small, monolingual Portuguese legal dictionary. I was surprised to find all but one in this dictionary (the word “homestead” in English). Most were marked in italic print as legal terms, and the meanings were concise and consistent with the legal dictionary.

ATA’s popular Networking Session is open to all conference participants. There is no charge for this activity, just bring your business cards. Newcomers are especially encouraged to attend. The first half of the session has been designed to allow participants to meet with other translators working in the same language pairs, while the second half will allow mingling with others who share common interests and specialties. The session presents a great opportunity to meet translation company owners, seasoned professionals, and newcomers in a relaxed atmosphere. Be sure to arrive on time to take full advantage of this opportunity.

Light hors d’oeuvres and cash bar.
THE NORTHERN CALIFORNIA TRANSLATORS ASSOCIATION

1st ANNUAL TRADE FAIR
SUNDAY, SEPTEMBER 9, 2000
10:00A.M. TO 5:00 P.M.
UNIVERSITY OF CALIFORNIA BERKELEY EXTENSION
55 LAGUNA STREET • SAN FRANCISCO, CALIFORNIA

The NCTA invites you to our first annual Trade Fair on Saturday, September 9 from 10:00a.m. to 5:00p.m. at the University of California Berkeley Extension. The university is located at 55 Laguna Street in San Francisco, California.

Orientation session for ATA accreditation exam: Free for members, $20 non-members. No registration required. (10:00-11:30a.m., Room 112)

Presentations on computer-assisted translation (CAT) by Trados, RWS Group, Uniscape, Etranslate, and Lionbridge, followed by a panel discussion on CAT tools, translation memory, and machine translation. These are free for everyone. (12:00-5:00 p.m., Room 112)

Networking and refreshments will be offered throughout the afternoon. Meet the tool vendors, local agencies, and representatives from translation training programs like the Monterey Institute of International Studies and the University of California Berkeley Extension. (1:00-5:00p.m., Gallery Room)

For more information, including directions, please visit www.ncta.org. See you there!
Our profession has made progress. Take the example of an English translation as distinguished as that of Custine’s *La Russie en 1839*, one of the great travel narratives of all time. This translation from about 1842, used unchanged by Boorstin and Kennan in their 1989 *Empire of the Czar*, is ANONYMOUS. It is a literary masterpiece in its own right, but we will probably never know whom to credit for it.

[Abbreviations used with entries in this column: D- Dutch; E- English; F- French; G-German; R-Russian; Sp-Spanish.]

New Queries

*(D-E 8-2000/1)* Keith Freeman wants to know whether anyone knows what *(1.a)* “Fluitregeling” and *(1.b)* “herschikken” are in the context of pensions. Also, he needs suggestions for *(1.c)* “kort leven risico.” Is the “kort” (short) redundant in a phrase that seems to mean short life risk?

*(E-Sp 8-2000/2)* Renato Calderón has difficulties with the phrase outreach strategies to identify organizations interested in..., because in Spanish, “ir más allá, tener mayor alcance, extender,” are the equivalent of reach out, reach beyond, or extend. None of them seemed appropriate to attach to strategies. His tentative solution is to ignore outreach in this way: “Estrategias para identificar organiza-

ciones interesadas en...” So far everyone is happy.

*(E-Sp 8-2000/3)* In the world of photography, Andrew Stucken is looking for Spanish for the terms PAL and NTSC.

*(E-Sp 8-2000/4)* It seems anything but obvious how to render *Texas Rangers* into good Spanish (the military unit members, not baseball players). “Guardabosques” in Spanish refers to bush caretakers, but not as much bush scenery is to be seen in Texas as in England. Besides, Renato’s *American College Dictionary* *(1960)* defines ranger several ways: 1) a warden employed to patrol a tract of forest; 2) One who ranges; 3) A U.S. soldier... especially trained for making surprise raids and attacks in small groups (British: commando). Could the appropriate Spanish be something like “patrulleros con estre

namiento especial”?

*(F-E 8-2000/5)* Jeanne Zang was translating Swiss documentation regarding a pension fund, and the puzzlers for her were the phrases below in bold print: *(5.a)* “capital décès avec droit à une rente de conjoint” (death benefit?); *(5.b)* “plan de capital” (a heading; the other heading being “plan de rente et plan d’épargne”); *(5.c)* Salaire cotisant sans bonus en espèces soumis à cotisations”; *(5.d)* “Achat maximum possible dans le plan de capital”; and *(5.e)* Versement anticipé pour l’encouragement à la propriété.”

*(F-E 8-2000/6)* Daniel Police was dealing with a document on Freemasonry. The following puzzled him: *(6.a)* “une frère trois points”; *(6.b)* “un franc-maçon du 33ème degré”; *(6.c)* “un souverain grand inspecteur général”; and *(6.d)* “le suprême conseil.”

