Focus on: The Client
Featured Languages: Nordic
The Development of a Comprehensive Interpreter Certification Program
By Danyune Geertsen and Nataly Romero ........................................... 13
What do you get when you combine industry-specific training, performance review, and expert-validated assessment? Geertsen and Romero detail one company’s journey toward creating a comprehensive certification program for over-the-phone interpretation.

Microsoft Office 2000—An Overview
By Tim Altanero ................................................................. 19
Microsoft released its latest version of Office about six months ago, but should you upgrade?

Do We Speak Science? The 14th Annual Conference of the Institute of Translation and Interpreting in London
By Jim Honeychuck .............................................................. 23
The 14th Annual Conference of the Institute of Translation and Interpreting in London on the theme “Do We Speak Science?” featured speakers addressing the question of what it takes to be a good translator of scientific, technical, or medical texts. In addition, some of the profession’s most knowledgeable experts on medical interpretation, software localization, and machine translation shared their research and gave useful advice.

Transparency Pays—for Clients and Translators
By Chris Durban ................................................................. 26
Translators frequently regale each other with tales of poor decisions by customers and resulting damage in terms of market share or image, yet only rarely make these stories accessible to a wider public. As a result, business users of translation have little opportunity to learn from other people’s mistakes.

Give Me Five! Pointers to Professional Technical Translation
By John Rock ................................................................. 30
The types of pointers that translators should provide to their clients are largely a matter of common sense. However, asking clients to use common sense when they know nothing about translation is somewhat begging the question. Didactic guidelines, like checklists, should contain simple instructions that clients can develop one step at a time as their translation requirements evolve. Here are a few pointers to good translation.

Translation Course Teaser ....................................................... 35
Longfellow: Poet, Polyglot, Translator—but Plagiarizer?
By Melvin J. Luthy ............................................................... 37
Shortly after the publication of the Finnish Kalevala 150 years ago, a controversy raged in the English-speaking world over whether Henry Wadsworth Longfellow had plagiarized from that work when he wrote The Song of Hiawatha. This article reviews some of the claims and counter-claims of plagiarism, and illustrates some of the reasons why Longfellow was accused of that offense.

Danish Translators in a Global Market
By Philip Shaw ................................................................. 41
Translation is everywhere in Denmark, and Danes translate everything, both ways. But English is difficult to deal with because of all its variations, and so it has a highly critical audience in Denmark. When English is the official language of a Danish company, the translator’s sense of culture is stretched to the limits.
AN EASY REFERENCE TO ATA MEMBER BENEFITS

Your ATA membership has never been more valuable. Take advantage of the discounted programs and services available to you as an ATA member. Be sure to tell these companies you are an ATA member and refer to any codes provided below.

Business Owners Insurance
Seabury & Smith, Inc.
(800) 368-5969 ext. 852
veneyi@seabury.com

Collection Services/Receivables Management
Dun & Bradstreet
Ask for Sharon LeBoutillier
(800) 333-6497 ext. 7468
(610) 882-6887
Lebouillii@dnb.com

Conference Travel
Conventions in America
Reference Code: 505
(800) 929-4242 • (619) 453-3686
e-mail: flycia@stellaraccess.com
http://www.stellaraccess.com

Credit Card Acceptance Program/Professional Services Account
MBNA America/NOVA Information Systems
Reference Code: HCDA
(888) 545-2207 • (770) 649-5700

MasterCard
MBNA America
Reference Code: IFKV
(800) 847-7378 • (302) 457-2165

Medical, Life, and Disability Insurance
Mutual of Omaha
(800) 223-6927 • (402) 342-7600
http://www.atanet.org/mutual.htm
A. H. Wohlers & Co.
(800) 323-2106

Overnight Delivery/Express Package Service
UPS
Reference Code: C0000700415
(800) 325-7000
http://www.ups.com

Professional Liability Insurance
Seabury & Smith, Inc.
(800) 368-5969 ext. 852
veneyi@seabury.com

Training and Seminars
Dun and Bradstreet
Reference Code: 88TI
(212) 692-6600
http://www.dnbtraining.com

...And, of course, as an ATA member you receive discounts on the Annual Conference registration fees and ATA publications, and you are eligible to join ATA Divisions, participate in the online Translation Services Directory, and much more. For more information, contact ATA (703) 683-6100; fax (703) 683-6122; and e-mail: ata@atanet.org.

Moving? Found an error with your address?
We've done everything possible to ensure that your address is correct. But sometimes errors do occur.
If you find that the information on the mailing label is inaccurate or out of date, please let us know. Send updates to:
The ATA Chronicle • 225 Reinekers Lane, Suite 590 • Alexandria, VA 22314
Fax (703) 683-6122 • Chronicle@atanet.org
The Challenges of Subtitling
By Jan Emil Tveit .............................................. 43

With a particular view to the wide variety of text types and terminologies of the profession, the present article outlines some of the main challenges of subtitling. It focuses on the translation of culture-specific concepts and discusses the difficulty involved when the subtitler does not have adequate insight into the subject matter he or she is handling.

How the Danes Saved the Letter “æ”
By Else Mogensen ............................................ 46

When it was decided that all the written characters in the world were to be given a name under the auspices of the International Organization for Standardization and the International Electrotechnical Commission, the “æ” was named a ligature and not a letter. The Nordic countries protested and argued successfully for the unique change of status of “æ” from ligature to letter.

Four Recent Norwegian-English Dictionaries
By Louis Janus ................................................. 48

This article gives short summaries of four relatively recent dictionaries for translating between Norwegian and English. Three are print-based and one is supplied on computer diskette. All prices are given in Norwegian kroner.

Buen provecho and bon appétit: Enjoying your meal is good advice
By Alexandra Russell-Bitting .................................. 51

Of language, culture, and waistlines.

American Translators Association
41st Annual Conference

Wyndham Palace Resort • Orlando, Florida
September 20-23, 2000

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
About Our Authors...

Tim Altanero, Ph.D., was trained as a linguist at the University of Texas at Austin and has been active in the localization field for several years. His languages are Spanish, German, Dutch, and Afrikaans, and he reports a thriving business in freelance Afrikaans translations. An avid collector of ethnic art, he has traveled widely, most recently to Bali, Guam, and Chile, in pursuit of tantalizing artifacts. He has lived in Germany, Mexico, South Africa, Turkey, and Jordan, and can be reached at dr_tim@catholic.org.

Chris Durban, MITI, is a translator and columnist, author of “The Onionskin” column devoted to client education in the translation industry (ITI Bulletin, U.K.), and co-author, with Eugene Seidel, of the Fire Ant & Worker Bee advice column in Translation Journal (accurapid.com/journal). A French to English translator specializing in finance and capital markets, she is based in Paris and was a staff translator with EFSA from 1973 to 1987. She has organized five training events for financial translators in conjunction with the Paris Bourse, most recently in June 1999. She can be reached at ChrisDurban@compuserve.com.

Danyune Geertsen, director of operations and training at Language Line Services, has been involved in interpreter training, certification, and quality assurance at the company for the past few years. She has an M.A. in international relations from the University of Oregon and received her Certificate in Training from the University of California, Santa Cruz. Prior to working for Language Line Services, she was employed for five years by the Chinese Ministry of Foreign Affairs and acted as co-translator of four publications. She can be reached at danyune@language-line.com.

Jim Honeychuck is a staff translator of Chinese to English, working for ATA corporate member PSC, Inc., of Reston, Virginia. Jim is an active member of ATA, and is also a member of the Institute of Translation and Interpreting in London. He can be reached at jimhoney@worldnet.att.net.

Louis Janus is a Norwegian teacher and currently the director of the Oslo Year Program at the University of Oslo. He has authored software, textbook material, and a grammar book for modern Norwegian. He holds a Ph.D. in Germanic philology from the University of Minnesota. He can be reached at janus005@tc.umn.edu.

Melvin J. Luthy is a professor of linguistics and an associate dean of humanities at Brigham Young University, where he has taught general linguistics and Finnish language and literature. He also serves as the director of the BYU Center for Language Studies. He has developed linguistic software for Novell, WordPerfect, and WriteExpress Corporation. He can be reached at melvin_luthy@byu.edu.

Else Mogensen holds a Ph.D. in classical philology. She is senior translator and editor at Eriksen Translations Inc., in Brooklyn, New York, and can be reached at else@erikseninc.com.

John Rock holds a Ph.D. in physical oceanography from the University of Liverpool (U.K.). He has worked for the Instituto Oceanografico, USP, Sao Paulo, Brazil, and for the United Nations Educational, Scientific, and Cultural Organization in Athens, Greece. His career in the oil industry involved the former Gulf Oil Company and Schlumberger Wireline Services. He has been, at various times, a marine engineering consultant, computer software consultant, geophysical consultant, and university lecturer in applied mathematics. For the last 10 years he has been a full-time freelance technical translator in Houston, Texas, working in the language pairs of Spanish, French, Portuguese, and Italian into English. He can be reached at tranlink@hypercon.com.

Nataly Romero, Spanish senior language specialist with Language Line Services, serves as a member of the company’s medical certification test design team, and acts as a project leader for the Court Certification Testing Project. Her background includes experience as a conference interpreter and freelance translator, as well as studies in Spanish language and literature at Wartburg College, la Universidad San Francisco de Quito, and la Pontificia Universidad Católica del Ecuador. She can be reached at nataly@language-line.com.

Alexandra Russell-Bitting has been a senior translator/reviser at the Inter-American Development Bank in Washington, DC 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.

Philip Shaw has worked all over the world, from Thailand to Germany, and is currently helping to train translators and other language professionals at the Århus School of Business in Denmark. He translates technical and business material from Danish to English and, in a previous life, literary semiotics from German to English. He can be reached at phs@asb.dk or shaw@mobilixnet.dk.

Jan Emil Tveit is an associate professor specializing in translation at the Norwegian School of Economics and Business Administration. In 1992, he became the station’s first director of translation and subtitling at TV2, Norway’s biggest commercial television company, and has now developed his own screen translation and consultancy business. He has trained translators for the Norwegian Broadcasting Corporation and does consultancy work within screen translation for national and international television companies. He can be reached at Jan.Tveit@nhh.no.
Surplus. ATA finished 1999 with a net surplus of $22,881. ATA has now finished with a surplus for the past five years. The surplus was confirmed by independent auditors.

Audit. The ATA Board of Directors contracts with an independent auditing firm to review ATA’s finances, records, and accounting procedures. This year, Reznick Fedder & Silverman of Bethesda, Maryland conducted the audit. Two accountants came to ATA Headquarters for four days. The auditors, as part of the procedure for checking our accounting records, ask us to provide a complete paper trail on various transactions. For example, to verify membership, the auditors pull names from the ATA Membership Directory. We then have to show them a copy of the renewal form or new member application, a copy of the member’s check, if they paid by check, and the bank deposit slip or credit card transaction statement. The same procedures are done for randomly selected conference registrants and accreditation candidates as well as for other financial transactions. The auditors’ final report is submitted to the Board. The auditors’ report is another useful tool to help the Board, ATA Treasurer Eric McMillan, and the staff monitor the association’s finances.

Supporting Chapters and Local Groups. ATA continues its outreach to ATA chapters and local groups. (See From the President on page 8.) There are many benefits to local groups becoming ATA chapters, however, probably the most tangible is the chapter rebate. We recently cut nine checks totaling $9,288. The rebates are based on ATA members who, upon renewing their membership, may designate a chapter to receive a rebate based on their membership. Related, the Board, ATA Chapters Committee Chair Kirk Anderson, and Chapter and Division Relations Manager Christie Matlock continue their concerted efforts to strengthen communications between ATA and its chapters and between ATA and other local groups. To this point, ATA has funded Kirk’s travel to speak with several local groups and created Christie’s position to provide administrative support. In addition, the Chapter and Affiliate Handbook was recently revised and updated. This was sent to chapter, affiliate, and local group presidents. It will also be sent to those individuals looking to start local groups.

ATA Conference Preliminary Program. The Conference Preliminary Program and registration information will be mailed this month for ATA’s 41st Annual Conference in Orlando, Florida, September 20-23. Be sure to register by August 15 to receive the “early-bird” discount.

New ATA Employee. I am happy to report that we have a new accounting manager, Orson Carter. Orson has six years of accounting experience, including four years with a not-for-profit organization: the United Services Organization. (USO supports U.S. military personnel through entertainment and other activities.) Orson has a bachelor’s degree in accounting from Jackson State. He is a native of Noxapater, Mississippi.
Tempora Mutantur

One of the most interesting things I did last month was to read a batch of old Chronicles. Now wait—I’m not confessing to a tepid and uneventful life, I’m here to tell you that the old Latin saw is true. Tempora mutantur, nos et mutamur in illis. The times change and we change with them.

In July of 1994, Tony Roder, then president of the Northern California Translators Association, published an article in the Chronicle called “ATA Redux.” The following September he published a follow-up, “Redux Soup,” which included a summary of a discussion that the Austin Area Translators and Interpreters Association (AATIA) had held on the same subject. These two pieces provided an insightful picture of what thoughtful people considered to be the ATA’s strengths and weaknesses six years ago, and gave a number of specific suggestions for change.

Longtime members of the ATA will need no reminder that this was a difficult time for the association. We had been through a fair amount of political turmoil, and some members felt distant and alienated from the ATA and its leadership. In addition to a sense of political malaise, however, there was concern about specific needs of translators and interpreters that were not being met by the national association, and a widespread awareness of the difficulties facing local groups as they struggled to serve their members.

The springboard for the discussion was Tony’s proposal to change the ATA into a loose federation of all local translator and interpreter organizations, which hasn’t happened. In offering these proposals, though, Tony was very clear that he was not taking a dogmatic position. Rather, his suggestions were intended “to open a floodgate for the wealth of unanswered questions...whose answers, if you please, will also come from you.” I found it fascinating to study the questions, answers, and comments, and to see how many of the suggestions have, in fact, been implemented over the six years since this important discussion took place:

- Set up a semi-independent Foundation—done
- Recognize interpreter certification by other entities as qualification for active membership—done
- Increase cooperation with sister organizations—in process
- Professionalize more activities—in process
- Reduce load on volunteers—in process
- Set up electronic bulletin board—almost there, in different mode
- Subsidize certain local activities—in process
- Provide educational services—in process
- Set standards for college degree programs—in process
- Offer continuing education credits for specific conference sessions—done in states where applicable

Beyond the specific proposals, the ATA leadership has also endeavored over these years to provide vision and a flexible approach to the changing economic situation of our members. Since I became active in the ATA, I have personally seen how Past Presidents Peter Krawutschke and Muriel Jérôme-O’Keeffe have reached out to associate members, have made interpreters more welcome within the ATA, have encouraged the growth of divisions, and have upgraded our electronic capabilities at Headquarters. The online directories provide an effective marketing tool, for associate as well as active members, that wasn’t even dreamed of six years ago. We have conducted a survey of the industry, giving valid statistical information for newcomers to the profession. The first Board retreat with a strategic plan was held in 1997, and we are continuing in that tradition of taking the longer view for the ATA and its members.

We are also pursuing a policy of positive outreach to local groups. Chapters Committee Chair Kirk Anderson is working closely with chapter leadership to try to meet their needs and offer support that will make a difference. A program to offer seed money to chapters for bringing speakers to their members is almost ready to launch. And with the addition of Chapter and Division Relations Manager Christie Matlock to our staff, we have someone in Headquarters able to support divisions, chapters, and local groups in the detailed kind of administrative mode that simply wasn’t possible before.

All in all, I felt a deep sense of gratitude to Tony for his vision (and his willingness to stick his neck out!), to AATIA and to Ingrid Lansford.

Continued on p. 11
When you think Orlando, Florida, you think Disney World. In planning ATA’s 41st Annual Conference, September 20-23, 2000, I have learned that while Disney World dominates Orlando, there is a lot to see beyond the Magic Kingdom.

I discovered this when I was arranging the optional leisure tours that are available to conference attendees. Of course, let me point out that the Conference Preliminary Program does include information about Disney World tickets and the various packages for individuals and families. There is also a Disney World info desk at the Wyndham Palace Resort.

Here’s a look at the tours we have scheduled:

- **Kennedy Space Center.** Tour the facilities and watch an Imax-theater presentation of the space program.
- **Silver Springs.** Florida is renowned for its crystal-clear springs. See a sampling of nature’s beauty via glass-bottom boat at Silver Springs.
- **Busch Gardens.** This tour showcases a safari through the park’s world-class zoo featuring naturalistic animal habitats.
- **Cypress Gardens.** Yes, this is the home of “The Greatest American (Water) Ski Show.” It is also the home to over 3,000 varieties of plants and flowers spread over 160 acres.
- **SeaWorld Adventure Park.** Visit America’s most popular marine-life park featuring Shamu, the killer whale. The adventure continues with exhibits such as “Sharks,” “Wild Arctic,” and “Key West at SeaWorld.”
- **Universal Orlando.** Visit the biggest motion picture and television studio outside of Hollywood. Go behind the scenes and in front of the camera.
- **Cirque du Soleil.** If you have never seen this incredible show of human energy and imagination, here is your chance. The performance is truly amazing.
- **Winter Park.** Who would think one of the largest collections of Tiffany glass is in Central Florida? Well, it is and you can see it and more in the beautiful town of Winter Haven.
- **Real Florida Day.** Enjoy an eco-guided American heritage river tour via airboat. Fly over the remote sea of grass while searching for alligators, turtles, wading birds, and other wildlife. Round out your tour by sampling Florida cuisine: alligators, catfish, and frog legs (plus hamburgers and hotdogs).
- **Walt Disney World’s “Innovation in Action.”** Okay, so I included one Disney tour, but it is different. Available only to guests, 17 or older, staying on Disney property, this tour lets you see behind the scenes, including the “Tunnel/Utilidor” with nine acres of basement and one mile of corridor beneath the Magic Kingdom.