*(G-E 8-2000/7)* A ProZ correspondent noted “Igeltext(e)” and “Störer” as belonging to a group of advertising phrases that one finds on copy manuscript pages, along with others such as headline, body copy, and lead-in. “Igeltext” was followed by a list of countries in which the product is marketed. “Störer” was followed by a brief but exciting bit of copy, so maybe teaser might work. But what about “Igeltext(e)”?

*(G-E 8-2000/8)* Peter Wheeler, former editor of this column, got not so much as a nibble for five days with “Stabspulenfreigang.” The context was automobiles, specifically a call for proposals for an intake manifold. One of the details of the manifold is that it should have “Je 2 Befestigungspunkte für Kabelkanäle zwischen den Kanälen zwischen: a. *Stabspulenfreigang* und Hauptsammler und b. *Stabspulenfreigang* und Leistungs-

sammler.” It may be that the word in question may not have anything techni-

cally to do with the intake manifold, but may just happen to be located there. The PONS Fachwörterbuch der Kfz-Technik is silent about this.

*(G-E 8-2000/9)* Another query from ProZ was about “Autokohle,” an item that could not be found on the Web, though it appears to be coal that has passed through processing of some kind. No other context is available. Any ideas?

*(R-E 8-2000/10)* John Durham had problems with proper names in a physics translation involving soliton theory, specifically ways of solving equations. As John points out, in certain instances, the proper name may be significant: woe betide the translator working in physics who confuses Lorentz (relativity theory) with Lorenz (chaos theory). Anyway, John found problem surnames, all of which appear to be Japanese. “Uizema” (Уизема) was the first one (…approximate solutions of the resonance system using the Ritza-Uizema averaged Lagrangian method; and “Oikavy” (Ойкая) the second: …described by an integrable “Yadzimy-Oikavy system, which is a reduced variant of the Zakharov system. “Yadzima” is identifiable as “Yajima,” and is not a problem.

The paper John was working on was an exception to the rule that most authors’ names are fairly well known or can be gleaned from the reference citations. In this case, even Web searches, trying all sorts of transliterations of the names, drew blanks.

*(Sp-E 8-2000/11)* Gerard Myrglot has a couple of Panamanian food queries. What is *(11.a)* “otoe”; and what is a *(11.b)* “pabito de aceite vegetal”?

Continued on p. 54
Responses to Old Queries

(E-R 6-2000/2) (3rd queue): Paul Gallagher declares the Russian word to be опередел; it is routinely used in Russian construction documents to mean stage. It is the same word they use in the vernacular for queue. In the context described, it does mean unit.

(G-E 1-2000/10) (“Nichtangriffsvereinbarung, angreifen”): Hassan Sampath wonders whether the latter might not be a typo for “eingreifen.” Then it would mean infringe or encroft upon the patent rights of the other partner (“in die Schutzrechte des anderen Partners... einzugreifen”), which is normal usage in the legal parlance of contracts.

(G-E 2-2000/7) (“Bevollmächtiger”): By a comparison of their definitions, says Hassan Sampath, the term procurator might, depending on the context, meet the requirements of the query’s main word. Random House’s 1997 dictionary mentions cellarer as an equivalent, obviously moving off in the direction of procuration, the obtaining of supplies. Hassan had not encountered cellarer before, and did a search involving several dictionaries, finally running it down in Langenscheidts Enzyklopädie: “Kellermeister.” Obviously we have strayed far from any legal meaning. But when Hassan came to a blind alley in Random House’s dictionary with cellarer, it raised an interesting lexicographic point: Is a dictionary, he asks rhetorically, not duty-bound to explain every word used in the dictionary itself?

(R-E 6-2000/9) (мертвая петля): Jim Shipp consulted the “excellent” Russian-English Aerospace Dictionary by N. N. Novichkov, and found the subject of this query to be a bisic loop, or, conversationally, noose. Bsic is defined as inside ascending, inside climbing, normal, and ordinary.

(R-E 6-2000/10) (Логарифмирование, потенцирование): Carpovich’s Science and Engineering Dictionary, according to Jim Shipp, calls the former taking logarithms. The latter is called taking antilogarithms, taking antilogs by D. A. Rusak’s great Russian-English Polytechnical Dictionary.

No overwhelming amount of responses to old queries arrived this month, so therefore the Translation Inquirer may presume, for once, to fill in a bit of space with a news item taken from “Beyond the Dictionary,” by ITI’s Alan Berson. Alan noted a February 15th article in The Independent, citing the rise of a language phenomenon called comprehension shortfall anxiety, or CSA for all you unreconstructed Johnny Rebs. Buzzwords and jargon in your target languages may not only not be understood by you, but might not even be understood by the people who wrote them.

Thomas Sutcliffe, a reporter for The Independent, cited a survey by some recruitment consultants. They found that two out of every 10 people surveyed confessed to using jargon they didn’t understand just to keep up appearances. Buzzwords are often used simply to create a pseudo-specialization; the terror of appearing to be “out of the loop” because of unfamiliarity with these new terms usually keeps the skeptics quiet: take a helicopter view and blue-skies thinking may float around an office, spreading a miasma of trendy noncomprehension. Call it part of the corporate culture. These are most likely terms that were initially invented by business theorists or moguls in an effort to gain an advantage in insight over everyone else. Has Dilbert encountered this yet?

As translators, we will, beginning now, be forced to consider the real possibility that our texts may contain this material: virtually devoid of content, or used out of context, or both, but in any case not even understood by the writer, but merely mindlessly passed on until it reaches us, who, at long last, must grapple with its meaning because that is our business. Good luck!

Attention Lexicography Lovers, Technical Translators, Terminologists, and Dictionary Devotees!

The Slavic Languages Division will be holding its Third Annual Susana Greiss Distinguished Guest Lecture on Friday, September 22, 2000, at the ATA Annual Conference in Orlando. This year’s guest speaker will be Patricia Newman, past president, honorary member, and secretary of the ATA, founder of ATA’s Science and Technology Division, Gode Medal laureate, and co-author of the 4th edition of The Callaham Russian-English Dictionary of Science and Technology.

Her presentation, entitled “The Good, the Bad, and the Beautiful,” will have two parts. The first will describe the lexicographical process and the work involved in compiling The Callaham Russian-English Dictionary of Science and Technology. During the second part, listeners will hear a longtime user of translation and interpretation services discuss the good, the bad, and the incredibly beautiful aspects of our work from the customer’s perspective. Further details on time and place will be published in the conference program. Please direct all questions concerning this event to Laura Wolfson at LauraEsther@cs.com.
Humor and Translation

By Mark Herman

Curmudgeons

My older son gave me and my wife separate presents for our recent 33rd wedding anniversary. I received the wonderfully politically incorrect Portable Curmudgeon, compiled and edited by Jon Winokur, NAL (New American Library) Books, 1987.

A true curmudgeon, such as W. C. Fields, is the quintessential egalitarian. As W. C. himself said, “I am free of all prejudices. I hate everyone equally.”

Most of the other curmudgeonly quotations in the book do not achieve this level of nondiscrimination. Some are definitely pointed at speakers of languages that ATA members translate into and out of, and at the native countries of these language-speakers. Here is a selection:

Vladimir Nabokov on Russia:
Ideas in modern Russia are machine-cut blocks coming in solid colors; the nuance is outlawed, the interval walled up, the curve grossly stepped.

Russian Proverb on Germans:
Good fellows maybe; but it is better to hang them.

Fran Lebowitz on Frenchmen:
Germans with good food.

Mark Twain on Switzerland:
Simply a large, humpy, solid rock, with a thin skin of grass stretched over it.

George Bernard Shaw on Ireland:
I showed my appreciation of my native land in the usual Irish way by getting out of it as soon as I possibly could.

Voltaire on England:
England has forty-two religions and only two sauces.

Voltaire on Canada:
A few acres of snow.

H. L. Mencken on Americans:
There’s no underestimating the intelligence of the American public.

Submit items for future columns via e-mail to hermanapter@earthlink.net or via snail mail to Mark Herman, 5748 West 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.

2000 ATA Editorial Calendar

Here is the Chronicle editorial calendar for the remainder of the year.

Letters and articles are encouraged. You can find submission information on page 4.

September
Focus on Agencies, Bureaus, and Corporations
Language: Japanese

October
Focus on the Law and Translating/Interpreting
Language: Italian

November/December
Focus on Training and Pedagogy
Languages: Limited Diffusion

Mark Your Calendars!

ATA’s 41st Annual Conference is September 20-23, 2000

Membership Has Its Privileges!

To find out what your ATA membership can do for you, turn to page 4.
S
t. Jerome, the patron saint of translators, put it succinctly over 1,500 years ago: *Non verbum a verbo sed sensum exprimere de sensu*. That advice remains equally valid today. Since then, numerous articles, monographs, and book-length studies have focused on ways to avoid overly literal translation (also called “word-for-word” and “linear” translation). Among the well-known books applicable to French translation is *Stylistique comparée du français et de l’anglais* by Jean-Paul Vinay and Jean Darbelnet (Paris: Éditions Didier, 1958; and Laval: Éditions Beauchemin Lèèe, 1977), and the more recent English version by Juan C. Sager, *Comparative Stylistics of French and English: A Methodology for Translation* (Amsterdam/Philadelphia: John Benjamins Publishing Company, 1995).