We hope that these tours offer something for everyone and will give you a taste of Central Florida. For more information, prices, and the registration form for these optional leisure tours, see the Preliminary Program. See you in Orlando!

Please be sure to register for the conference by August 15 to get the early-bird rate—of course, ATA members get a significant discount. (The registration form is in the Preliminary Program.) In addition, please make your hotel and travel arrangements as soon as possible. We have reserved a large block of rooms at the Wyndham Palace Resort, but the current negotiated discount rate of $138 single/double per night is good until August 27 or when all the rooms are booked, whichever occurs first. See page 65 in this issue of the Chronicle for more information.
ATA Activites

Accreditation
- Exam sittings were held in San Francisco, California; Boulder and Colorado Springs, Colorado; Albuquerque, New Mexico; Brecksville, Ohio; El Paso, Texas; and Washington, DC.

Board
- The Nominating Committee has been selected. Steve Sachs is the chair. The other members are Kirk Anderson, Jana Bundy, Heide Crossley, and Robert Killingsworth.

Conference
- The Preliminary Conference Program for ATA’s 41st Annual Conference in Orlando, Florida, September 20-23, 2000 will be mailed this month to all ATA members. The program includes information on registering for the conference.
- 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.)
- ATA is co-sponsoring with Kent State University a terminology workshop, June 26-29 in Kent, Ohio. For more information, please visit http://appling.kent.edu/WhatsNew/WhatsNew.htm or e-mail ATA Terminology Committee Chair Sue Ellen Wright at sewright@neo.rr.com.
- 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.

Membership
- Membership continues to grow (5.7 percent ahead of last year at this time).

Public Relations
- ATA and several ATA members were featured in The Washington Times. In addition, ATA worked with a reporter from The Boston Globe.
- ATA President Ann Macfarlane and Director Izumi Suzuki represented ATA at the International Japanese-English Translators 2000 conference in Kyoto, Japan.
- ATA Representative to the Joint National Committee for Languages Christophe Réthoré attended JNCL’s annual meeting in Washington, DC.

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 22nd, 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.

Mark Your Calendars!

ATA’s 41st Annual Conference is September 20-23, 2000
See page 65 for more information.
At its meeting on March 4-5, 2000, the ETA Board of Directors voted to dissolve the Science and Technology Division of ETA at the end of this year and to create in its place a Science and Technology Information Committee (STIC).

One of the reasons for the change, perhaps paradoxically, was the enormous success of the many language-specific divisions that have been established in recent years. So many members had begun participating, with such enthusiasm and commitment, in the activities of these new divisions that the supply of administrators, assistants, and editors for the Sci-Tech Division appeared to be drying up. There is still a great deal of interest in exchanging information relevant to scientific and technical translation, however, and access to such information is more critical than ever for sci-tech translators. It was felt that while a division requires a relatively complex and personnel-intensive organization within ETA, a committee would be able to operate with much less administrative overhead yet still accomplish a great deal.

The members of the new STIC are Nicholas Hartmann (chair), Patricia Bobeck, Beatriz Bonnet, Denzel Dyer, and Thomas Hedden. Our purpose is essentially the same as that of the old Sci-Tech Division, namely to promote the exchange of scientific and technical information among ETA members and to provide them with access to such information from other sources. We hope to achieve that purpose by promoting sci-tech-related papers and presentations at conferences, offering technical and industrial tours and visits in conjunction with conferences, and, most recently, establishing an e-mail list for the informal exchange of technical terminology and other useful information among members. In the near future we will also be working closely with the Terminology Committee and the Translation and the Computers Committee to develop other electronic meeting places.

The e-mail list is open to any ETA member, and all members are encouraged to subscribe and participate. To subscribe, please point your Web browser to: http://www.atanet.org/STIC/listserv/email.cgi and follow the simple instructions. You must be a member in good standing of the ETA in order to subscribe, and you will be asked to enter your member number (shown above your name on your Chronicle mailing label) as part of the process. Please join us!

Nicholas Hartmann
Chair, Science and Technology Information Committee

From the President Continued from p. 8

who distilled these free-floating thoughts into a structured set of ideas for Chronicle readers, and to the colleagues who provided Tony with dozens of insights into the ETA, local groups, and how we might all function better together. As I have seen in 10 years of volunteer work for school reform, many good ideas appear to go nowhere when they are first offered to the world, but with time they can be heard. Such is the case with many of the suggestions made by those brave souls in 1994. I hope that you readers will also be encouraged to “stick your necks out,” and continue to share your ideas for possible changes with the officers and directors of the ETA.

Tony commented about the “legendary and staggering diversity of opinions that prevails among the members of our profession.” That’s one thing that isn’t going to change, but I was happy to see concrete evidence of the ways in which the times have changed, and the ATA has changed with them. We plan on continuing to change, since the tempora are not standing still, and we need your input to do so. As Tony wrote in 1994, “have a hand in revitalizing your ATA.”

ata
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.

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.

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

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

Critical Link 3: Interpreters in the Community
May 22-26, 2001
Montreal, Canada
Critical Link 3: Interpreters in the Community will be held in Montreal, Canada from May 22-26, 2001. The specific theme for this conference is “Interpreting in the Community: The Complexity of the Profession.” As in the previous two Critical Link conferences, participants will 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: http://www.rssss06.gouv.qc.ca/english/colloque/index2.html.

The Protection Some Relationships Offer is Invaluable
Sometimes you need to rely on others for peace of mind.

The Mutual of Omaha Companies have been offering people stability through insurance for generations. Through your membership in the American Translators Association, you can take advantage of insurance products and services, many at reduced rates or with enhanced benefits not available to the general public.

Products and services such as:
- Critical Illness
- Disability Insurance
- Life Insurance
- Medical Protection
- Medical Savings Accounts

For more information without obligation call the Mutual of Omaha Association Benefits Hotline at 1-800-223-6927

MLO3094
The Development of a Comprehensive Interpreter Certification Program

By Danyune Geertsen and Nataly Romero

Introduction and Background

Throughout the past decade, there has been a steady increase in usage of interpretation services in the U.S., particularly in the legal and health care fields. This is an indication of progress toward providing quality service and equal access to all. At the same time, organizations using interpreters have become more sophisticated and demand higher quality service. Acknowledging this demand, Language Line Services, the nation’s largest over-the-phone interpretation provider, has developed an innovative and comprehensive certification program for three industries: medical, court, and insurance. In this article, we will share some of the research, experiences, and insights gained through our efforts to design and implement the program.

Language Line Services’ certification program requires proof of proficiency in three areas: training, observation/feedback, and assessment. There are two requirements in each of the three categories, for a total of six criteria, which interpreters must meet before they are certified.

Training Requirements

• The New Hire Orientation, a program in which new interpreters attend over-the-phone training sessions that include an in-depth review of Language Line Services’ code of ethics as well as both general and industry-specific interpreting protocols. Additionally, new hires are observed and mentored by senior interpreters throughout the orientation period.

• Industry-specific training programs, developed by Language Line Services in conjunction with leading professionals in each industry. The training sessions are held over a number of weeks, and interpreters are paid to attend. Interpreters receive a variety of supporting materials, such as audio and videocassettes, glossaries, dictionaries, and training manuals. Experienced facilitators with in-depth knowledge of the subject matter conduct all training sessions.

Observation/Feedback Requirements

• Ongoing service observation. Interpreters must consistently meet the standards set forth by Language Line Services. A qualified senior interpreter, known as a senior language specialist or quality specialist, evaluates interpreter performance using real-time observation. Only interpreters who consistently meet or exceed the standards are considered to have fulfilled this requirement.

• Positive customer feedback. This means that the interpreter has no record of verified customer complaints for the industry in question.

Assessment Requirements

• Successful performance on an in-language oral proficiency interview and/or the interpreter skills assessment. Both assessments are administered by Language Line Services testers, The American Council on the Teaching of Foreign Languages, or other qualified evaluating bodies.

Project Participants and Objectives

In his book, Court Interpretation: Model Guides for Policy and Practice in the State Courts, William E. Hewitt explains: “Test design should be a product of the combined work of teams of subject matter experts (languages and interpretation), experienced test developers, and court policy makers familiar with the work required of interpreters.” In the process of developing its certification program, Language Line Services has adopted the criteria Hewitt described above to carefully select a panel of distinguished professionals for each of its teams. Among the various team participants are:

• Active interpreters who hold federal and state certifications
• Active interpreters with post-graduate degrees in translation and interpretation
• Current and former raters of inter-

Continued on p. 14
interpreting certification exams (including the consortium exam for court interpretation)
• An internationally recognized interpretation consultant and professor of court and medical interpretation, who is also the author of numerous publications in those fields
• Interpreters and testers with experience designing and administering state certification tests
• Test designers and administrators with formal training and experience in over-the-phone testing and evaluation

Additionally, the test development team for each industry contains experts in the field itself, such as medical interpreting trainers for the medical test development team, licensed insurance agents for the insurance test development team, and a former court administrator for the court test development team.

Although the specific objectives of each test vary, their main goals are: 1) to identify individuals who have sufficient knowledge of industry-specific terminology and protocols to provide quality over-the-phone consecutive interpretation for specific scenarios, and 2) to certify their competence through a testing program.

Preparation and Research
Throughout the process, each test development team has benefited greatly from the experience and input of the members. Each team has also been required to research interpretation testing within the industry being tested.

The teams have analyzed and compared several interpretation tests, and identified the different strategies these tests employ for possible use in the development of Language Line Services’ tests. Additionally, numerous articles, books, and miscellaneous publications regarding test development and interpretation testing have been reviewed.

A key element in this research has been the development of interpreter surveys regarding several factors related to industry-specific calls. The specific goal of the surveys is to gather information regarding the scenarios most commonly interpreted, as well as the content, the percentage of time spent interpreting in each direction, and length of the calls. All survey results have been tabulated and analyzed, and the information has been used to develop the test. This enables the test to accurately reflect the reality of over-the-phone interpreting sessions as reported via the survey. Additionally, interpreter feedback has been gathered through the use of focus groups.

General Test Structure
The tests are oral consecutive interpreting tests, administered over the phone, and are primarily designed to measure the interpreter’s knowledge of industry-specific terminology. Designated words or phrases, known as scoring units, for which the interpreter’s rendition is evaluated, are embedded in sentences read by the test administrator. As described by Hewitt, a scoring unit is a pre-selected portion of the exam material that is underlined in a rater’s transcript of the test text (Ref. 5, 32). Additionally, the test is considered to be a criterion-referenced test, which is a type of test commonly used to see if specific skills have been mastered (Ref. 2).

Test Length
Generally, as pointed out by language testing experts Kenji Kitao and Kathleen Kitao, the more items a test has, the more reliable it is. However, if a test is too long, examinees may become fatigued and not respond accurately (Ref. 9). To ensure a proper balance between these two elements, the test development team has analyzed the survey data and examined test lengths of the consecutive portions of other leading interpretation tests in order to develop a target administration time for each test.

Test Scoring
All tests are scored primarily using the scoring unit method mentioned above. In accordance with Kitao and Kitao’s recommendation that tests be as objective as possible and employ the same standard to measure all examinees (Ref. 9), the scoring unit method that is used allows raters to objectively score an interpreter’s ability to interpret in the court setting. Scoring units are grouped into several categories which vary according to each test. Hewitt writes: “Selection of the number of different types of scoring units reflects informed decisions by the design team about the relative weight that different linguistic features should have in the overall assessment of inter-
fluently in both languages. Additionally, Kitao and Kitao note that the greatest weight must be given to the most important things being tested (Ref. 9).

The test design teams have taken into account the proportion of abilities and categories of terminology being tested when developing the types and amounts of scoring units needed for the test to measure what was intended.

For the court interpretation test, a subjective score is used when a candidate’s score falls within a critical range. The use of a subjective score for a critical range is a practice which is also followed by the Federal Court Interpreter Certification Examination, and is recommended by leading figures in court test development (Ref. 4, 111). Kitao and Kitao recommend that test developers make a scale with separate sections and provide a description of what would be expected at each level in each section (Ref. 9). This suggestion was implemented for the Language Line Services Court Interpreter Certification Exam.

To score the exam, the rater listens to the recording of the test, notes the interpretations of the scoring units, and then either awards or does not award a point for each scoring unit based on the scoring key. The scoring key contains lists of acceptable and unacceptable interpretations for each scoring unit, along with the corresponding point values. If a term is used that is not in the scoring key, the rater consults with the panel of raters over whether to add it to the scoring key as either an acceptable or unacceptable answer for the scoring unit in question. The scoring key is continually updated and expanded to include new renditions. Hewitt recommends the use of scoring keys, also known as scoring dictionaries, as an important part of the scoring unit method (Ref. 4, 106).

Raters are selected based on their qualifications and demonstrated knowledge of interpretation for the industry. To ensure consistency and reliability, all raters are trained by a lead rater with prior training and experience rating interpretation exams. Additionally, raters are allotted sufficient time to read all written materials and familiarize themselves with the scoring key and test version to be rated. In conducting rater training, the test complies with Article 6 of the Rights and Responsibilities of Test Takers, as put forth by the American Psychological Association.

Test Administration

The test administrator calls the interpreter during his/her scheduled test time to administer the test. There is only one test administrator and one candidate on the telephone per testing session. The test administrator reads the parts of all-English and non-English speakers in the dialogue. The entire test is recorded on audiocassette for evaluation and record keeping.

Testers are chosen based on their ability to read clearly and fluently in both languages. Additionally, test administrators must either have proof of certification by an entity recognized by Language Line Services1, have been previously selected as a test developer, or be a senior language specialist or quality specialist who has passed the Language Line Services certification test.

All test administrators must participate in training sessions before they are allowed to administer the test. Administrators also undergo observation by facilitators as they practice administering the test to other testers before they begin administering the test to interpreters. Additionally, test administrators are provided with necessary support materials, such as test administration guidelines and additional documents.

Test Documentation and Study Materials

“To achieve fairness and reliability, all candidates must have access to the same information about the testing procedure,” writes Hewitt about test documentation (Ref. 4, 114). The needs of all parties involved in the testing program must also be considered. Therefore, along with the test development process, support material has been created to meet those needs. Of significant importance is the Candidate Information Manual, a comprehensive document that describes important details of scoring, test administration, and test protocols. The distribution of this manual complies with Articles 8 and 10 of the Rights and Responsibilities of Test Takers. (Ref. 1, 3).

Continued on p. 16

---

1. External certifications recognized by Language Line for the court certification test include consortium, federal, and state certifications. Diploma and degree programs for interpreting are not recognized as a means of meeting this requirement.
The Development of a Comprehensive Interpreter Certification Program Continued

Several articles dealing with test anxiety and relaxation techniques were adapted by Language Line Services, with the authors’ permission, for use by interpreters taking the certification tests. Margareta Bowen writes, “(nervousness) is comparable to stage-fright and, up to a point, it is a necessary ingredient for most interpreters to give their best” (Ref. 3, 8). These articles address issues of nervousness and teach interpreters to manage their nervousness effectively, enabling the test to be an even better measure of interpreter performance.

Sample tests are also developed and provided for interpreters to practice and understand the test format. In addition, interpreters receive articles that provide suggestions for learning industry-specific terminology and acquiring experience in the given industry. Finally, interpreters receive a letter with the dates of the testing sessions and general information about the test and testing materials.

Trial Administrations

Kitao and Kitao note that “pre-testing” is essential before a test can be used (Ref. 9). Indeed, conducting several trial administrations, also known as pilot tests, lays the groundwork for the eventual test administration to the general workforce.

Language Line Services has held several trials for each industry-specific test. The trials were conducted in the same manner as an actual test. After each trial, time was allotted for the trial candidates to give their suggestions, opinions, and feedback regarding the test. This feedback has been compiled and reviewed by the original test design group so that the proposed modifications can be considered accordingly.

In addition to candidate feedback, the trials have provided the test design teams with the chance to refine the guidelines for administration and rating as well as those for the score sheets and scoring keys, all of which are used during the tester/rater training sessions.

Test Results

An in-depth analysis of test results is essential to ensure that the test is measuring what it set out to measure. Therefore, careful tabulation of results and types of error are very useful for updating and improving the test. Additionally, analysis of the results enables the company to identify interpreters of specific skill level and to validate performance hypotheses based on service observation data. Careful tabulation of the results allows us to determine the effectiveness of the test itself. Analysis of the mean score as well as the test distribution helps each team to evaluate and further refine the test.

Languages Tested

As of this writing, testing has already been implemented in one or more industries for 15 languages. Medical test development is underway for additional languages. Language Line Services will continue to offer certification testing to its interpreters, to accommodate newly hired interpreters, as well as those who did not pass during a previous round.

Members of the original test design team assist the test developers in the development of tests for each language. An important issue is noted by Cynthia Roat with regard to test development in other languages: “Test designers must consider the pool of interpreter candidates in different language groups, the history and cultural norms in different language communities, and issues of linguistic equivalence between languages” (Ref. 10, 26). The same format is used for all languages and the scenarios used may be similar. Test designers are encouraged to adapt test content to make it culturally and linguistically appropriate. Additionally, the test developers are guided in developing scoring keys that take into account the lack of linguistic equivalents, if that is an issue for their particular language.