Over 20 years ago, and largely inspired by the Vinay and Darbelnet work, Gerardo Vázquez-Ayora wrote a similar study for Spanish: *Introducción a la Traductología: Curso básico de traducción* (Washington, D.C.: Georgetown University Press, 1977) [unpublished English version by Dr. Leland D. Wright, Jr., *Translation Studies I: Fundamentals of Translatology*, ©1980]. Both of these books (originals and translations), as well as many other similar studies published in the past several decades, emphasize the fact that a truly “legitimate” literal translation only occurs when there is an exact correspondence between all elements (lexical, semantic, syntactical, morphological, stylistic, etc.) of both the source and the target languages. However, this hardly ever happens in any language combination.

To cite a brief portion from the English translation of Vázquez-Ayora’s book: “...an exact coincidence of structures and meanings occurs very rarely. The division of reality in each language might be compared to a mosaic. If we place mosaic patterns one on top of another, we see that their surfaces do not match...” A word of caution should be inserted here, however. Contrary to what many people believe, the opposite of literal translation is not “free” translation or, possibly even worse, a paraphrase of the target-language text. Vinay and Darbelnet call non-literal translation “traduction oblique,” a term that Vázquez-Ayora borrowed in Spanish for his book (“traducción oblicua”). In English, this non-literal approach is often referred to as “decentered” translation. All of these approaches emphasize the fact that there are many linguistic differences between any two languages, and that those differences make it necessary to go beyond (or even below) the words on a printed page in order to produce an accurate target-language rendering of the source-language message.

What, then, are the various kinds of literal translation that fail to meet the basic requirement of an exact correspondence at all levels? The following paragraphs of this article offer a brief, but certainly not exhaustive, overview of the major types of “defective” literal translation that must be avoided, together with a few suggestions on how to prevent some of these problems. Given the fact that there are so many differences between any two languages, however, very few specific examples are given here. (Also recommended for students of translation studies is another recent publication: *Terminologie de la traduction/Translation Terminology/Terminología de la traducción* der Übersetzung, edited by Jean Delisle, Hannelore Lee-Jahnke, and Monique C. Cormier, Amsterdam/Philadelphia: John Benjamins Publishing Company, 1999.)

To be sure, many translation errors can be attributed to the words/terms themselves (but not necessarily to insufficient knowledge of a given subject field and its terminology), to a misunderstanding of the source-language (SL) word’s meaning, or to a lack of adequate resources. In the lexical/semantic category, false cognates (“faux amis” in French; “falsos amigos” in Spanish) stand out as a major pitfall in many efforts to avoid incorrect literal translation. Within this category we find situations such as the metaphorical use of language, such as when the SL word looks as if it should be translated with its cognate equivalent when in fact the writer’s intended meaning takes on a different semantic vector.

The same is true for euphemisms and high-register synonyms, where the cognate equivalent in the target language (TL) of a given SL word could involve a different register (level of language or intellectual plane). This observation also applies to cases where the SL word/term is of Latinate origin, as is typically the case with a Romance language, whereas the cognate equivalent of the Latinate word in the TL would be inappropriate for the context or even misleading. This is particularly problematic when translating into English, where much of the common (as opposed to technical) lexicon is of Germanic rather than Latinate origin. As a final example, we could cite the numerous situations where a given SL word has both a cognate and other equivalents in the TL (e.g., the French and Spanish adjectives *humide* and *hámedo*, respectively, can mean not only *humid* but also *wet, moist, and damp*, depending on the context).

Inappropriate literal translation at the lexical level can also result from situations where the SL word (or phraseology) occurs with much greater frequency than its equivalent (cognate or otherwise) does in the TL. In such cases, the best way for a translator to avoid overly literal renderings is to have a very good sensitivity toward the TL usage patterns, thereby being able to recognize where the literal equivalent of a word or phrase would not be used in a given context.

The false notion that every single word of a SL text must be rendered into the TL is yet another common cause of overly literal translation. Many languages contain what can be called “empty” words (i.e., words that serve a non-communicative function in the language, but which are part of the general stylistic conventions of that language or reflect a given SL author’s idiosyncratic writing style). Reproduction of such empty words in the TL can easily distort the meaning, add a new dimension of meaning not intended by the author, or simply cause information overload on the part of the TL reader. Along similar lines, it
is not uncommon to find redundancies (both lexical and structural) in a text, whether intentional or not. Imitation of these redundancies in the translation can be a deterrent to accurate communication of the SL message. Literal translation can also lead to “over-translation,” i.e., the literal representation of two or more words when only one word would suffice to communicate the message in the TL.

The most common problem resulting from overly literal translation of syntactical patterns can be clearly attributed to the inappropriate imitation of SL syntax, often referred to as *calques*. Calques might be considered the syntactical equivalents of lexical false cognates, because the result either changes the meaning of the SL text or distorts it to the point where the reader of the translation is unable to determine the exact meaning. Calques can frequently occur when dealing with embedded structures such as phrases and clauses, with extended modifiers such as adjectives/adjectivals modifying segments that are longer than just one noun, or with the sequence in which information is typically presented in a given language. A good way of avoiding calques of the SL syntax in the TL is to be sure that all of the elements fit together correctly at the sentence level, rather than at just the phrase or clause level.

If the translator recognizes that certain syntactical structures of the SL cannot be imitated in the TL (i.e., they simply don’t have an exact correspondence), the first step to be taken is a careful analysis of how the structures are interrelated or connected. Based on this analysis, the translator must then decide how the TL version can be restructured (a procedure also called “recasting”) so that it corresponds with the conventions of that particular language. In some cases, this might even involve a shift in the viewpoint and/or in the order in which information is presented, yet without distorting the intended meaning and message of the SL text.

Finally, with reference to this category of literal translation, it is important to point out that a “linear” or “word-for-word” approach inevitably ignores the fact that a text does not merely consist of a sequence of words, phrases, clauses, sentences, and paragraphs. By adhering strictly to the order of words in a text, a literal translation often ignores important inter- and intratextual relationships, references, and allusions that must be reflected in the translation so that it accurately conveys the intended meaning and message. These discourse-related aspects cannot be disregarded when translating. One of the greatest dangers of a strictly linear approach to translation is the failure to look at what has come before and what comes later in the text.

Strict adherence to the word at the morphological (word form) level is usually a lesser problem in translation than lexical and syntactical literalism. However, in many language combinations, imitation of morphological forms can also result in defective translation of the SL text’s message. For example, some languages differ considerably in their use of certain parts of speech and verb tenses. It may not be necessary (or even advisable) for a noun in, say, French or Spanish, to be translated as a noun in English, simply because the two languages often express the same ideas with different word forms. A prepositional phrase with adjectival function in the SL might easily be rendered with a single adjective in the TL, or vice versa. An adjective in the SL could express the meaning best as an adverb in the TL, and so on. (The translation strategy used in dealing with these linguistic differences is called “recategorization” in English.)

Similarly, not all languages use verb forms the same way. For example, a present tense verb in the SL might well need to be translated as a past tense in the TL, or vice versa, if the context justifies doing so. A subjunctive verb form in the SL could simply be a semantic marker in that language, but a “literal” rendering of that underlying semantic content would result in a distortion of the TL usage patterns. In this latter regard, it is not infrequent to see translations that reflect the common erroneous notion that all subjunctive verb forms in English involve the use of “may,” “might,” or something similar, whereas nothing could be further from the truth.

Aside from problems arising from the improper word-for-word rendering of lexical, semantic, syntactical, and morphological patterns of a given SL in another language, literal translation can also adversely affect a number of other linguistic features shared by nearly every language. These include the use of punctuation marks and articles (whether present or absent in the respective languages); information that is explicitly stated in the SL, but must be left implicit in the TL (or vice versa); set phrases and their TL equivalents, collocations, place names, cultural differences, and nuances; and perceptions of reality applicable to the SL, the TL, or both. Due to space limitations, however, these are not covered here.
Upcoming Accreditation Exam Information

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<th>Location</th>
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<td>San Francisco</td>
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<td>Florida</td>
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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.

CONGRATULATIONS

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

- **Arabic into English**
  - Charles W. Mull II
  - Grovetown, GA
  - Wafa H. Wahba
  - Mt. Kisco, NY

- **French into English**
  - Daniel L. Petersen
  - Terryville, CT
  - Megan A. Robert
  - North Kingstown, RI
  - Christopher V. Scala
  - Brooklyn, NY

- **German into English**
  - Edward G. Fichtner
  - New York, NY
  - Hinrich Kaiser
  - Riverside, CA
  - David Odell
  - Philadelphia, PA

- **Italian into English**
  - Heidi M. Reinhart
  - Washougal, WA

- **Spanish into English**
  - Keith A. Elliott
  - Ridgefield, CT
  - Heather Oland
  - Washington, DC