Language Line Services in the Context of the Court Certification Testing Landscape

There are many facets of Language Line Services’ Court Certification Program which are both unique and innovative. Some of these characteristics are described in the following sections.

• Expert Validation

A criterion recommended by Hewitt is that tests undergo scrutiny by independent researchers or panels of professionals (Ref. 4, 91). In addition to the panel of professionals comprised of the test designers, Language Line Services
submitted its test documentation to a psychometrician from the University of Maryland, a professor at the Monterey Institute of International Studies in Monterey, California, and several internal parties with experience in test design.

- **Exclusively Oral Testing**
  An important point noted by Hewitt is that “most court tests use a written screening test, due to the high costs of administering individual oral tests. This excludes some candidates from demonstrating their interpreting proficiency and may not be the optimal approach to testing” (Ref. 4., 95). Therefore, Language Line Services has ensured that interpreters are tested for their abilities to understand and render information orally.

- **Ongoing Observation**
  A key component in the Language Line Services’ Court Certification Program is that of continuous service observation. Roat notes, “the National Association of the Deaf and Registry of Interpreters for the Deaf both certify interpreters by watching them actually interpret,” (Ref. 10, 25). Language Line’s service observation department operates a staff of senior language specialists and quality specialists to continually monitor and coach interpreters.

- **Quality Training**
  As Hewitt and Lee point out: “Many interpreters perform poorly when they interpret in court because they do not know what is expected of them. They have no formal training in the responsibilities of the court interpreter” (Ref. 6). Language Line Services interpreters do know what to expect, as they receive formal training on the responsibilities of court interpreters, as well as the responsibilities of the interpreter in medical and insurance settings, all of which are reinforced through service observation.

- **Tests for Many Languages**
  Language Line Services certification tests are geared specifically toward consecutive, over-the-phone interpretation and, although they do not test simultaneous or on-site interpretation skills, they have the advantage of being offered in more languages than any other interpretation certification test.

- **Incorporation of Test Theory**
  Unlike many other interpretation examinations, Language Line Services has capitalized on the wealth of information available on test theory. David Burton Sawyer comments that “the failure to incorporate test theory into interpreter education is a clear case of opportunity missed” (Ref. 11, 32). Language Line Services, however, seized the opportunity by taking into consideration all of the cornerstones of sound assessment elaborated upon by Sawyer, in addition to reviewing a wealth of other resources in language testing.

**Conclusion**
Language Line Services has developed a certification program that includes several interpretation assessments, which have been deemed by experts to be valid and reliable measures of an interpreter’s ability to interpret for specific settings over the phone. Those who have been involved in these efforts hope that, by sharing this general overview with the external interpretation and testing communities, they may provide information to those interested in the field of interpretation testing, while opening the door for others to share similar experiences in test development and interpreter certification efforts. Certainly, the research and knowledge in the field of interpretation testing as conducted by all organizations, both public and private, can only serve to contribute to the profession at large.

**References:**


*Continued on p. 18*
The Development of a Comprehensive Interpreter Certification Program Continued


---

SEE PAGE 4 FOR AN EASY REFERENCE TO ATA MEMBER BENEFITS

---

Global Multi-Lingual Internet Opportunity

Create a second, substantial income through network distribution of our inexpensive user-friendly, professional websites in 21 languages. People in over 120 countries now communicate using our easy-to-manage, point-and-click websites for business, family, organizations, and more. Use your language skills in the U.S. and your own home market to profit from the www revolution. Free on-going support from our award-winning company.


800-381-9408

---

Chronicle Classifieds Work

Call (703) 683-6100 to find out how to make the Chronicle work for you!

---

Interested in advertising in the ATA Conference Program?

Contact Dee Warwick Dias at (703) 683-6100 ext. 3008 or e-mail Dee@atanet.org
Microsoft released its latest version of Office about six months ago, but should you upgrade? Well, that depends on whether you are a translator or a multilingual user. Office 2000 is the first version of this much-used suite of products that enables users to work relatively easily in multiple languages. Office 2000 was designed for a global market, and it has a number of features that are well worth exploring. This article discusses installing and using a non-English version of Office on a U.S. Windows 98 system. Many features discussed here may provide more functionality in a Windows 2000 operating environment.

If you purchase the U.S. edition of the product, by default you receive English, French, and Spanish functionality, including dictionaries, thesauri, auto-correct, and so forth. (I purchased the Spanish edition which contains the same set of languages, plus Catalan and Basque. You can see which languages come with each version at http://www.microsoft.com/Office/multilingual/locversn.htm.) This new version of Office, however, installs only the portions of the product necessary to operate in a primarily monolingual manner. To get the most out of the product, keep your CD-ROMs handy to install additional functionality.

All localized versions of Office 2000 have English proofing tools by default, so it may be tempting to purchase, say, the Japanese version to get both Japanese and English proofing tools, or the German version to get German, English, French, and Italian proofing tools. This is not recommended, however, for reasons discussed in the “For Multilingual Users” section.

The first thing to do after purchasing Office 2000 is to go to Start→Programs→Microsoft Office Tools→Microsoft Office Language Settings. Under the Enable Languages tab select only the languages that you will use and click OK. Office will then install the features necessary for these languages directly from your CD-ROM. If you choose an Asian, Cyrillic, or other language that doesn’t use Latin script, the program will ask you to choose a default or primary operating language, and you may need to have Windows 2000 or other special systems requirements not discussed here.

**For Translators**

There are some interesting features in Office 2000 that merit attention. The software has an “auto detect” feature that recognizes the language you are typing after just a few words or lines. Word can distinguish 21 languages, and does so on a per sentence basis. This means that you can spell-check a multilingual document without having to tell the program which language you are using. If you need to set language on a per word basis, just click on the word and choose the appropriate language. If you enabled several different versions of English (Canadian, South African, U.S.), you may inadvertently sub-

vert this useful feature, which is why you should only enable languages you intend to use.

The language auto detect feature is a very useful tool for those who work in multilingual documents. Once the language is detected, the software automatically deploys the appropriate proofing tools. If you’ve purchased the Proofing Tools CD-ROM, you will have tools available in 30 languages. You can purchase the CD-ROM from Microsoft for $79. You can see a list of which tools are available in each language at http://www.microsoft.com/office/multilingual/toolang.htm. If you don’t like the auto detect feature, you can turn it off under Tools→Language→Define Language.

AutoCorrect, if available and installed for the languages in which you work, uses the language auto detect feature to determine which AutoCorrect database to use for spotting typos. When you are typing in Spanish, for example, AutoCorrect will not try to change “anual” to “annual.”

Auto-keyboard switching is a feature that I have found to be more of a nuisance than useful. When you turn this feature on, Word will automatically set the keyboard to the language of the document. I’m not sure how this would be useful, as most of us use only one keyboard.

Another interesting feature is the Virtual Keyboard, available free from

...Office 2000 is the first version of this much-used suite of products that enables users to work relatively easily in multiple languages...

Continued on p. 20
Microsoft at http://officeupdate.microsoft.com/2000/downloadDetails/viskeyboard.htm. This neat little program is especially useful for typing so-called “special characters,” although this doesn’t work for double-byte characters without Windows 2000. To use it, first enable the keyboards you need (Start»Settings»Control Panel»Keyboard, Language Tab). Be sure to check the “Enable indicator on taskbar” box to have easy access to different keyboards. By doing this, you will see an icon on the bottom of your screen indicating the keyboard language you are using. You will also be able to switch keyboards easily by clicking on the icon.

Image 1

To start the Virtual Keyboard, click Start»Programs»Microsoft Office Tools»Microsoft Virtual Keyboard. The keyboard that you currently have enabled appears (see Image 2).

To switch to another keyboard, just click the icon. You will now have access to the keyboard layout of the language you choose. Having set my keyboard to Latin American, I can simply click on the ñ instead of having to type the cumbersome combination Alt+0241.

For those working with certain Asian languages, Microsoft offers Global IMEs at www.microsoft.com/ie. IME stands for Input Method Editor, and these are available for Chinese, Japanese, Korean, and possibly more languages. I tried the Japanese IME and found that it works quite well if you phonetically spell the Japanese word that you want. You can choose among character sets such as kanji and hiragana by using the spacebar, and the help file is in both English and Japanese. Short of using a Japanese operating system (OS), this is the only method I’ve encountered for easily entering Japanese text. Here is an example: あやたねろ

For the translator, Office 2000 is much more “language friendly” than its predecessors. Its multilingual ability and auto detect language feature are easy to use and generally very accurate. The help topics are much more extensive than in previous versions, and the help file information is easily comprehensible. Although the annoying interactive paper clip is still featured, it has become much more useful than in the past. Coupled with the proofing tools available in a number of languages and the free downloads from Microsoft, Office 2000 can greatly enhance translation efficiency.

Office for Multilingual Users

On my system, I installed Office 2000 (Standard) from the CD-ROM. The software was purchased in Mexico and installed on my Windows 98 U.S. English platform. I do a lot of collaborative work in Spanish, so I wanted Spanish versions of the popular Excel, Word, and PowerPoint programs. I also wanted to see if the product would be useful from an educational perspective, where I could teach students to work in a Spanish, English, or French interface, or have them switch among languages. From a business perspective, I had imagined being able to call colleagues in France or Chile and speaking
to them while we both had the same interface running.

From what I had gathered at the ATA conference in St. Louis, I assumed that the programs would be installed in Spanish and that I would maintain the rest of my U.S. English interface. I also understood that I would be able to change the Spanish interface to English or French, as these languages’ editing tools are included in the product. Unfortunately, this is not the case. I now have an interesting hodgepodge of Spanglish inhabiting not just Office, but certain areas of my OS as well.

For example, if I open a folder on the desktop, I get the interesting melange shown in Image 3.

Apparently, Office and Windows are so tightly integrated in some instances that parts of what I thought were the OS have been overwritten in Spanish. The “Folder Options” (seen above as “Opciones de carpeta”) are now completely in Spanish, while “Arrange Icons” is still in English. Error messages are equally random. Sometimes my computer even offers the same option twice—once in English and once in Spanish, as seen in Image 4 on the following page.

Notice that “Send to” is now “Enviar a” and that “Desktop as Shortcut” is repeated as “Escritorio (como acceso directo).” They both do exactly the same thing.

Microsoft’s help, however, is very extensive. I opened Word and asked the animated paper clip (who now only understands Spanish) about changing interface languages and was told that I need the “Multilingual Module for Office 2000” (to have help in multiple

Continued on p. 22
languages?) and possibly the “Global Interface Kit” (to change the user interface?). It told me to go to the Help menu and choose “Office en el Web” to learn more about these items. I did, and conducted a search for the appropriate term as given by the paper clip. It did not find an exact match, but it did refer me to an English-language help page that told me about Office 2000 with MultiLanguage Pack.

Office 2000 with MultiLanguage Pack allows you to change user interfaces and help options to any of 25 languages, and includes everything on the Proofing Tools CD-ROM. However, individual users cannot purchase the MultiLanguage Pack. (See http://www.microsoft.com/office/enterprise/prodinfo/multinat/multinat/mlpqa.htm for Microsoft’s rationale.) In addition, Office 2000 with Multi-Language Pack is built upon the English version of the software, so system administrators with limited knowledge of English are unlikely to be able to use it. If you work in a multilingual environment with more than five users, then you are eligible to purchase this product.

The MultiLanguage Pack has an impressive collection of features that are especially useful in a networked environment. User preferences, such as language interface, can be set so that each time a given user logs on, he or she is able to work in his or her native language, with help and user interface as appropriate. Aside from the licensing issue, however, this product is also limited due to the number of proofing tools available. At this time, for example, there are no thesauri for Japanese or Arabic and no grammar checking for Danish or Turkish.

If you work in a multilingual environment but need less than five user licenses for the MultiLanguagePack, Office 2000 offers only limited flexibility when it comes to user interfaces and help options—these will always be in the default language of the software unless you can find a way to purchase and deploy the MultiLanguage Pack edition. This is a shame because it makes it difficult to work with overseas colleagues who have the same software as you, but in a different language. For example, many of the shortcut keys familiar in English (Ctrl+S, Ctrl+W) are either different or not available in certain languages. (In Spanish, “Save” is Ctrl+G, and “Close” has no shortcut.) It also makes it difficult for translators to mirror shortcuts favored by Microsoft without downloading that company’s rather cumbersome glossaries. If you are trying, for instance, to localize a new piece of software, and want to use the same shortcut key as Microsoft for “Open” in Spanish, you would need to search the glossaries.

Conclusion

For the translator, Office 2000 has a number of advantages that make it worth considering. While it may be tempting to purchase a localized version of Office 2000 so that you will get proofing tools in the language of your choice in addition to English, you will have to contend with a partially-localized OS if you choose this option. For multilingual users, Office is probably at its best with the Multi-Language Pack, especially if you have a system administrator to set up all of your users. Together with Windows 2000, you may gain more functionality still. However, we must continue to wait for interchangeable language interfaces and help options to be available to the non-corporate consumer base.

Microsoft Office 2000—An Overview Continued

Image 4
A good conference is one which facilitates a thorough examination and discussion of a focus topic from a variety of different perspectives through various presentations. At the 14th Annual Conference of the Institute of Translation and Interpreting (ITI), held in London on April 8th and 9th, 2000, the focus topic which was presented was the question of what it takes to be a competent translator or interpreter working with scientific, technical, or medical sources.

Terence Lewis, a translator of specialized technical Dutch texts, cautioned that bilingualism and good writing skills are not enough for a technical translator. He or she must also have a foundational understanding of the subject at hand. Lewis suggested that a measure of this competence is that a technical translator should not be translating subjects in which he or she could not pass a General Certificate of Secondary Education exam. The exams Lewis referred to were ones which a British teenager would take to qualify for further, pre-college study in some field, or if not planning to go to college, then to apply for an entry-level technical job in that area.

Unfortunately, as noted by Portuguese translator João Roque Dias, many so-called professional translators are spending their working lives translating technical material which they don’t understand. Dias drew a sharp contrast between literary and technical translation, noting that the latter is produced not for readers, but for users. A technical translator takes the user by the hand, not by the imagination. In order to produce a quality translation, one having the three elements of clarity, precision, and usefulness, a technical translator must understand the basic concepts of physics, math, electricity, and so forth. Dias cited examples of ridiculous, even dangerous, instructions created in translation by people who had no understanding of the principles involved. He also stressed the importance of writing in the style of the industry in which the users of the translation work.

Andrew Fenner, a freelance translator of German, astutely pointed out that some science and technology (S&T) areas have only just been created. If translators worked only in areas in which they were experts, there would be no one to meet the demand for translation of the hottest new topics. Not at all pessimistic about the situation, Fenner put forward several good ideas. First of all, overcome the emotional barrier which keeps some people from even approaching S&T. No one should feel bad that he cannot be a Renaissance man, with a grasp of all that is new, because there cannot be such people in our era. Instead, translators should get a grounding in basic scientific principles and build on it. Fenner praised one translation studies program in particular which provides students with a half hour of scientific background every week. Second, S&T translators need to know where to look to find detailed information about specific subjects. Suggestions about sources of S&T terminology and jargon in various languages flew back and forth constantly at the conference. Third, Fenner was the first of two speakers there who suggested what sounded at first like an outlandish source of basic scientific information: children’s books. He recommended something called the Ladybird series of books, published in the U.K., which explain S&T concepts in simplified but not condescending terms. Talk about non-threatening!

Unfortunately...many so-called professional translators are spending their working lives translating technical material which they don’t understand...

Another topic which came up again and again was machine translation. Italian translator/interpreter Michael Benis has made a tremendous contribution to the profession by putting all the major translation memory programs through their paces and laying out their comparative strengths and weaknesses. He published his findings in the April/May 1999 and December 1999/January 2000 editions of ITI’s Bulletin. (Hopefully, the ITI will sell reprints. Contact the editor at bulletin@aparicio.dircon.co.uk.) Benis was at the conference with information on the latest software releases. He repeated his warning that translation memory programs are not for everyone. He said he is surprised at the number of people who have bought such programs and never used them. As in his articles, he reminded conference participants that unless most of their translation assignments come in as “soft copy,” they’ll have to scan the...
Do We Speak Science? Continued

paper versions and proofread the soft copy input before even starting to use the power of these programs. And, of course, you have to build customized glossaries. Unless you work on the same topic again and again, the program will never get any smarter. On the other hand, if you serve the same client with updates of material on the same topic, then translation memory can increase both the speed and the consistency of your output. Benis’ bottom-line advice is, if you’re not sure that translation memory programs will be useful to you, they won’t be.

Conference participants also heard from experts in translation memory and related tools used in software localization and in translating medical texts. Bert Esselink, globalization manager for Alpnet in Amsterdam, is the author of A Practical Guide to Software Localization, published by John Benjamins Publishing Company. A second edition, with a less technical focus, is to be published in August of 2000. Esselink has been active in localization since 1990. He sees the future of this area as involving much more than localization. New “translation workflow solutions” will include databases for standardization, as well as statistical information and process tracking to show how the localization project is progressing. To keep up with what is happening with software localization, he suggests reading Language International (www.language-international.com) and the online newsletter www.multilingual.com, as well as trying out the demo versions of translation management software.