- **English into Chinese**
  - Yuan Yuan Zeng
  - Washington, DC

- **English into Spanish**
  - Rima Brusi
  - Lajas, PR
  - Esperanza Gallegos
  - El Paso, TX
  - Annette M. Guevárez
  - Bayamón, PR
  - Hazel Nieto
  - Winter Park, FL

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

- **Active**
  - Anne V. B. Connor
    - Thorofare, NJ
  - Peter N. Erickson
    - Rugby, IN
  - Michael Metzger
    - San Francisco, CA

- **Corresponding**
  - Filomena F. Germano
    - Georgetown, Ontario, Canada
  - Yue Xing
    - Toronto, Ontario, Canada

For further information and to register, visit the website at: http://www.ijet.org/ijet-12.
**CONFERENCE REGISTRATION FORM**

American Translators Association 41st Annual Conference  
Wyndham Palace Resort, Orlando, Florida • September 20–23, 2000

Name: ___________________________________________ Membership #: _____________
(Last) (First) (Middle)

Employer: __________________________________________________________________________
(Only list employer if you want it to appear on your badge. Students should give their school.)

Address: _____________________________________________________________________________
City:_______________________ State/Province: ___________ Zip/Postal Code: _________ Country: _________

Telephone Numbers: Primary: ____________________________ Secondary: _______________________
Fax: ___________________________________ E-mail: _______________________________________________________________________________

<table>
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<tr>
<th>Conference Registration Fees</th>
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<th>*Nonmember</th>
<th>Student Member</th>
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<td>After August 15</td>
<td>$230</td>
<td>$345</td>
<td>$80</td>
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<td>$115</td>
<td>$170</td>
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<tr>
<td>On-Site (after September 15)</td>
<td>$290</td>
<td>$430</td>
<td>$90</td>
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<tr>
<td>One-day (Indicate Day _______)</td>
<td>$145</td>
<td>$215</td>
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* Individuals who join ATA after July 1, receive ATA membership for the remainder of 2000 and all of 2001 for $142.50. If you elect to do this, you qualify for the ATA member registration fee.

**Note:** One-day and student registrants do not receive a copy of the *Proceedings.*

**ATA Membership:** Join ATA or renew your membership. (See the Application for Membership, page 80.)
Membership fee $____

**Preconference Seminars:** Wednesday, September 20 (See reverse side for seminar fees and descriptions.)
Total for Preconference Seminars $____

**Accreditation Exams:** (See the Accreditation Registration Form.)
Saturday, September 20—Accreditation Examination $130 @ x___ $____

**Social Functions:**
Spanish Language Division Reception, Thursday, September 21 $25 @ x___ $____
Closing Banquet, Saturday, September 23 $52 @ x___ $____

**Form of Payment:** [ ] Check/Money Order [ ] Credit Card Total Payment $____

Cancellations received in writing by September 8, 2000 are eligible for a refund. Refunds will not be honored after September 8. A $25 administrative fee will be applied to all refunds.

Charge my: [ ] VISA [ ] MasterCard [ ] American Express
Card No.___/___/___/___/___/___/___/___/___/___/___/___/___/___/___/___ Expiration Date:_______________

Signature: _______________________________________________________________________________

Please make your check or money order payable to ATA, in U.S. funds, and return it with this form to:
American Translators Association, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314

[ ] Please check here if you require special accessibility or assistance. (Attach a sheet with your requirements.)
### Preconference Registration Form: Wednesday, September 20

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<td>German Financial Accounting and Reporting—Part I</td>
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<td>Translating Legal Documents into French: Problems and Methods</td>
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<td>$50</td>
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<td>H</td>
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<td>Translation of Bond Clauses from Spanish into English</td>
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<td>The Use of Terminological Methodology in Translation: A Tremendous Solution to a Difficult Problem</td>
<td>$50</td>
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(Enter Total on Conference Registration Form) Total $_______
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>
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<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 or when the rooms in the ATA block are booked, whichever occurs first.
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 American 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: 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
ATAs Chapters

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P.O. Box 12172
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Tel: (770) 587-4884
www.aait.org

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604 West Academy Street
Fuquay-Varina, NC 27526
Tel: (919) 577-0840
Fax: (919) 557-1202
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- Local group meetings held in Asheville, Charlotte, and Research Triangle Park, NC; and Columbia and Greenville/Spartanburg, SC.
- 2000 membership directory, $12; CATI Quarterly subscription, $12.

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P.O. Box 14-1057
Coral Gables, FL 33114-1057
Tel/Voice: (305) 274-3434 • Fax: (305) 387-6712
thlopez@netside.net • www.atafl.com

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P.O. Box 144
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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 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.
New York Circle of Translators (NYCT)
P.O. Box 4051, Grand Central Station
New York, NY 10163-4051
Tel: (212) 334-3060 • E-mail: ms48@is.nyu.edu
www.nyctranslators.org

Northeast Ohio Translators Association (NOTA)
1963 East Sprague Road
Seven Hills, OH 44131
Tel: (440) 526-2365 • Fax: (440) 717-3333
E-mail: mondl1@ameritech.net • www.ohiotranslators.org

Northern California Translators Association (NCTA)
P.O. Box 14015
Berkeley, CA 94712-5015
Tel: (510) 845-8712 • Fax: (510) 883-1355
E-mail: ncta@ncta.org • www.ncta.org
• Telephone/online referral service. See searchable translator database on Website.
• 2000 NCTA Membership Directory available in print version for $25 or on diskette for $10. To purchase, mail remittance to the above address, or fax/telephone MasterCard/Visa number and expiration date.
• A Practical Guide for Translators, 1997 revised edition available for $10. To purchase, mail remittance to the above address, or fax/telephone MasterCard/Visa number and expiration date.
• NCTA General Meetings for 2000:
  Place: University of California Extension, 55 Laguna Street, San Francisco
  Dates: September 16, December 9

Northwest Translators and Interpreters Society (NOTIS)
P.O. Box 25301
Seattle, WA 98125-2201
Tel: (206) 382-5642
info@notisnet.org • www.notisnet.org

Southern California Area Translators and Interpreters Association (SCATIA)
P.O. Box 292268
Los Angeles, CA 91367
Tel: (818) 725-3899 • Fax: (818) 340-9177
info@scatia.org • www.scatia.org

Affiliated Groups

Michigan Translators/Interpreters Network (MiTiN)
P.O. Box 852
Novi, MI 48376
Tel: (248)344-0909 • Fax: (248)344-0992
E-mail: izumi.suzuki@suzukimyres.com • www.mitinweb.org

Utah Translators and Interpreters Association (UTIA)
P.O. Box 433
Salt Lake City, UT 84110
Tel: (801)359-7811 • Fax: (801)359-9304
E-mail: JCAlleman@aol.com
www.stampscapes.com/utia

Other Groups
This list gives contact information for translation and interpretation groups as a service to ATA members. Inclusion does not imply affiliation with or endorsement by the ATA.

American Literary Translators Association (ALTA)
Box 830688
Richardson, TX 75083-0688
Tel: (214) 883-2093 • Fax: (214) 833-6303

Austin Area Translators and Interpreters Association (AATIA)
P.O. Box 13331
Austin, TX 78711-3331
www.aatia.org

Chicago Area Translators and Interpreters Association (CHICATA)
P.O. Box 804595
Chicago, IL 60680
Tel: (773) 508-0352 • Fax: (773) 508-5479
E-mail: 74737.1661@compuserve.com

Colorado Translators Association (CTA)
P.O. Box 295
Eldorado Springs, CO 80025
Tel: (303)554-0280 • Fax: (303) 543-9359
eldorado@ares.csnet
• For more information about the online directory, newsletter, accreditation exams, and professional seminars, please visit www.cta-web.org.

Delaware Valley Translators Association (DVTA)
606 John Anthony Drive
West Chester, PA 19382-7191
devinney@astro.ocis.temple.edu
• 1999-2000 Membership Directory available for $10. Please make check payable to DVTA and mail your request to the above address.

El Paso Interpreters and Translators Association (EPITA)
1003 Alethea Place
El Paso, TX 79902
Fax: (915)544-8354
gredelgado@aol.com

Fédération Internationale des Traducteurs/International Federation of Translators (IFT)
2021 Union Avenue, Suite 1108, Montreal, Quebec H3A 2S9 Canada
Tel: (514) 845-0413 • Fax: (514) 845-9903
secretariat@fit-if.org

Houston Interpreters and Translators Association (HITA)
3139 West Holcombe, Suite 140
Houston, TX 77025
Tel: (713) 661-9953 • Fax: (713) 661-4398
106463.1052@compuserve.com

Metroplex Interpreters and Translators Association (MITA)
7428 Summitview Drive
Irving, TX 75063
Tel: (972) 402-0493
www.users.ticnet.com/mita/

National Association of Judiciary Interpreters and Translators (NAJIT)
551 Fifth Avenue, Suite 3025
New York, NY 10176
Tel: (212) 692-9581 • Fax: (212) 687-4016
headquarters@najit.org • www.najit.org

Nebraska Association of Translators and Interpreters (NATI)
4542 South 17th Street
Omaha, NE 68107

New England Translators Association (NETA)
217 Washington Street
Brookline, MA 02146
Tel: (617) 734-8418 • Fax: (617) 232-6865
kkrone@tiac.net • www.members.tripod.com/~netaweb/index.htm

New Mexico Translators and Interpreters Association (NMTIA)
P.O. Box 36263
Albuquerque, NM 87176
Tel: (505) 352-9258 • Fax: (505) 352-9372
uweschroeter@prodigy.net • www.cybermesa.com/~nmtia
• 2000 Membership Directory available for $5. Please make check payable to NMTIA and mail your request to the address listed here, or contact us by e-mail.