On the medical side, Erik Snoeijers, of K VH Antwerp College for translators and interpreters in Belgium, described his college’s success in developing an interactive memory-based translation system with improved output quality and terminological consistency. Snoeijers was one of several people who pointed out that glossaries found on the Internet are not necessarily accurate. Also, some of the best collections of terms are becoming hard to get for free because the authors are realizing they can make money from them. KVH’s project involves the semi-automatic construction of terminology lists and term banks using electronic medical corpora. With more and more literature becoming available in soft copy, obviously success in this area will also be useful in areas other than medical translation.

Speaking of medical translating and interpreting, the conference included a separate session on that subject. The two-hour session was packed with information, and could easily have been expanded to fill an entire day.

John Kinory, a technical translator of Hebrew, explained that there are Hebrew equivalents for all medical terms, but medical texts in that language do contain transliterations of terms from Latin and English. Kinory noted that terms in different forms may be used interchangeably in the same medical text. Also, Hebrew uses lots of acronyms, which should be enclosed in double quotes. However, this rule is not always followed, because acronyms which are pronounceable sometimes appear to be words. All of this is complicated by the fact that Hebrew text shows no vowels, sort of (if I’m putting that correctly).

Marta and Michael Blumenthal from Texas spoke from their vast experience in translating Spanish texts related to medicine and public health. Michael stated that all medical translators must have computer skills, the ability to communicate, and good writing skills. They must continue to study aspects of the medical field related to what they translate, and not be daunted by the fact that they will never know as much about medicine as a physician, much less a medical specialist. The translator must strive to be a team member along with those in the medical profession. Comments from other medical translators indicated that it may be easier for translators to be team members in this way in the U.S. than in some other countries.

From the interpreting side of the house, we heard from two experts on the state of medical interpreting. These two speakers know all too well how and why service in this area can fall short. Freelance linguist Jan Cambridge, who works in the Liverpool area, summarized her master’s degree dissertation, “Information Exchange in Bilingual Medical Interviews.” Her research is a fascinating study of transactional analysis in videotaped interviews (with consent, of course) meetings between doctors and patients, facilitated by untrained interpreters. One of the well-intentioned but potentially dangerous practices she observed was the suppression by the interpreter of cultural information which the interpreter thought reflected badly on the ethnic community. An example would be the doctor asking a patient, “Have you seen a doctor before about
this problem?” with the patient replying, “I’ve been seeing a traditional healer, but his potions are not working,” which would then be translated for the doctor as “No.” The doctor might prescribe Western medications for a patient whose system is still full of herbal remedies.

In a sample video clip, participants even saw a doctor speaking only to the interpreter and referring to the adult patient, who was sitting in the same room, in the third person. I think we were all taken aback by this.

Cambridge also pointed out that a professional medical interpreter must be the alter ego of the party who has just spoken, turning off his or her own opinions about what has just been said.

Yet some untrained, step-into-the-breach medical interpreters are really beyond reproach. They are friends or family members, even children, who do what they can without making any claim to be competent at it. A different problem is medical interpreters who get paid to do what they do, but are not doing it well.

An expert who is campaigning to fix that problem is Senada Softic, general manager of the Victorian Interpreting and Translating Service in the state of Victoria, Australia. Australia already has a formal testing body which grants accreditation, and formal interpreter training is available at the undergraduate and graduate level. (Softic is also the chairperson of an examiner panel and a lecturer in interpreting.) However, about 20 percent of medical interpreters in Australia have no formal qualifications. Some of these are bilingual hospital staff called in on a case as a quick-fix solution. There are no in-house medical interpreters in Australia. All are contractors or freelancers. Softic noted that 90 percent of medical interpreters in Australia want more training, not necessarily in languages or interpreting, but in such things as how to deal with the emotional burden of being the bearer of bad news. Softic’s efforts to promote professionalism are being helped along by the growing recognition on the part of hospitals that they might be held legally liable for problems arising from failure to communicate with non-English-speaking patients.

It was fascinating to hear from some of the top people in this field, even to someone like me who never does this type of work.

Coincidentally (or maybe not), four speakers at the conference were ATA members. The presentation by Portuguese translator Joao Roque Dias was both informative and entertaining, with clever, glitch-free PowerPoint graphics. I believe he has given a version of this same presentation at a previous ATA conference. ATA members Marta and Michael Blumenthal are frequent speakers at ATA conferences. Their concise and informative presentation in London really added a lot to the seminar on medical translating and interpreting. They closed with an offer to begin a transatlantic exchange on medical terminology and where to look for it. Great team spirit!

The fourth ATA member on the program was myself, speaking on how Chinese handles foreign S&T terminology, and on Chinese translation in general. ITI is a very European-oriented association, but the audience was quite receptive to the information about Chinese. No doubt this is because China is preparing to bring 1.25-billion potential customers into the World Trade Organization.

ITI’s 2000 conference was its largest to date, drawing about 200 participants from 12 countries. If you would like to contact any of the speakers mentioned above, please contact me at jimhoney@worldnet.att.net and I’ll give you their e-mail address.

ITI’s next conference will be in the last week of October 2001, at the University of Hull in Kingston-upon-Hull, England. The theme of the 2001 conference has not been announced yet, so check ITI’s Website at www.ITI.org.uk for more details.
About three years ago I began writing a client education column for the ITI Bulletin (U.K.). The motive was sheer frustration at how frequently translators regale each other with tales of poor decisions by customers and resulting damage in terms of market share or image, yet only rarely make these stories accessible to a wider public. As a result, business users of translation have little opportunity to learn from other people’s mistakes. Instead, translation anecdotes picked up by the general and business press tend to be tales à la "Nova" and "W.C. Fields"—usually apocryphal, and in any case so dated and lacking in names, figures, and interest that they are little more than filler. As I soon discovered, there are two stumbling blocks in compiling and writing genuine case studies on translation glitches and successes—even for the short items I had in mind. Most punch lines are lost on monolinguals. The general/business public tends to be either monolingual or, if multilingual, insufficiently fluent to grasp errors in a language other than their own. Terminology, perhaps; style, hardly ever. Non-linguists can be shamed into pretending to understand, but at the end of the day they usually don’t, and most journalists don’t take the time and effort to explain (perhaps they don’t “get it” themselves). This may be why translation mishaps involving scatological references and sexual innuendo are those most likely to be picked up by wire services—everyone knows the naughty words (or thinks they do), and relishes a titter at an anonymous foreigner’s expense. That their own outbound translations might be equally embarrassing, incomprehensible, or “merely” plodding somehow does not occur to them.

Translators are reluctant to publicize unwise decisions taken by companies that may be clients or potential clients. While understandable, this makes it difficult to get serious leads for big screw-ups. Likewise, on-the-record quotes become scarce when large amounts of money or important players are involved.

The column I write, called “The Onionskin,” has nonetheless led me to contact any number of companies, large and small, and to work my way back up the trail to locate and talk with their translation providers. The process has been illuminating, to put it mildly, and forms the basis for the comments in this article.

A Serious Mismatch

In virtually all the cases I have investigated, the translation buyers had no idea what they had got, whether laughably, abysmally poor or, on the contrary, extremely good...
providing. The blissfully unaware overestimate, while others make claims they cannot possibly live up to, apparently assuming that monolingual buyers will not be able to judge what they are getting, and that the chickens will never come home to roost. From what I have seen, they are usually right. One need only scan the quite amazing advertisements and slogans: “All languages, all subjects—100% guaranteed”; “Nothing lost in translation: 200 pages of legal text overnight? We can do it!”; and perhaps most discouraging of all, “We never say no!” As most professional linguists know, there are cases where a responsible translator or translation company can only say “no.” Thus, for many providers glowing references to quality assurance procedures are simply not borne out in practice. Instead, corners are cut, shortcuts embraced (however reluctantly), and questions swept under the rug in a mad rush to deadline, on the unspoken assumption that slapdash service is better than none.

If these suppliers said as much, i.e., “To our customers: we realize you will be asking us for subject-matter expertise and/or language combinations we have no means of really checking for the deadlines (and budget) we’ve agreed to, but we’ll do what we can to ensure that our texts don’t embarrass you”—well, still not great, but better. Of course very few do that. Instead, monolingual clients are assured that the provider is on top of the job, and only discover how poorly they have been served when a finger-wagging whistle-blower arrives on the scene.

### Passing the Buck

Thus, as frustrating as buyer ignorance can be, many of the claims being made by translation suppliers are positively embarrassing. Remember, I am a translator myself. When I put my jour-

---

**No comment (and definitely no signature...)**

Tuesday morning (agency offer on e-mail list)
<<We are looking for a highly specialized financial translator FRENCH>ENGLISH for a text on the stock exchange. 5,600 words for Thursday night.>>

Thursday morning (from the same work provider, same e-mail list)
<<hello everybody! who can help me with any of these?

* placement garanti (for an IPO)
* l’appel au marché (for an IPO)
* période de blocage (when the employees of the company can’t sell their shares immediately)
* plan d’épargne entreprise: is this a retirement plan or a savings plan?
* premier entrant
* Les nombreuses opérations de rapprochement qui se sont conclues ces derniers mois partout dans le monde dans le secteur des technologies de l’information en fournissent les preuves les plus éclatantes: ARE THOSE MERGER AND ACQUISITION OPERATIONS?
* sortie industrielle
* l’indice phare de leur place de cotation
* entrées et sorties de valeurs de l’indice: MAY I USE THE TERMS INPUT AND OUTPUT?
* décision d’introduire la société en bourse: decision to introduce the company in the stock exchange?
* placement privé: private investment or pre-IPO?
* évaluation de la société: evaluation of the company?
* note d’analyse: analysis memorandum?
* prix d’introduction: price of introduction?

[Three more pages of similar queries followed. Did the client have any idea of how woefully lacking in expertise the provider was?]
nalist’s hat on and phone a supplier who has been caught out, I have often been fed the “oh, it’s all so subjective” line, and even the “ah yes, well of course, they are used to British English, ours is American!” line. When I then show my hand—identify myself as a translator and an American—there is generally an excruciating silence. Followed, most often, by a weak (and defensive) “oh, well, if that [a text that read smoothly] was what they [the buyer] wanted, they should have specified adaptation!” thereby shifting the onus back over onto the client.

In most cases, the client had no idea that ordering a mere “translation” would get them a “for-information-only” old school try. This is where I stop being a translation booster and become a translation customer advocate.

Because so many monolingual buyers cannot judge what they are getting, and because translators and linguists are so reluctant to spontaneously provide detailed feedback to corporations that have been led down the garden path, too much unsatisfactory work simply goes unnoticed. By the same token, I am convinced that many very good translators are not getting the recognition (and new business) they deserve.

Quality in Translation?

Discussions about “Translation Quality” are a perennial favorite with translators’ professional associations, as a glance at the program of any translator conference reveals. I think that is fine, and the subject is certainly a complex and fascinating one. (“Client Education” is another good one). But I also think we owe translation buyers a little more than endless discussions among ourselves.

In the field I work in, a good translation is, by definition, an adaptation. That said, I do not condemn draft translations, gist translations, even machine translation (MT)—as long as everybody knows what they are getting (and here we are getting closer to the “transparency” of my title).

Thus, delivering an exquisitely polished pearl of a text when all the client wanted was the general tenor of a business exchange is a waste of time and budget. But as we all know, suppliers rarely err in that direction. The problem is the other way around, when deadline pressures, refusal-to-say-no (gotta-pay-the-rentism?), blissful unawareness, and general bad habits lead translators to deliver what might—charitably—pass for information purposes when the client clearly expected to get a text for publication. This is by far the most common mismatch I’ve seen. MT vendors are frequent offenders, notwithstanding tiny disclaimers inside the boxes they sell, but they are not alone.

Taking Responsibility, Taking Credit

There is one sure-fire way to clear the smoke screen that ultimately harms the image of the entire profession. And that is making signed work an industry standard.

You will note that signed work is not just a punitive measure to embarrass the cowboys. It also generates benefits for serious suppliers of translation services. Immediately. Thus, readers of this article can decide to start doing it tomorrow if they like the idea. It requires no commissions, no accreditation committees, no breakdown between the “ins” and the “outs.” Individual translators can do it; translation companies or agencies can do it. Concretely, my colleague and I insert, with our clients’ agreement: “English text: Durban/Blake” alongside photo credits and printer/layout details.

Best of all, signing your work is almost always welcomed by even the most naive and ignorant of translation buyers. They immediately understand the concept, since it is based on a quality assurance principle well known in manufacturing and services: establish responsibility at each stage in the production process.

Interestingly enough, when I reach this stage in my argument—for I have presented the advantages of signed work several times already, in several different translation venues—there is usually a collective shudder from translators in attendance, and a cry in unison “but my clients would never allow it!” Translation companies tend to adopt a more sophisticated approach on the surface, but their fundamental position is identical to that of the freelancers: clients would object.

To which my response can only be “stop speculating!” Try it. Explain to your customers why it is in their interest (see the box on p. 29). Dare to put your reputation on the line. And if you can’t or won’t, perhaps it is time to ask yourself why not—why you are not in better control of critical parameters affecting the quality of what you deliver.
And let us not forget the payoff. If you take responsibility, you can also take credit. Assuming you believe your work or that sold by your company is sound—and even more so if you advertise it as such to potential clients—there is no better means of winning the leverage you need to obtain good working conditions and control over what happens to the texts you produce. If these conditions are not forthcoming—if, as in the case of my colleague and myself, a Paris client insists on Frenchifying an English text we have produced—we can insist that our names be removed, much as an auditor will refuse to sign company accounts that have been fiddled with. We still get paid, but the client loses the benefit of our “seal of approval.” A clause to this effect is written into our estimate.

If we, two freelance translators, can achieve this, surely larger outfits could do the same. Assuming they are willing to stand by the work they produce or sell, that is.

**What Do Translators Want?**

In a recent exchange on Flefo, the translators’ forum on Compuserve, one participant agreed that most resistance to taking responsibility for one’s work comes not from clients but from translators themselves. He commented “I also think that most translators want a risk-free life, and are willing to accept the downside of obscurity and relative poverty (so why do they complain about money?).”

A recent letter to the “Fire Ant & Worker Bee” advice column in *Translation Journal* (accurapid.com/journal) touched on the same theme:

---

Dear FA & WB,

How can translators get the respect they deserve?

Signed: Looking for Attitude

---

To which the columnists replied:

“By delivering impeccable work, on time, to discerning clients. By saying ‘no.’ By not undercharging. By signing their work. By using every means they can to remind clients just how hard it is to be an expert translator, and by demonstrating conclusively that the texts they produce will make a big difference to customers’ image and, ultimately, bottom line. Of course, if translators don’t do this they also ‘get the respect they deserve’—but that’s not what you are talking about, right?”

Needless to say, the author agrees wholeheartedly. Most encouraging of all, the market has shown that it is pre-

Continued on p. 34

---

**Signed Work Benefits Everyone**

1. **It reminds the general public that translations do not materialize at the push of a button.** Foreign-language texts become accessible because of a human interface, who is called a translator. Translators spend considerable time and energy developing and maintaining their language and writing skills. It is good to point this out and leave the anonymous work to machines and the bottom end of the market.

2. **Good translators gain exposure by signing their work.** They either live up to their claims or tone them down a bit. Better yet, they can use the resulting leverage to explain to clients exactly what they must do to help their supplier deliver the quality desired. By signing your work, you strengthen the brand value of your name.

3. **Clients get better texts when they link up with a translator who accepts that “the buck stops here.”** Even conscientious translators and translation companies can overextend themselves; knowing your name will appear on the work you produce is an incentive to think twice about taking on jobs in fields you do not master. At the very least, it encourages you to arrange for extra checking and editing before delivery. Quality can only benefit.
A gross misconception exists about technical translation insofar as it is perceived as easy and, that given the right dictionary, anyone can do it. A large part of this misconception is engendered by the compulsory university language courses for scientists and engineers. However, like their counterparts in the humanities, courses such as “Mathematics for Biologists” and “Ethics for the Scientist” contain material that has been deliberately simplified where standard terminology is used. Even otherwise competent, but nevertheless non-technical, translators somehow think that semi-technical material is a breeze. Yet, close examination of their translations of semi-technical documents often show that the methods, operations, and equipment they describe are a mystery to them, only partially understood. As a result, the translations fall apart.

The first and foremost qualification a technical translator must have is a technical background. This may sound like bombast and arrogance on the part of a technical translator, but, if a translation has to be “salvaged,” it is usually quicker and more cost effective to redo it completely.

The agencies, however, are not the only ones at fault. Many times a client will call and say “this is not very technical, I can read it for the most part, but there are a few sections I don’t understand.” Not surprisingly, the very sections they cannot understand are the technical ones, and if the translation is actually assigned to a “semi-technical” translator, as is often the case, the translation has a high chance of turning out to be meaningless nonsense.

The real pitfalls are those mistranslations gilded into a beautifully formatted document with carefully crafted and fluid prose which apparently make sense, but do not reflect the intent of the original source document. The translation has become a trap for the unwary!

Pointers to the Clients
There are actually six pointers for clients to always keep in mind when assigning a translation, but the phrase “give me five” in the title of this article was too catchy not to use. These six are: planning, penalties, precision, professionalism, proofing, and price.

The placing of “price” in the last position was deliberate. For, in our cost-conscious capitalistic society, the driving force in translation would appear to be price. Nonetheless, translation is not a commodity but a service. And, like many other services, you usually get what you pay for, that is, cheap service for a cheap price.

Planning
Perhaps it is indicative of the low status of translation that an amazing number of Fortune 500 and Fortune 1,000 companies in today’s global marketplace still handle translation on an ad-hoc basis. There are no policies, no overall budgets, no trained personnel, and no fixed procedures. If a document management system does exist within the company, it does not encompass translation documents.