Saint Louis Translators and Interpreters Network (SLTIN)
P.O. Box 3722
Ballwin, MO 63022-3722
Tel: (636) 394-5334
olpieknik@compuserve.com

The Translators and Interpreters Guild
Local 32100 of the Newspaper Guild/Communications Workers of America
8611 Second Avenue, Suite 203
Silver Spring, MD 20910-3372
Tel: (301)563-6450/Toll Free: (800)992-0367 • Fax: (301)563-6451
transinterpguild@mindspring.com or ttig@compuserve.com
www.trans-interp-guild.org
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Transliterator, Japanese, sought by Construction Co. in New York, NY. Must have Bach degree & 1 yr transliterator exp. Fluency in Japanese reqd. Respond to: Obayashi Corp, Mr. Warita, 592 Fifth Ave, 7th Fl, New York, NY 10036.

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For more information about advertising, contact Jeff Sanfacon at Jeff@atanet.org

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Seeking

InterNation, Inc., a multilingual communication services firm in New York City specializing in subtitles and voiceovers for video, seeks a German Project Manager/Translator for immediate in-house opportunity. Native fluency in German required. Must have excellent computer skills (PC and Mac). Knowledge QuarkXPress, Photoshop & Illustrator a plus. Must have experience implementing QA procedures and also negotiating budgets, schedules, and project specifications with clients and translators. Full-time position with benefits. Please fax resume with cover letter and salary requirements to: (212)983-9391 or e-mail same to info@internationinc.com.

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InterNation, Inc., a multilingual communication services firm in New York City, seeks a Senior Localizer to establish an in-house localization department. Qualified applicants will have 3-5 years of experience in the translation industry and a strong entrepreneurial spirit. Please fax resume with cover letter and salary requirements to: (212)983-9391 or e-mail same to info@internationinc.com.
Upcoming Conferences and Educational Programs
Continued from p. 12

STC office Website at www.stc-va.org (from the main page, select “What’s New”). The site also contains a recap of STC’s most recent conference, which will give readers a sense of what the next conference will be like (from the main page, select “Conferences”). Detailed information on the next conference will be posted on the site later this year. For more information about STC, please visit www.stc-va.org or call (703) 522-4114.

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 discuss interpretation in the community (health services, social services, courts, and 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: www.rss06.gouv.qc.ca/ang/colloque/index2.html.

Call for Papers
Canadian Association of Translation Studies
14th Annual Congress
May 26-28, 2001
Université Laval
Quebec City, Quebec, Canada

The theme of the conference will be “Translation and Censorship.” For more information, please contact Dr. Denise Merkle at the Université de Moncton, Département de traduction et des langues, Casier 30, Faculté des arts, Moncton (Nouveau-Brunswick) E1C 5E6; Tel: (506) 858-4214; Fax: (506) 858-4166; e-mail: merkled@umoncton.ca; or visit www.uottawa.ca/associations/act-cats/index.htm for more information.

ATA 41st Annual Conference Preconference Seminars
Wyndham Palace Resort, Orlando, Florida • Wednesday, September 20, 2000

All-day (9am – 5pm)
Strategies for Sight Translation, Consecutive Interpretation, and Note-taking
Christian Degueldre and Claudia Angelelli

9am – 12 noon
German Financial Accounting and Reporting—Part I
Robin Bonthrone

Translating Legal Documents into French: Problems and Methods
Jean-Claude Gémar

From the Press to the Internet
Raul Avila

The Six Steps of Web Searching
Manon Bergeron

The Business of Translating
Jonathan Hine

Translating Spanish Business Documents
Marian Greenfield

2 – 5pm
German Financial Accounting and Reporting—Part II
Robin Bonthrone

Software Computing and Website Localization Basics—Tricks, Tips, and Issues
Xosé Roig Castro

Translation and Voice Opportunities in the Video Production World
Julie Johnson McKee

Developments in Corporate Finance:
New Instruments and Their Translation into Spanish
Silvana DeBonis

Translation of Bond Clauses from Spanish into English
Leland Wright

The Use of Terminological Methodology in Translation: A Tremendous Solution to a Difficult Problem
Leticia Leduc

For more information and to register for the preconference seminars, please refer to the Preliminary Program. Please note you must register and pay an additional fee for these seminars. Seating is limited.
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