Yet, even a minor amount of planning and forethought, extending from the communications infrastructure of field offices to the final reception and filing of the translated document, can reap substantial savings in both time and money.

One anecdotal issue that would be amusing if it were not so counterproductive is the assumption by clients and agencies alike that their “white-collar-coolies” of translators can perform miracles in deciphering a document. As any translator will affirm, poor copy not only significantly slows down the translation process, but also introduces unnecessary room for ambiguity in a translation. Translators do not need license to be subjective, because they are already prone to subjectivity.

More significantly, planning ahead of time provides a key benefit in having a translation project done in an orderly and professional manner instead of as a rush project. Tired translators make mistakes—lots of them.

Penalties
Most companies, when asked to assign a penalty to their translations, look askance at their questioner. Yet, most profes-
sional translators can cite instances where the few dollars saved on a cheap translation have cost the client millions or even billions of dollars.

No self-respecting engineering company would assign a novice engineer as the chief designer of a major contract. Nor would any legal office sign off on any contract until one of the partners had locked down all the angles; nor would any accountant or economist submit a proposal until they had covered every variable in the cost and cash flow. Likewise, no physician would assign a course of drug treatment or therapy without full assurance that it was being administered properly.

Notwithstanding, novice translators are given this kind of sensitive material to translate every day, presumably because they can do the task at a low cost. Poor translations, even when nothing earth-shattering is at stake, carry a penalty in lost time, missed deadlines, and extra cost to redo the translation. Here, by way of example, are a few isolated horror stories.

One well-known company lost a billion-plus dollar contract through using cheap translators, because their translations made them look as though they were incompetent.

Offshore wells in deep water cost roughly $40 million to drill. With accurate translations of drilling reports from previous wells, a drilling company can easily save 10-15 percent on drilling costs. Yet these drilling reports, time and again, are given to translators who patently do not know the different aspects of drilling operations, and the translation is nothing short of nonsense.

Another world famous company was defending one of its patents in a foreign country (a preferred manner of breaking a patent), a patent worth conservatively several billion dollars. Their defense brief was translated. The legal part of the brief was beautiful, but the technical part, the part that was going to be used to defend the patent, was pure gibberish.

Numerous “utilities” contracts for major cities with over 10-million inhabitants have been translated by translators who not only have a poor knowledge of English, but are completely ignorant of the most common technical terms used in the field. This is not only a disservice to the client, but also a disservice to the inhabitants of these cities.

Precision

Precision seems to be a strange word to use in regard to translation. Perhaps accuracy might be better. However, here the word is used to connote the precise parameterization of a translation. All too often the person assigning the translation, whether a client or agency, does not have the slightest clue of the size, complexity, the human resources required, and time frame needed to complete the job.

Selecting the right tools for the job is a good way to think about the process of hiring a translator. First comes a realistic assessment of the job, followed by assigning the appropriate resources, including the required expertise, for the job based on that assessment. Although seemingly a simple requirement, all too often translation projects run into trouble at an early stage through underestimation, erroneous specification, and the improper assignment of resources, thus causing several false starts. Briefly, the items to consider before hiring a professional translator are: language, completeness, size, subject material(s), translation speeds, additional work involved, terminology coordination, proofing, and target audience.

Professionalism

The word professional in and of itself carries a plethora of meaning. Not the least of which is the question, what does a real professional bring to translation? There are currently many people out there covering the complete spectrum of translation expertise, ranging from the bilingual dabblers to those full-time professionals who do nothing else but translate for a living.

But what is a professional? How do we define a professional? Is it by degrees, certificates, or by a track record of experience?

There is a great dichotomy within the translation community itself as to whether translation is indeed a subject that can be taught. One point of consensus seems to be that there is about five years of solid hard work between the point where you think you are a translator and the point where you know you are. Therefore, the European five-year translation degree track seems to come close to this maxim. Whereas other American language institutes with firmly established translation programs appear to fall short.

Continued on p. 32
course, we are talking only about technical translation here.

There is a real topological connectivity to translation. I call it a “thighbone connected to the knee-bone, the knee-bone connected to the shin-bone, the shin-bone connected to the ankle-bone...” type of connectivity. Sometimes the only way to correctly translate a list of items is by using topological connectivity to describe the relative position of the parts or their whereabouts on the big machine (top, bottom, front, or sides). I personally lean toward a good track record as the most solid evidence of translation experience.

One of the hallmarks of a good translator is the ability to research the meaning of a word. The life of a technical translator is never dull. When the normally accepted translations of a word do not make sense in the context, the technical translator recognizes that it is time to pull out the reference material and go searching for yet another meaning. When you are far out beyond the dictionary, you are in no-man’s land. You are on your own.

It never fails to amaze me how many “technical” translators attempt to translate highly specialized technical material without adequate dictionaries or reference material. Their translations contain a number of “hanging” references to unknown terms, or worse, incorrect guesses.

Just who is supposed to translate these terms? The agencies have long ceased to provide support to the translator. And if you have the courage to post a query on the Internet, you are likely to get, along with answers from a couple of professionals, a whole series of conflicting responses from people who are not sure of what they are doing. Who is right?

One extremely disturbing aspect of professionalism is the progressive marginalization of the professional translator that has resulted from the increased use of cheaper, but far less experienced translators. Contrary to the prevailing opinion in the corporate world, good translators cannot be picked up off the streets. If we continue to lose translators at an accelerating rate then this scarce human resource will be difficult to replace.

**Proofing**

Proofing is perhaps the most neglected and misunderstood area of translation. Perhaps the fault lies with the translation profession itself, which fails to define the appropriate guidelines for proofing. Frequently, those agencies which may have found it difficult to line up a translator who can actually translate the material, negate their own efforts by assigning a non-technical translator to proof the document. Or worse still, the agency may choose a person whose maternal language is not that of the target document and who does not understand the nuances of the language, particularly in a technical environment.

Anybody who is assigned to proof usually feels bound to earn their keep by pointing out anything they think they can legitimately change. Sometimes this effort, regrettably, has a negative impact. Translation is a matter of insight and understanding. Insight is always open to interpretation. No two translators, in my opinion, will actually agree on a term if they can possibly differ. Proofing has become much more an exercise in semantics than in substance.

It is ridiculously easy to improve upon a translation. This lies much more in the context of a “two heads are better than one” approach rather than with an in-depth knowledge of translation. I personally adopt a criterion of not changing the style of a translation unless it is horribly ambiguous or is indisputably wrong. Others, however, are not so strong willed.

Nonetheless, there remains a downside to proofing. This arises when someone, who has no translation experience whatsoever other than skills in the native language of the target document, thinks they can improve upon the style and language of the target document. And in so doing, they blithely correct the target document without any idea as to the original intention of the source document. Regrettably for the translation profession, this is occurring all too frequently with translators who are non-maternal language speakers, in instances where the English is garbled and confused. But, looking on the bright side, the translation is cheap.

Another extremely demanding aspect of proofing is the coordination of a large document that has been split into innumerable shards and translated by different people. The best way to perform this task is by relying on software to “tag” the source text and target text when the source text is in electronic file format; or alternatively, if there is only hard copy, by calling up the source text in graphic format (TIFF, JPEG, PDF).
Really and truly it should be the end clients who bear at least part of the burden of proofing, since they are the final audience and know best how to provide feedback to the translator. Lamentably, feedback, which is so important to the translator, is almost always lacking. In many situations, the translator outstrips the client or else a satisfied client feels no need to provide feedback.

On the flip side of the coin, there are those clients who have had 20 hours of language training who feel perfectly competent to criticize translators with 20 years of experience. And in this business the client is always right.

So given all these downsides, do we even need to proof? Absolutely. It is far better to provide any form of quality control, no matter how defective, rather than no quality control at all.

There is no translator born who is infallible. Even the most competent of translators have been known to bomb in fields which are unfamiliar to them. Furthermore, translators are often put under tremendous pressure to turn around a translation within an unreasonable time limit. Tired minds make lots of errors.

There is definitely a “bright new morning-fresh insight” aspect to translation. This is a powerful argument against turning in a translation piecemeal.

Price

Price is definitely the most contentious issue in translation. And naturally the price is based entirely on personal bias on what the service is worth. There are those translators who are in high demand who overcharge, and those translators who are starved for work who will drop their rates to rock bottom.

What the client cannot see, and is not necessarily expected to see, is the gradation in quality between translators or the levels of difficulty in a translation, or the physical amount of work involved in layout and formatting. In other words: the precision in the parameterization of the translation.

I am one of the individuals who subscribe to the viewpoint that once you have fixed a price between two parties you should stick to it. Translation is translation. Either you can do it or cannot. To charge more for a technical translation than, say, a commercial translation is begging the question concerning which type of translation is going to be the more difficult for which type of specialized translator.

On one hand, there are guiding principles which are self-evident. You would expect to pay more for legal translation, where the onus on producing an accurate translation of the text is far greater than for translating a simple newspaper article. On the other hand, if you are expected to translate long lists of technical terms where you know you are going to be buried in a dictionary from dawn till dusk (a type of translation fondly referred to as “lap-top dictionary” translation), then the remuneration should be commensurate with the work.

Translators should not be expected to perform as desktop publishers laying out their work according to a carefully prescribed format, and if they are, they should be remunerated accordingly. Unfortunately, there are a number of agencies and clients who malevolently take advantage of this fact, and exploit their translators by not revealing the true extent of the work before striking the bargain.

Aside: In Conclusion

Perhaps the one element that has not been addressed in this human-to-human relationship is the one non-human element (some might call it the inhuman element) that is driving the equation—the influence of the computer.

There is a greatly distorted image of the importance of the computer in translation. Some people think that translation is simply a matter of pushing a button. The fact is that computers and computer-assisted translation in today’s translation field are no more than assistive devices to alleviate the punishing repetitive tasks of translation. The machine is insensate to the variegated, halting, and often confusing patterns of human communication.

It goes without saying that in terms of cognitive-associative intelligence, humans beat machines hands down time after time. A good example of this is the ability of the human eye to discern patterns, form, and meaning from fragmented images. A human can beat any optical character recognition software at reading fragmented text. The human ear is a magnificent instrument for signal-to-noise discrimination with and without visual cues. And lastly, IBM had to build a monster machine
“Big Blue” to beat humans at chess, where the rules are very specific and the strategies well publicized.

The machine demands an enormous effort in pre-editing and post editing of human text. Most of the translators in my cognizance can translate faster than the machine when all the intervening steps are included. More to the point, very few of the steps can be assigned to semi-skilled personnel. The machine has not replaced the translator. It has simply given him/her more options in a suite of tools.

In the world of translation, the human skill of cognitive-associative intelligence still reigns supreme.

Give Me Five! Continued

pared to reward translation providers willing to take responsibility for their output—a reminder that the flip side of educating clients is educating translators.

Notes:
1. Institute of Translation and Interpreting: info@iti.org.uk.

2. For examples, contact the author directly (ChrisDurban@compuserve.com).

3. Which also draws on a paper presented at the FIT conference in Mons, Belgium (August 1999).

4. Sample available on request from the author (ChrisDurban@compuserve.com).

New York University, in cooperation with the Swedish Information Service and the Nordic Division of the American Translators Association, would like to offer a two-week intensive, professional-level training course for Swedish<>English translators. This summer course would follow a model already developed by the NYU School for Continuing and Professional Studies. It would include training sessions by experienced professional translators and address issues for translators. It could be held at different locations around the country during different years.

This questionnaire is intended as much as a “teaser” as it is to gauge interest in such a course offering. Please take a few moments to respond to the following questions by checking the appropriate box(es):

1. In which region would you be most interested in attending the proposed translation course?
   - Northeast (New York)
   - Midwest
   - West Coast
   - any, I’m flexible.

2. Do you have translation experience?
   - none
   - some, non-professional
   - much, non-professional
   - some professional
   - much professional

3. Please indicate what types of documents you have translated.
   - business
   - medical
   - technical
   - legal
   - computer-related (localization)
   - literary
   - other________________________________________

4. How many years have you been involved in the translation field?
   - 0-1
   - 2-5
   - 6-15
   - over15

5. Which areas of translation are you most interested in?
   - business
   - medical
   - technical
   - legal
   - computer-related (localization)
   - literary
   - other________________________________________

6. Which career options have you considered pursuing?
   - translation
   - research
   - administrative—academic or otherwise
   - teaching
   - writing, journalism
   - other________________________________________

7. I am interested in pursuing work in translation:
   - part-time freelance
   - part-time staff
   - full-time freelance
   - full-time staff

8. What is your level of education?
   - Currently enrolled in an undergraduate program at ____________________________,
     my major is ____________________________,
     degree anticipated (date) ____________________________.
   - Currently enrolled in a graduate program at ____________________________,
     in _______________________________________,
     degree anticipated ____________________________.
   - Undergraduate degree with major in ________,
     from ________________________________________.
   - Graduate degree ____________________________,
     from ________________________________________.
   - School of hard knocks

Thank you for taking the time to respond to these questions. Please return questionnaire to Alex Treitler at the address listed below. You can also contact Mr. Treitler if you have questions regarding this questionnaire.

Alex Treitler • Swedish Information Service—Consulate General of Sweden in New York • 885 2nd Ave., 45th floor • New York, NY 10017 • Phone: (212) 583-2585 • Fax: (212)-752-4789 • alex.treitler@foreign.ministry.se

A certificate of completion will be offered in connection with the course.
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.

*Call 1-800-PICK-UPS for guarantee and time-in-transit details. **Discounts only apply to published transportation rates on UPS Worldwide Express shipments sent from the U.S. Discounts do not apply to additional charges. Offer cannot be combined with any other UPS discount. © 1998 United Parcel Service of America, Inc.
When the Finnish literati celebrated the sesquicentennial of the publication of the New Kalevala last year, they enjoyed the usual speeches, academic papers, and reminiscences of the role this wonderful volume played in their art, music, and especially in their eventual rise to national independence in 1917. Much of the celebrants’ attention was focused, appropriately, on nineteenth-century and turn-of-the-century, often controversial, events that proved to be so important in determining the course of Finnish social and political history. Unknown to most Finns during those early years was the fact that their Kalevala was also at the center of a controversy in the English-speaking literary world. That controversy was over whether Henry Wadsworth Longfellow had plagiarized from the Finnish Kalevala when he wrote The Song of Hiawatha.

Longfellow’s accusers pointed to the fact that he had become acquainted with the Kalevala while visiting and studying in Sweden in 1835. Longfellow spent two months in Stockholm, of which about 13 days toward the end of his stay were spent studying Finnish. Later, he probably had access to the Kalevala, which had been translated into Swedish by Castrén in 1841, as well as to the French and German translations. He wrote in his journal on June 5, 1854, “I am reading with great delight the Finnish epic Kalevala. It is charming” (Longfellow, 273). He does not say in which language he was reading it. Under the date of June 22, 1854, he wrote, “I have at length hit upon a plan for a poem upon the American Indians, which seems to me the right one, and the only one. It is to weave together their beautiful traditions into a whole. I have hit upon a measure, too, which I think the right and only one for such a theme (Longfellow, 273). The circumstantial evidence was compelling, but there is always the question of whether the critics were genuine in their alleged concern...or whether they seized upon the opportunity for news at the expense of a literary celebrity...

...The circumstantial evidence was compelling, but there is always the question of whether the critics were genuine in their alleged concern...or whether they seized upon the opportunity for news at the expense of a literary celebrity...
focused on Longfellow’s possible acquaintance with the Kalevala, about the meter of Indian lore, or where the tales came from, as well as the timing of his publication. His defenders countered with the argument that he was in Sweden for too short a time to have learned much Finnish, even for a gifted polyglot. Besides, the brief instruction he received was undoubtedly in standard Finnish, not the Karelian dialect in which the Kalevala had been written. And, no evidence existed to show that he had any contact with prominent Finnish patriots, linguists, or literary figures in Sweden who could have introduced him to the Karelian dialect. Some felt ambivalence, conceding that he was influenced by the Kalevala but that what he did, to use a phrase from our time, “did not rise to the level of—plagiarism.”

Ernest Moyne wrote: “He [Longfellow] not only adopted the verse form of Kalevala but he selected from among the wild and superstitious legends of the American Indians those most closely resembling the folk themes of the Finnish epic and then used the technique of Kalevala in the final organization of his work. By weaving unrelated Indian legends and myths into the experiences of a number of central figures, he gave his poem a unity the original tales entirely lacked. But does this borrowing of meter and structural form constitute plagiarism?...In its relation to the Kalevala, Hiawatha is no more a plagiarism than Goethe’s Faust is of Marlowe’s Dr. Faustus” (Moyne, 107,108).

An article in the Washington National Intelligencer also gave a positive spin to the situation: “It is the fate of a great and popular writer, when all other means of ousting him from his throne fail, to get up the charge of plagiarism...Indeed, it has now become a sort of sure sign of the one in advance. Volumes have been written to show that Shakespeare was a plagiarist, that Goethe was; and in our own country the most original thinker of our time, Ralph Waldo Emerson, was greeted with strained comparisons with Carlyle and some German writers. Nothing more exactly attests the position of Longfellow and Emerson in our literature” (Moyne, 107).

It is true that throughout Hiawatha one senses faint echoes of familiar themes in the Kalevala: virgin birth, revenge, rising from the dead, a large tree, a flood, new creation, being in the belly of a fish, to mention a few. Longfellow’s defenders were quick to point out that the Kalevala did not have a monopoly on these motifs; they occur in other folklore as well. On this point a degree of general agreement rose that Longfellow had taken the stories from the collections of Indian lore that Henry Rowe Schoolcraft had gathered. Persons closest to Schoolcraft’s data agreed that the tales were taken from his collection. Others began to soften their attacks as they became aware of Schoolcraft’s data. That being the case, we may ask why people continued to accuse him of plagiarism? Perhaps a comparative glance at some examples will help.

One cannot help but be struck by the similarities between the introductory lines of the Kalevala and those of Hiawatha. Both begin with extended line parallelisms referring to the origins of the stories, and with invitations to join in their retelling (see Table 1, page 39).

It is not surprising that one familiar with the Kalevala, upon reading the first poem in Hiawatha, would raise a suspicious eyebrow. Although such segments may not be plagiarism, they certainly appear to be emulations or imitations. Adding to these similarities are the obvious line parallelisms (see Table 2, page 40) and the fact that Longfellow had started to write Hiawatha before becoming acquainted with the Kalevala and then began afresh with trochaic tetrameter.

When English critic William Howitt claimed the meter of Hiawatha was an imitation of the Kalevala, others suggested that Longfellow may have imitated Spanish models. In a point of clarification, a German poet-friend of Longfellow’s, Ferdinand Freiligrath, published an open letter to Longfellow in which he wrote: “Of course William Howitt is right; and your trochaic metre is taken from the Finns, not from the Spaniards. The very moment I looked into the book I exclaimed—‘Lauanwater, Frau die alte,’ and was laughing with you...as thirteen years ago on the Rhine. The characteristic feature that shows that you fetched the metre from the Finns, is the parallelism adopted so skillfully and so graciously in Hiawatha” (Longfellow, 298). Longfellow hardly welcomed the comment.

In his own defense, he replied: “Your article...needs only one paragraph more, to make it complete; and that is the statement that parallelism belongs to Indian poetry as well as to Finnish...and this is my justification for adopting it in
Throughout it all, Hiawatha is very different from Väinämöinen or any other Kalevala hero. Unlike the Kalevala heroes, Hiawatha is a positive hero in everything he does. No conflict or Hiawatha’s (Hatfield). In another context he remarked: “I pored over Schoolcraft’s writings for nearly three years before I resolved to appropriate something of them to my own use...” (Nyland, 4).

As one continues through the subsequent poems, one realizes that although the rhetorical techniques remain very much like the Kalevala, the narrative similarities become fewer.

### Table 1: Introductory Lines

<table>
<thead>
<tr>
<th>Kalevala</th>
<th>Hiawatha</th>
</tr>
</thead>
<tbody>
<tr>
<td>vyöltä vanhan Väinämöisen</td>
<td>From the belt of Vainamoinen</td>
</tr>
<tr>
<td>alta ahjon Ilmarisen</td>
<td>From under the forge of Ilmarinen</td>
</tr>
<tr>
<td>päästä kalvan Kaukomielen</td>
<td>From the end of the sword of Kaukomieli</td>
</tr>
<tr>
<td>Joukahaisen jousen tiestä</td>
<td>From the tip of Joukahainen’s bow</td>
</tr>
<tr>
<td>Pohjan peitneen periltä</td>
<td>From the ends of the Northland fields</td>
</tr>
<tr>
<td>Kalevalan kankahilta.</td>
<td>From the heaths of Kalevala</td>
</tr>
<tr>
<td>Niit’ ennen isoni lauloi</td>
<td>These my father sang long ago</td>
</tr>
<tr>
<td>FIINNISH: POEM 1, LINES 31-37</td>
<td>ENGLISH TRANSLATION: POEM 1, LINES 31-37</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hiawatha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veli kulta, veikkoseni, kaunis kasvinkumppalin!</td>
</tr>
<tr>
<td>Lähe nyt kaanssa laulamahan</td>
</tr>
<tr>
<td>saa kera sanelamahan</td>
</tr>
<tr>
<td>Yhtehen yhtytyämme!</td>
</tr>
<tr>
<td>Harvooin yhtehen yhymme, saamme toinen toisihimme...</td>
</tr>
<tr>
<td>KALEVALA: POEM 1, LINES 11-17</td>
</tr>
</tbody>
</table>

### Invitations to Join in Retelling

<table>
<thead>
<tr>
<th>Kalevala</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dear brother, my dear fellow</td>
</tr>
<tr>
<td>Pretty playmate of my childhood</td>
</tr>
<tr>
<td>start to sing with me now</td>
</tr>
<tr>
<td>get together to recite</td>
</tr>
<tr>
<td>now that we have joined together</td>
</tr>
<tr>
<td>seldom do we get together</td>
</tr>
<tr>
<td>and have each other</td>
</tr>
<tr>
<td>ENGLISH TRANSLATION: POEM 1, LINES 11-17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hiawatha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ye who love a nation’s legends,</td>
</tr>
<tr>
<td>Love the ballads of a people,</td>
</tr>
<tr>
<td>That like voices from afar off</td>
</tr>
<tr>
<td>Call to us to pause and listen,</td>
</tr>
<tr>
<td>Speak in tones so plain and childlike</td>
</tr>
<tr>
<td>Scarcely can the ear distinguish</td>
</tr>
<tr>
<td>Whether they are sung or spoken</td>
</tr>
<tr>
<td>Listen to this Indian Legend,</td>
</tr>
<tr>
<td>To this song of Hiawatha!</td>
</tr>
<tr>
<td>HIAWATHA: INTRODUCTION</td>
</tr>
</tbody>
</table>

Continued on p. 40
danger exists from which he is unable
to rise victorious. His judgement is
always right and he is never embar-
rassed. Although in the original lore
the person later called Hiawatha was
often a trickster and subject to human
foibles, Longfellow sanitized the tales
for his white audience (Thompson,
129). Kalevala
heroes did not enjoy
such positive editing for popular con-
sumption.

The ending of Hiawatha
is also reminiscent of the Kalevala
as Hiawatha sails off into the sunset at the arrival
of Christianity. In the Kalevala, the babe
born of a virgin is christened King of
Karelia. This event upsets Väinämöinen,
so he gets in his boat and sails over the
horizon. Hiawatha also sails away in
his canoe at the arrival of Christian
missionaries. The similarity of these
endings is hardly coincidental.

How did the Kalevala influence
Longfellow? By his own admission
Longfellow took the metrical form
from the Kalevala. He also emulated
the line parallelisms and the idea of
grouping all the episodes into a whole
with a central figure. The opening and
closing parts of his work are hauntingly similar to the Kalevala. The stories themselves were not taken from Kalevala but from Schoolcraft’s collection. Is this plagiarism? Again, to use a contemporary phrase: “It depends on how you define plagiarism.” His informed contemporaries said no, but it is emulation, and a recognition of the Kalevala’s poetic power and of Lönnrot’s poetic genius in assembling it as he did.

Earnest Moyne concludes his discussion of alleged plagiarism by writing with the rhetorical skill of a modern spin doctor: “...it can be said that whatever Longfellow borrowed from the Finnish epic adds to the value and interest of his
poem. Indeed, it is to Longfellow’s credit that his cultural background was broad enough to include a thorough knowledge and appreciation of the epic of the Finns. And by use of Kalevala in writing Hiawatha Longfellow focused the attention of the whole English-speaking world on the national epic of Finland.” Then, in a final, condescending comment he
remarks: “This was more than ample compensation on his part for the debt he owed Kalevala” (Moyne, 110).

References:

Hatfield, James T. “The Longfellow-Feiligrath Correspondence,” PMLA 48, 1281 December 1933.

Continued on p. 51
What’s a Twinkie? And if that seems easy, what’s a gremlin?* What part of a car is the dickey?** These are the kind of questions a Danish translator of English faces when dealing with a multi-centered world. Translation is a rather prominent activity in Denmark. More than half the fiction in the bookshops is translated: John Grisham is as popular here as in the United States. Some TV channels seem to have wall-to-wall American soaps, and all have a lot of English-language programming (all subtitled). European Union and national regulations require all goods to have instructions and labels in the national language, so Danish manufacturers, who must export or die, have all documentation translated for foreigners. Importers must at least stick new labels containing ingredients and warnings, these days often for gene-manipulated soybeans, on all products—and they have to be translated by someone. There are probably many days when people read more translated than original Danish; not a situation whose equivalent we can easily meet in the English-speaking world.

The Århus School of Business, where I work, trains Sprogmedarbejdere—language experts for business—who will have to do much of this documentation translation. However, in this increasingly bilingual society, these experts will also be required to do a whole range of jobs that may not necessarily involve translation. Many of the bigger companies use English as the “company language” and those Sprogmedarbejdere may find themselves formulating company standards simultaneously in Danish and English, and coaxing inarticulate engineers to explain concepts to them in clear language that will be easily understood. In fact, language professionals working for Scandinavian industry today will typically use a combination of translation and composition. For example, the big Swedish electrical goods company Electrolux prepares product brochures by assembling a database, in English, and then lets each national subsidiary prepare a local brochure and highlight what it judges to be important in its particular environment—the classic combination of global and local. Perhaps this answers the question as to why the Norwegian brochure refers only to vacuuming dog hair when the Danish version mentions both dogs and cats.

Translators and allied language experts face a critical audience in Scandinavia. A lot of people know English and other foreign languages very well, and still others think they do. Specialized and skilled subtitlers, whose work is exposed to the community every night, have become the favorite butts of criticism. An entire Website, http://www.titlevision.dk/tvdkboeuf.htm, is devoted to holding up to scorn the mistakes made by subtitlers who work for TV stations that are not supposed to pay too much for the task of subtitling Fresh Prince of Bel Air and Frasier. So if you are a subtitler, don’t identify Twinkies as hotdogs, and when Frasier’s brother, enraged by some bogus psychiatric posturing, shouts “Quack!” at him, don’t translate it as Rap—the noise a Danish duck makes—unless you want your mistakes exposed on the Web. But sometimes the subtitles seem an improvement: like when the Fresh Prince declares “We’re men. We’ve got ugly needs,” and the translation is “Vi er mænd. Vi har grimme kne” (....ugly knees).

Subtitlers are not only blamed for misrepresenting English, but for presenting corrupt and Anglicized Danish. Of course, with so much exposure to both languages and to translation, there must certainly be a tendency for Danish readers and writers to naturalize English vernacular expressions into their language.

The Århus School of Business offers a hotline service to language workers in local businesses, and the questions that are sent in provide good examples of the difficulties faced by translators who are, more often than not, working into their second language. There are three types of problems. The first are insoluble problems of the Danish-English language pair. How, for example, do you translate fuldmagtig? The literal meaning is “empowered person” and the term refers to someone between a director and secretary in the rather flat hierarchy that is typical of a Danish office. The only practical answer my co-workers and I came up with was rather unsatisfactory. We copied the organogram (hierarchical organizational structures) of a British
Danish Translators in a Global Market Continued

county council and a hospital off the Internet and sent out the resulting welter of senior and junior executive officers, administrative officers, and managers to the innocent enquirer.

The second type of problem involves technical terms ranging from the simple (a føringsvej for wires is indeed just a duct) to the more subtle (is rørteknik pipe technology or piping technology?). Here, again, a trawl through the Web for likely candidates often answers the question.

Language workers are exposed to the real English of their U.S. or British counterparts, and often find it surprising. Thus, the third type of problem involves questions such as the following: Should we really write CFC’s and not CFCs? Is it really correct to end a letter with “Compliments”? Why are there two Ts in wettability? (This last one is less depressing for Anglo-American literacy.)

Many of these word-level problems raise a larger issue. Whose English are the Danes supposed to write? Many companies define “British English” as their norm, but who are the readers? If they’re Brits, then of course that’s all right, but the English-language instructions for a pump or even a mink-skinning machine (yes, they exist, and Denmark is a major center for mink farming and mink technology!) will go round the world. Even if Arabic or Chinese versions exist, they may well be translated from the English, not the Danish. And then the translators will discover that the British version of some technical term is actually unknown to potential world readers. Perhaps no one knows where the bonnet of a car is or what you could use a drawing pin for, although thanks to TV and films there’s no problem with hood or thumbtack. Where the company language is English, it’s a question of what Danes, Germans, or Italians will recognize most easily. One can bow with the wind and write a mixture, or one can stick to a single variety and risk not being understood.

There is a third way to translate a document: into Scandinavian English. I translated Danish-language articles into English for the internal magazine of a large company. It used English as the company language—with branches in Italy, Spain, Germany, Britain, the U.S., and Finland, there was little alternative. The Danish texts of the articles referred to people by first name and last name, without title, and did so throughout: Lotte Jensen på 24 år er kontorelev på __________...Lotte Jensen har fået en pris. English-language equivalents would use both names on the first reference and then just one on subsequent references: 24-year-old Lotte Jensen is a trainee in ________...Ms Jensen/Lotte/Jensen has been awarded a prize.... I duly altered the names to Anglo usage, only to have the client inform me that the company magazine did not do this, but followed the Danish convention. Readers with English as their mother tongue reading the articles would experience a slight sense of unfamiliarity, and that was, perhaps, what the company wanted (we may be using your language, but we won’t use your silly way of talking about people).

A similar issue arises with the Dear X line of letters. Danes write Dear Philip Shaw in English where Anglos would write Dear Mr. Shaw. Clearly if they are writing to unknown Anglos outside the company they are well-advised to follow Anglo conventions. But what if they are using the company language to write to a European colleague they don’t know well? Hr Lundqvist has become impossible in Danish, and so its English equivalent, Mr. Lundqvist, seems stiff and alien. In practice, again, language experts in this situation seem to use the Scandinavian forms that reflect their value system in relation to titles and formality.

The rather particular Danish culture also affects wider aspects of the way documents are written, and this means that they may have to be rewritten rather than translated for foreign audiences. The “mission statement” genre has reached Denmark, but its ethos of putting oneself forward and exaggerating one’s achievements is rather un-Danish. Direct translations into English of Danish mission statements can sound comically modest to the Anglo ear, and documents written first in English can represent unacceptable boasting when translated into Danish. Similarly, Scandinavians trust their governments—with good reason in general—and students have no difficulty beginning an imagined letter to parents with “the government has decided that all children should be vaccinated.” A translator-composer writing for a U.S. or even a British audience would be well-advised to be a little more indirect!

Perhaps because the genders are, in practice, very equal, and historically oppressed groups are hard to find, gender-

Continued on p. 57
Subtitling is by far the most common approach to screen translation in the Scandinavian countries. It has always been substantially more cost-effective than lip synchronization, and the issue of money was the main reason why Denmark, Sweden, and Norway decided to adopt the practice of subtitling and gradually developed a tradition for it. In addition to being relatively inexpensive, this screen translation approach is speedy and has the obvious educational value of letting the audience have access to the original dialogue. However, it is a very demanding type of translation which provides the subtitler with a number of challenges.

The target audiences of subtitlers are often big and rather heterogeneous. Since the viewers have access to the original dialogue, which in the vast majority of cases is in English, they are free to try to evaluate the quality of the translation down to the smallest detail. Expressing the same meaning in two languages can be very difficult and sometimes virtually impossible. Therefore, opinions may differ substantially when it comes to distinguishing a good translation from a poor one. In many cases the criticism levied at translators and translation is justified. In other cases it seems to reveal inadequate knowledge of the subtitling process among viewers.

When it comes to conveying as much of the source-language text as possible, reading speed is undoubtedly the main limiting factor. Many people say in a few words twice or three times as much as there is room for in two subtitled lines. Viewers seem to be unaware of this limiting factor. Accordingly, much of the criticism that is levied at television subtitlers has to do with words not being translated at all. And such words are not difficult to find, as the amount of condensation for reasons of readability is very significant.

Research carried out in Scandinavia shows that viewers need about six seconds to read a full two-line subtitle without losing out on the accompanying images and sounds. The actual amount of condensation varies considerably according to the types of programs. Roughly estimated, the amount of condensation is 20 percent in news programmes and 35-40 percent in films shown on Norwegian television (Tveit). The main reason for this difference is the occurrence of so-called “talking heads” in news bulletins. During interviews, the activity displayed on the screen tends to be limited, whereas films contain a lot more to keep our eyes busy. Still, the loss of information can be rather extensive in subtitled news reports as well.

All translators know that decoding what somebody is writing/saying, or trying to say/write, is not always unproblematic. As a matter of fact, it can be particularly tricky for a news subtitler. Unlike his colleagues translating films and documentary programs, the subtitler does not usually have a manuscript to resort to in difficult situations. Background noise at the scene of the accident or varying technical quality of the transmission from international news agencies can make decoding a tall order indeed. In addition, English is also increasingly being used as a global lingua franca by people who have severe problems expressing themselves in this language. This adds to the decoding challenge and represents a source of error for news subtitlers.

In point of fact, difficult situations are never few and far between. Translating news means that deadlines have to be met, and when news breaks the subtitler usually does not have the time to acquire adequate knowledge of the context of which the source-language utterance is a part. In this respect, the situation is often different for reporters and other members of the editorial staff who, to a greater extent, are able to follow the development of a story from the moment news breaks.

To add to the difficulty, the subtitling process usually takes place after the reporter and editor have put their finishing touches to the product, frequently leaving very little time for what is probably the most difficult job of them all: trying to establish adequate correspondence between the source and target languages. No wonder standards often leave a great deal to be desired!

Let us now focus on terminology and see what particular problems subtitlers have to tackle. Again, news subtitlers are in a special position, partly...
because they have to handle such a wide variety of issues. The following situation should give an idea of some of the versatility required.

It was 16 minutes into the nine o’clock news bulletin of TV2, Norway, on what seemed like a rather typical Wednesday evening. I had just finished subtitling two reports and had handed them over to the news desk. One report was about the development on the stock exchanges in Asia; the other provided news about medical research in the United States. Different as the two reports were, they both contained technical vocabulary not altogether straightforward enough to be handled without insight into these particular fields.

Then two sports journalists turned up with one report each, both of which were to be aired in the 10-minute sports bulletin that started at 9:25 p.m. The first was about soccer and did not contain particular difficulties. The second, however, was more out of the ordinary. During a golf tournament one of the players was somewhat distracted by an alligator that came crawling out of the water. My job was to translate the following words said by the American commentator: “That was a moving hazard.” Of course it was the technical term “hazard” that caused the difficulty. I knew it signified obstacles like, for instance, ditches. And the word “ditch” has been lexicalized in Norwegian and is part of our golf terminology. But since a ditch obviously has been lexicalized in Norwegian and is part of our golf terminology. But since a ditch obviously cannot move, I felt that a different term had to be found. I ended up with fare, which means “danger.”

TV2’s first news bulletin that day, at 6:30 p.m., had also provided us with a couple of challenging translation tasks. For instance, a report on the political situation in the American capital contained the following sentence: “This was caused by Clinton’s reckless behavior.” Like many other adjectives, “reckless” can have different meanings. According to the Collins Cobuild Dictionary, the word is used to describe somebody’s complete lack of care about danger or the results of his or her actions (Collins Cobuild). Thus, the word is difficult to translate at the word level, and often at the sentence level as well. The interpretation of its meaning depends on the context. In this particular case we needed to find out what kind of “behavior” the adjective described. Did it refer to the president’s economic policy, or to his alleged sexual connections with a particular woman in the Oval Office at 1600 Pennsylvania Avenue? We solved the problem by making a transatlantic telephone call to TV2’s correspondent in Washington who had conducted the interview as well as the report, and therefore knew the context of which the statement was a part. She could confirm what we had suspected but were not absolutely positive about: “reckless” referred to Bill Clinton’s lifestyle and not to his policies. Our telephone call not only enabled us to come up with a Norwegian adjective that had the same propositional meaning as the source-language adjective, but to also relay some of expressive force needed to convey the idea of risk-taking behavior on the part of the president that seemed so particular to the case.

The same news bulletin contained a report on the situation in South Africa. We were asked to translate parts of a speech that Nelson Mandela had made a few hours earlier on the situation in his country. From time to time Mandela can be a mouthful for translators, but in this instance there was just one term that turned out to be a bit tricky. It was “counter insur-gence” in the following sentence: “These people are working for counter insur-gence.” My first inclination was to translate the term into motoppør. But when I thought about it more closely I decided we needed something stronger, since motoppør would seem to unduly tone down the message. I consulted the journalist who had made the report. He had followed the situation in South Africa closely and suggested we use motrevolusjon (“counter revolution”). What the international news agencies reported from South Africa suggested that this term was what Nelson Mandela had in mind when referring to “people working for counter insur-gence.” Since he obviously had a strong case, I went along with the reporter’s suggestion. This is another example of how difficult it can be to translate vocabulary when one does not have an adequate knowledge of the context.

Terminology can be challenging for other reasons as well. For example, a number of reports on American affairs in the last decade have contained the terms “Medicaid” and “Medicare.” These terms are difficult to handle for screen translators because they are specific to American culture. So how do we meet such a challenge? What translation strategies do we follow in the case of such culture-specific concepts? When there is no target-language equivalent of a term, many translators resort to descrip-
tions of what is involved. In most cases, however, this strategy cannot be used in subtitling for the simple reason that the descriptive phrases become too wordy and occupy more space than we can afford. In the cases of “Medicaid” and “Medicare,” a number of words would be required in the target language to account for the concept in a satisfactory manner. It would probably be a better strategy to make use of a more general word in the target language. So what I usually have done when subtitling “Medicaid” or “Medicare” into Norwegian is to generalize it into helsepolitikk ("health policy").

Still another strategy when faced with culture-specific concepts is to make use of the loanword. Thus, I have seen both “Medicare” and “Medicaid” used as loanwords in subtitled versions of programs like 60 Minutes. This solution has worked well, however, I prefer not to use these two American terms in news bulletins. This has to do with the fact that news bulletins attract larger and a lot more heterogeneous target audiences than a program like 60 Minutes, and many people would not have the slightest idea what these two American terms mean. But I definitely agree with Headland (Headland) that borrowing words from the source language can be very effective when aimed at an audience of specialists.

Although news and current affairs programs form a category of their own, other programs obviously also provide a wide range of challenges for the television subtitler.

The following is from the manuscript of an episode from the American series "Pacific Blue":

TEDDY: Give me the Yankees six-fifty to win five, the Braves eight hundred to win five. Give me the Cowboys minus a three over the Falcons for a dime. Thanks.

In addition to containing bookmaking and betting terms, these three lines are packed with rather challenging American sports terminology, from football as well as baseball. From a European point of view, they seem to represent a different conceptual universe with names like Braves, Cowboys, and Falcons. Since the two ballgames are hardly played in Europe, very few of the technical terms have been lexicalized in European languages. Consequently, trying to handle them often feels like an uphill struggle for screen translators. Subtitlers may, as a last resort, have to use loanwords like “touchdown” and “quarterback.” Even if we had the necessary terminological apparatus, translating such language would probably still be rather difficult. It is virtually impossible to avoid making mistakes if one does not have any insight or understanding of the subject matter one is handling. The following example should illustrate this rather obvious fact.

A film that was recently shown on Norwegian television contained a few sentences about soccer which had to be translated into Norwegian. In one of the scenes some people were watching Manchester United play another English side in a Premier League match on television. This is a part of what the commentator said: “Wide to Yorke...but he can’t control the ball and it runs out of touch.” If the subtitler had known a few things about English soccer, she would have been able to avoid the following mistake in her Norwegian translation: “Wide til Yorke...” She would probably have realized that there was nobody by the name of Wide on the world’s most famous soccer team. If she had taken an interest in soccer, she might also have known the meaning of the expression “to play the ball wide.”

I would like to stress that I do not blame the subtitler for making the mistake mentioned above. As a matter of fact, it was extremely difficult to avoid. In this case, “wide” only had a capital letter because it just happened to be the first word in the sentence. And the program was no more about soccer than my previous example was about American football or baseball. Both examples show that a subtitler must be prepared to handle an extremely wide range of text types and that terminology can be quite a challenge.

There are many U.S. productions on the Norwegian television channels—some being more difficult to translate than others. When it comes to handling terminology, “Chicago Hope” is rather special and probably as difficult as they come. In the past few weeks I have registered a large number of rather sophisticated medical terms which would seem to require the translator to conduct extensive research. These terms include: “vessel loop,” “inigation,” “vaso pressor,” “toxic septus,” “CAT scan,” and “temporal lobe.” Thus, to a large extent state-of-

Continued on p. 47
How the Danes Saved the Letter “æ”

By Else Mogensen

The letter “æ” has been somewhat unappreciated in the Danish language, and its particular sound has often been ridiculed in daily speech. It is even called ugly by some Danish authors. Hans Christian Andersen wrote in his enumeration of the letters in the Danish alphabet: “and the eighth letter from the end, I do not count the æ—its sound is so unseemly, and the unseemly I always skip over—will then be the s.” The letter “æ” appears in many Danish words with a negative connotation. For example, in exclamations such as “æv,” which expresses an unwillingness to do something or a repulsion at something, exemplified in sentences like “æv, hvor smager det vælmeligt” (ugh! this tastes horrible). The exclamation “æh” is used in expressions such as “æh,” “bath,” and “buh” by children to deride and reject other children. There are words such as “ævl,” a synonym for “vrøvl” (twaddle), but with a stronger sense of contempt, like when you tell someone that he or she “ævler.” The term “æde” is used to express “uncontrolled eating” or to “eat like a pig,” and you can go on with “vænges” (sneer), “vrele” (squeal), and top it off with the fact that the sound of this letter is what small children utter when they want to go to the bathroom.

The letter “æ” is, however, a significant part of the Danish language, and a few years ago when it was decided that all written characters in the world were to be given a name, it actually gave rise to an international disagreement. This occurred when the first part of the Universal Character Set (UCS) was published under the auspices of the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC) in its first edition in 1993 as: ISO/IEC 10646-1:1993, Information technology—Universal Multiple-Octet Coded Character Set (UCS).

Since different characters, a character being defined by ISO/IEC 10646 as “a member of a set of elements used for the organization, control, or representation of data,” may be similar in shape, providing them with separate names is the only way to identify them correctly. The name of the letter “a,” for example, became LATIN CAPITAL LETTER A and LATIN SMALL LETTER A. The intention is: “to provide a single coded character set for the encoding of the written forms of all the languages of the world and of a wide range of additional symbols that may be used in conjunction with such languages.” It is intended not only to cover languages in current use, but also languages of the past and such additions as may be required in the future.” Denmark is even contributing with the old runes as Danish characters.

The non-profit organization Unicode Consortium (anybody can become a member) works closely with the ISO and IEC to establish the Unicode Standard, which is the official way to implement ISO/IEC 10646 as it provides a unique number for every character. This standard makes it possible to use software across any platform and in any language without corruption.

The coded character set, defined in ISO/IEC 10646 as “a set of unambiguous rules that establishes a character set and the relationship between the characters of the set and their coded representation,” is the much-welcomed UNICODE.

In the first edition of the standard ISO/IEC 10464, the name of the letter “æ” was LATIN CAPITAL LIGATURE AE and LATIN SMALL LIGATURE AE. Prior to the publication, the Nordic delegates had argued for “æ” being a letter, and not a ligature (i.e., a printed or written character containing two or more letters united), but their standpoint was voted down by some powerful opponents. The “æ” is, of course, also found in the English and French languages, not as a letter, but as a ligature. In Webster’s dictionary it is listed under “a” as “æ,” and is defined as “a ligature used to represent a diphthong in some Latin words, equivalent to ai in Greek, usually written æ or replaced by e in modern Spellings of derived English words, as in aerobics,” “aerodynamic,” “aerosol,” and “aesthetic.” Eventually, however, a footnote was added saying that “In Denmark, Norway, Iceland, the Faeroe Islands...the character is a letter.”

This was not satisfactory to the Danes, represented by the Danish Standards Association. They prepared to argue their case and submitted a defect report to ISO, mobilizing support from linguistic experts, governmental organs, and IT organizations in Denmark to show that the Nordic standpoint had broad national support.
To get the decision changed, a Danish delegation was sent to the standardization meetings in Washington. They could demonstrate that the character “æ” has been used in the Danish language since the 13th century. In a manuscript from that time with the preface to the Jutland Law (of 1241), the “æ” looks much like the way it is written now: “Loghæn skal være ærlíc, oc tholíc,. æfter lanæns wænæ, qwæmlíc oc dyrlíc oc opeñbar hva av allæ mæn mughe vitæ oc understandæ hwar loghæn sighær….” (The law must be venerable and tolerable, according to the custom of the country, accessible and precious, and clear such that everyman will know and understand what the law says…).

They also demonstrated that the letter “æ” has been part of the written Danish alphabet ever since the first orthographical dictionary of the Danish language was published in 1872. Even earlier, Jacob Baden, the Danish linguist, had argued in 1785 for the “æ” in this way: “Æ and ø should not be considered diphthongs corresponding to the Latin ae and oe, but as real vowels. For you can only hear one sound in them. If they were diphthongs, you could hear two…Therefore, these two vowels ought always to have their own space or letter in the dictionaries and not be listed under ‘ae’ and ‘oe’ respectively, or, as some do, right after ‘o.’ And therefore the first character ought not to be called ae, but æ. Furthermore, the ancients actually considered as well the ‘œ’ as the ‘ø’ separate characters, and this is obvious from our spelling boards and spelling books.”

The efforts paid off. The vote among the representatives from the various countries now changed to 12 votes for “æ” being a letter, two against, and two abstaining from voting. Resolutions were prepared to the effect that it was recognized that the term “ligature” had been misapplied to the “æ” and that the word “ligature” was to be changed to “letter” in the names of that character in the next corrigendum for ISO/IEC 10646. In short, LATIN CAPITAL LIGATURE AE was renamed to LATIN CAPITAL LETTER AE and LATIN SMALL LIGATURE AE was renamed to LATIN SMALL LETTER AE.

The “æ” had become a letter in the universal character set. And what would the Danish language be without the letter “æ”? It is, after all, a necessary part of the one term that is indispensable in any language, since it is an essential part of the human conceptual universe, namely the word for “being,” which in Danish is “værer.”

Notes
This article is, in part, based on material made available to the author by the Danish Standards Association.

1. Annex B to the Guide to the Use of Character Sets in Europe, 1.1 “Origins and aims of the USC.”


The Challenges of Subtitling Continued from p. 45

the-art equipment at modern U.S. hospitals involves the translation of previously unknown concepts. In addition, abbreviations like “ICU” (Intensive Care Unit), “ER” (Emergency Room), and “OR” (Operating Room) represent sources of error for the subtitler.

The terminological examples from “Chicago Hope” would seem to underline what has been said earlier. It can be extremely difficult for the translator to handle subject matter that he or she is not familiar with. Since such a wide range of subject matter and text types are involved, the subtitling profession is, indeed, a challenging one. And when mistakes are made, it sometimes feels as if the nation is watching you. It all becomes very transparent, and there is always someone out there to comment on your mistake in the days and weeks to come.

References:


While the collection of Norwegian-English translating dictionaries has remained relatively static over the past few decades, there now appears to be a resurgence of publishing in this area. The four dictionaries I will discuss here are all aimed primarily at Norwegians who are learning or writing English. However, with some willingness on the part of English speakers to dig a little deeper, these dictionaries might be useful to this group as well.

The first dictionary I’ll discuss is the *Lingua Engelsk-norsk/norsk-engelsk: skoleordbok*. Serious translators should not be put off by the reference to *skole* in the subtitle. While its primary audience is clearly Norwegian speakers, enough information has been included for non-Norwegian speakers so that both language groups can benefit. For example, contrary to most available Norwegian-to-English translating dictionaries, this one shows some grammatical detail like genders. However, verbal forms are missing.

This volume is composed of two almost equal dictionary parts: English headwords (including British pronunciation hints) and Norwegian headwords (no pronunciation help offered). Much of the added material (tillegg) behind the Norwegian to English section is only interesting to Norwegians who write English (comparisons of British and American vocabulary and spelling, sample letters, lists of English strong verbs).

The final section of the volume lists vocabulary organized by subject, so, for example, one can find a simple list of words that describe families. This list is divided into the sub-areas of: 1) general (e.g., *arving*, “heir”); 2) death (*bisettelse*, “funeral”); 3) baptism (*gudbarn*, “godchild”); 4) birth (*følger*, “quadruplets”); 5) life together (*borgerlig vielse*, “civil ceremony”); 6) relatives (*enkemann*, “widower”); and 7) horoscope signs (*Vekt*, “Libra”). There are 30 main categories and approximately 160 subcategories.

Scattered throughout both dictionary sections are boxes with information covering problem words and expressions. For example, the box near the word *gjøre* lists 11 main meanings/translations of *gjøre*, with the Norwegian examples of how the English word choices are made. The dictionary provides synonyms for the various senses that one would translate into English. Each English suggestion is accompanied by at least one example of its use. For example, the box describing uses of the word “disease” gives Norwegian equivalents for disease, such as ailment, illness, infirmity, bug, condition, and sickness.

The English parts of the *Collins Engelsk-Norsk Ordbok; English-Norwegian Dictionary* are based on the Bank of English, a “database of the English language with examples of over 300-million words enabling Collins lexicographers to analyze how English is actually used today” (p. iii).

The English examples and headwords are excellent, complete, informative, and well organized. Each headword is
clearly divided into distinct areas of meaning so that, for example, the headword “cross” is divided first into noun and verb. The noun has the senses: a) the shape of “x” and b) the shape of “+” — a hybrid. The verb has the sub-senses: cross the street, etc.; cross the room; cross a cheque; cross one’s arms, legs; cross an animal or plant; to thwart a person or plan; and the boat crosses from A to B. The word “cross,” when used as an adjective, can mean “angry,” and further idiomatic uses include “to cross oneself,” “we have a crossed line,” “they’ve got their lines/wires crossed,” “to cross out,” and “to cross over” (p. 146).

For each of these meanings, the Norwegian equivalent is given. Most English examples show actual texts, which makes the various sense choices for each word much clearer. These text examples are, of course, in English, but at least you know that you are choosing the right sense of the word. The Norwegian definitions seem to be good, concise equivalents, not always exact word-for-word translations, but correct in the given contexts.

Because one of the advantages of this dictionary is its vast resource of authentic English word use, it is great to see that each usage comes with an equivalent. When the English is either casual or idiomatic, the editors have tried to capture the flavor of the English in Norwegian. The English example under “pile on” is “Flattery is one thing, but you were really piling it on.” The Norwegian equivalent captures the nuances rather well, I’d say: “Smiger en nå én ting, men du smurte virkelig tykt på!” (p. 470).

The choice of English headwords is up-to-date, including words and phrases like “PIN” for “personal identification number” with the Norwegian definition “personkode.”

Slang is presented with two levels: “sl” marks “informal slang” (e.g., give someone the boot) while “s!” marks “highly informal” (e.g., bloody is “BRIT sl!”).

The Norwegian to English section is not a dictionary in the usual sense of the word, but “an alphabetical index to the translations” found in the English to Norwegian section. The warning makes it clear that this index “is not a dictionary as such…when in doubt, look up the English entry!” (p. 781). This index lists Norwegian words in bold type, followed by an arrow and then one or more English words. For example, “advokat → advocate, attorney, barrister, counsellor” (p. 781).

Between the main English-Norwegian and the Norwegian–English index, this dictionary has some interesting and potentially useful material for English speakers learning Norwegian. There is a fairly long section showing many examples of English letters, invitations, thank you notes, and job advertisements. None of these will hold any interest (except just out of curiosity) for Norwegian teachers or their students. The “kort engelsk grammatikk” (pp. 747-769) does a small amount of explicit comparison between the two languages, so it might be of interest. The section on Norwegian grammar contains tables with types of noun, adjective, and verb forms corresponding to the references in the English-Norwegian dictionary. So when you look up “buy” you see the Norwegian VT kjøpe (V2) referring the user to the list of verbs of type V2, where one sees the proper Norwegian forms. The list of irregular Norwegian verbs (pp. 776-777) is useful, but could be more so by consistently showing irregular present forms. “Være” shows present form “er,” but “giore.” “s!,” and “vite” do not mention the irregular present forms. Several typos mar the tables of regular Norwegian verb patterns. For example, the past tense of “stemme” is listed as “tempte” while the past of “spy” is “sydde.”

I find this dictionary very useful for picking out the relevant meanings in Norwegian for various English words. Many people ask about a dictionary to complement Haugen, and I think this might be their answer.

Another example of a relatively new dictionary is Password, Dictio-

Continued on p. 50
The material between these two main listings consists of a minigrammar (of English) containing: samples of how to write formal letters (in English), comparative weights and measures, facts about English-speaking countries, English terms for countries and inhabitants, and a large table of Norwegian and English terms from school subjects such as music, dance, drama, and sports. Finally, one finds a two-page list of words and expressions about Norway in English.

The volume is clearly aimed at Norwegians who need to pick the precise English equivalent from their Norwegian context. The English definitions are clear, but often do not give enough information about the Norwegian choices. The Norwegian words are merely listed at the end of each of the sense articles.

In a completely different category from the previous three dictionaries is the Norwegian-English Dictionary of Current English Slang, Colloquialisms, and Related Phraseology. Not only is the subject matter of the dictionary intentionally different, but its format on diskette sets it apart. This dictionary concentrates on various stylistic registers of English words, ranging from everyday conversational speech to slang and vulgarisms. It avoids words and expressions that belong to English standard usage—the ones that can commonly be found in most other Norwegian-English dictionaries. It contains more than 5,000 Norwegian and English examples. Many English idiomatic expressions are included, as well.

While the intended audience is primarily Norwegians who need to understand and use a wide variety of English expressions beyond stilted textbook language, this diskette-based dictionary can be extremely helpful for English speakers who are looking for more up-to-date Norwegian expressions as well. For example, under the headword “deppa” this dictionary lists the following: “(adj) T down (on oneself); T blue; T droopy; T mopey; S bummed (out) (>deprimert); ikke vær så – T don’t be so down; fullstendig – S totally bummed; T way down; T down low; jeg blir fryktelig ~ it depresses the hell/the heck out of me.” In addition to marking parts of speech this dictionary consistently gives style and usage labels: T “talespråk” (colloquialism) and S “slang.” Further descriptive markings are “nedsettende” (disparaging) and “grovt” (coarse). The fact that the headword itself is not likely to be found in “standard” Norwegian-English dictionaries makes this dictionary an even more valuable resource. For the noun “panikk” we read the following definition: (subst m) S crisis mode; fã ~ get hysterical/paranoid; S freak (out); S get the freaks; S hit/push/press the panic button; S get into crisis mode; jeg begynte å fã ~ I was getting cold feet (>cf skremme; mase).

Please contact the publishers listed at the beginning of this review for information on ordering any of these dictionaries.
Buen provecho and bon appétit: Enjoying your meal is good advice

By Alexandra Russell-Bitting

Walk through the cafeteria around 1:00 p.m. and you’re sure to spot a few familiar faces in the crowd of munching co-workers, and no doubt you’ll greet them as soon as they catch your eye. How you greet them, though, will vary depending on what language you speak.

English speakers will just use a regular old greeting like “Hi!” but Spanish speakers have a special one with which to address someone who’s eating or about to eat: buen provecho. The term provecho comes from the Latin profectus, meaning something obtained or derived, in other words “benefit,” “fruit,” “gain,” and so forth. So the expression buen provecho is a short form for “I wish you great benefit from your meal.”

Chow Time

A possible translation of buen provecho into English would be “enjoy your meal,” but English speakers don’t normally use that expression, with the possible exception of waiters in fancy restaurants, presumably in the hopes of prompting generous tips. In an effort to fill this linguistic void, the English language has adopted the equivalent French expression, bon appétit. Webster’s defines it as “[I wish you] a hearty appetite,” and notes that the proper pronunciation of this borrowed term is “bohn ah pay TEE,” the final “t” being silent (although most Americans pronounce it more like “bone ah peh TEET”).

The French take pride in their culinary traditions — and rightfully so — and devote innumerable rituals to mealtimes. Therefore, they place considerable emphasis on appetite, along with its corollary, digestion, without which the pleasure of gustatory indulgences would be spoiled. That’s why they say Quand l’appétit va, tout va: if your appetite’s okay, then everything’s all right. Just to make sure, though, every self-respecting meal in France begins with an apéritif, which Le petit Robert French dictionary defines as “an alcoholic beverage served before dinner that is supposed to stimulate the appetite.”

Enjoy!

Interestingly, according to a recent article in the Health Section of The Washington Post, research has shown that if you don’t expect to enjoy your food, your digestive system won’t work as effectively and you will thus absorb fewer nutrients from it. Many countries have recognized this fact in their official dietary guidelines. The U.K., for instance, lists as its number one guideline “enjoy your food.” Vietnam recommends eating a meal “that is delicious...and served with affection.” Norway advises that “food and joy equal health.”

...research has shown that if you don’t expect to enjoy your food, your digestive system won’t work as effectively and you will thus absorb fewer nutrients from it...

U.S. nutritionists, however, were afraid that “enjoy a variety of foods” would sound too hedonistic, so they changed it to “eat a variety of foods,” clearly stressing quantity over quality. With many Americans happy to interpret this guideline as “stuff your face,” American waistlines are expanding, while Europeans and Latin Americans have much lower obesity rates.

So the ancient admonition to “eat, drink, and be merry” may not just be telling you to party on, but to relax and enjoy your meals so you can get the most out of them. As they say in Spanish, Barriga llena, corazón contento: a full belly means a happy heart.

Longfellow: Poet, Polyglot, Translator—But Plagiarizer? Continued from p. 40


Le Petit Larousse Illustré 2000

Reviewed by:
Françoise Herrmann

ISBN:
2-03-301-200-X

Price:
$59.95

Available in Canada from:
Messageries ADP, 1751 Richardson, Montreal, Quebec H3K 1G6 Canada

Le Petit Larousse Illustré is a dictionary that I remember consulting prior to knowing how to read. The new Petit Larousse Illustré 2000 continues to fascinate me with its crisp, sharp, true color, and wonderfully detailed 3,800 illustrations, including 289 maps, 80 antiques reproductions and photographs, and 1,500 pictures; some stand-alone but most are designated to explain and clarify the meanings of words. When not using the illustrations of Le Petit Larousse 2000 to better understand what a term refers to in translation, I still love to just leaf through this dictionary to discover the story that the illustrations tell.

There are, for example, as a tribute to the new millennium, a series of full-page, illustrated historical synopses. For example, one synopsis details objects that have changed the course of history, from needle to cell phone and CD-ROMS, through paper, forks, and bicycles. Additional synopses provide the history of ships, trains, cars, airplanes, spacecraft, and communications (from the drum to the World Wide Web), each of whose development across time makes you wonder whether the Stone Age is not simply repeating itself.

Similarly, there are a full-page historical synopses of the arts in the twentieth century: painting and sculpture, architecture, film, literature and music, including an entire page dedicated to jazz and another separate page dedicated to rock, folk, blues, and soul music. You may, of course, bemoan the exclusion of one of your favorite artists. For example, both Keith Harring and Georgia O’Keeffe are missing in the synopsis on painting, and you will definitely think it is “outrageous” to have omitted small and brilliant independent filmmakers in the section on film. However, when looking at it from a less judgmental perspective (after all, this is a French-language monolingual and encyclopedic dictionary, in contrast to a dictionary of twentieth-century art), it does provide a lavish and laser-sharp, true color tour of the artistic highlights of the past century, as carefully and admiringly selected by the editorial staff of the Petit Larousse Illustré 2000.

Add to this, two sections containing more beautiful botanical and zoological full-page plates illustrating flowers and trees, fruits and vegetables, butterflies and insects, sea algae, fish and crustaceans, reptiles, eggs, feathers, birds, and mammals. These illustrations will point out creatures and foliage that you may never have imagined existed. Conversely, these sections also contain the terms for those species you commonly find in your garden, public park, or local fish market.

And finally, there are the equally colorful, clear, and sharp figures, drawings, pictures, and photos that mingle with the text of every page, to zoom you in and out of the meanings of terms. So that if you really want a succinct and clear visual explanation of the structure and function of the laser beam, for example, or if you are not quite sure how different skeletal muscles are in comparison to heart muscles, you will find these in Le Petit Larousse Illustré 2000.

In sum, Le Petit Larousse Illustré 2000 contains a treasure of illustrations that supply both invaluable help for circumscripting meanings, and a bonus of aesthetic pleasure. Le Petit Larousse Illustré 2000, like the previous edition of my childhood, is perhaps only “petit” (small) in comparison to the Encyclopedia Britannica. It is five-inches thick, weighs 5.5 pounds, and contains 1,785 pages. There are still two main sections in Le Petit Larousse Illustré 2000: an illustrated, monolingual French-language dictionary (constituting approximately two-thirds of the dictionary), and an illustrated dictionary of proper nouns (or encyclopedia), where, if you like, you can check out the names of all your favorite streets in Paris, or, if you are not sure whether Mme de Stael was a writer or a painter, you can find out.

The monolingual French-language section is useful to translators on several important counts. First, for the illustrations that mingle with the text to supply additional visual explanation. For example, if you are unsure what a “setter” (Irish setter) or a “teckel” (dachshund) look like, or a “bouleau” (birch tree) and a “cèdre” (cedar), or where the cryogenic stage is located on a space launcher, or the striking difference between a Roman and Gothic column, you can find out.

Secondly, and equally important, Le Petit Larousse Illustré 2000 is useful as a monolingual language dictionary that includes considerable breadth of technical terms, in contrast to both literary listing and in-depth specialization. Thus, you will find both illustrated and defined the major terms referring to: varied artifacts such as turbines, speakers, windows, cameras, tires, and construction frameworks; the manufacture of products such as bread, wine, and beer; the industrial processes of such products as paper, oil, lumber, and electricity; the anatomy of the hand, neck, and the eye; or the physiological processes of immunity, digestion, and kidney function. Although this work contains a wide breadth and wealth of terminology, translators specializing in one area will no doubt find the lists of terms incomplete for their particular domain. Thus, Le Petit Larousse Illustré 2000 stands out as an excellent reference for general and unspecialized translations.

Le Petit Larousse Illustré 2000 is also useful as it supplies, in addition to word definitions in the monolingual language section, small encyclopedic reference articles for words that lend themselves to
such archiving. Thus, you will find encyclopedic articles for such terms as “or” (gold), “marée” (tide), or “écologie” (ecology). And finally, the monolingual language section is particularly useful with its welcome inclusion of terms from French used outside of France (for example, in Canada, Africa, Switzerland, and Belgium) as well as imported Anglo-Saxon terms. Thus, you will find the terms “magaziner” (to shop in Quebec) and “flat” (a flat in the U.S. and Belgium). And you will find Anglo-Saxon terms such as “ice cream,” “cookie,” “hamburger,” “fun,” and “Kleenex” (trademarked paper tissue), as well as “e-mail” with an official recommendation: “emé.” Add to that, updated terminology arising out of the New Economy, such as “caméoscope” (camcorder), “manche à balai” (joystick), “organiseur” (electronic organizer), “cédérom” (CD-ROM), and “ChatChat” (online chat), and *Le Petit Larousse Illustré 2000* will assist you with language use that is now current.

As for the proper noun, or encyclopedic section, this section provides, in addition to the monolingual language dictionary, a useful reference to just about any commonly used non-specialized language reference along with illustrations giving additional explanation and detail. Try it! If you are unsure whether Jean-Michel Folon is a French or a Belgian artist, you can find out. If you are wondering which part of France the “Finistère” refers to, you will find a small map supplying you with details, and the same is true for the “Landes,” “Languedoc-Rousillon,” “Orne,” or “Picardie” regions of France. Alternatively, you may wonder which countries are considered “Francophone” (French-speaking), and again you can find out. The encyclopedic section was designed to regroup all the terms that do not fit in a language dictionary, but whose knowledge is nonetheless essential to speakers of French. And this is a goal that is most generously achieved.

Finally, nestled between both the encyclopedic and monolingual language dictionary sections, there is a famed “pink section.” This section (unlike the *Financial Times!*) offers a small listing of proverbs, Latin and foreign expressions, and historical quotes. That is, just in case you always wondered what “Veni, vidi, vici” meant or “Fiat Lux!” or “Carpe diem!” for that matter.

*Le Petit Larousse Illustré 2000* is a dictionary that I have used all of my literate life. With the publication of the Y2K edition, I would be tempted to say that this is a dictionary for all seasons. However, as a translator, I recommend it as an excellent and wealthy, general encyclopedic, visual, and French monolingual dictionary reference tool; and, as ever, one that offers special aesthetic pleasure.

---

### Upcoming Accreditation Exam Information

<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
<th>City</th>
<th>Registration Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>August 12, 2000</td>
<td>Buenos Aires</td>
<td>July 21, 2000</td>
</tr>
<tr>
<td>Argentina</td>
<td>November 4, 2000</td>
<td>West Sussex</td>
<td>October 21, 2000</td>
</tr>
<tr>
<td>California</td>
<td>July 30, 2000, Los Angeles</td>
<td></td>
<td>July 16, 2000</td>
</tr>
<tr>
<td>California</td>
<td>September 23, 2000, Orlando (2 sittings)</td>
<td></td>
<td>September 8, 2000</td>
</tr>
<tr>
<td>England</td>
<td>July 15, 2000, Novi</td>
<td></td>
<td>June 30, 2000</td>
</tr>
<tr>
<td>Oregon</td>
<td>August 12, 2000, Portland</td>
<td></td>
<td>July 28, 2000</td>
</tr>
<tr>
<td>Florida</td>
<td>October 28, 2000, New York City (2 sittings)</td>
<td></td>
<td>October 13, 2000</td>
</tr>
<tr>
<td>Spain</td>
<td>October 28, 2000, Madrid</td>
<td></td>
<td>October 14, 2000</td>
</tr>
</tbody>
</table>

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.
D Regarded from both the west coast of this country and from across the Atlantic with stories about major linguistic communities that are dismayed about the invasion of English and its tendency to displace native words and expressions, the Translation Inquirer admits that, yes, English has not itself been plagued in this way since before any native speaker was born. But English is placed on the rack every day by its own speakers, and is therefore not to be envied. Examples include out-of-place sports slang, mindlessly excessive use of the slash, nouns turned shamelessly into verbs, and confusing corporate jargon. Management journalists in Britain now list the words and phrases they refuse to write, and “human capital” is at the head of their list. The Translation Inquirer suggests that we all go even farther: imitate zero-based budgeting by banning everything that even remotely smacks of jargon or tendreens, and then re-admitting, case-by-case, whatever cannot be dispensed with.

New Queries

Is oompah band the best translation for “dwellorkest,” asks Mieke Lancaster? She could find some way to waffle around it, but is looking for the very best and most amusing equivalent.

(E-R 6-2000/2) Looks like Suzanne Falcone had a back translation to deal with regarding Chernobyl’s nuclear disaster. The word queue became a stumper in the context: radioactive waste of ChNPP 3rd queue. Some of her sources are insisting that this is the equivalent of unit. She guesses that reactor may have been possible. What would be the corresponding Russian?

(F-E 6-2000/0) A few questions occurred to Jeanne Zang as she was translating an article on hearing disorders in multiply handicapped children. What does (3.a) “extérogène” mean? Context: “Certaines stimulations sonores extéro- génèses sont privilégiées lorsqu’elles possèdent une certaine valeur relationnelle, comme le sont souvent les voix familières.” Then, (3.b) “motricité d’effection”: “Une grille speciale de permet l’appréciation des réactions des sujets n’ayant pas acquis le language ou une motricité d’effection ou d’expression volontaire.” And lastly, (3.c) “cochléo-récurrentielle”: “La stimulation spécifigue de la boucle cochléo-récurrentielle entraîne des changements au niveau de la musculature du larynx.”

(F-E 6-2000/4) Abbreviation-plagued, as we all are from time to time, Jeanne Zang turned to this column when an article in French on a drug experiment to induce aggression in rats with apomorphine yielded some difficulties. One table describes the antagonistic effects of various drugs on aggressive behaviors. One was (4.a) DA50: “apomorphine DA50 mg/kg approximative.” Then came three abbreviations, all appearing before numbers that indicate the mg/kg of the antagonistic drug administered: i.p., p.o., s.o. [4.b, 4.c, and 4.d, respectively].

(G-E 6-2000/5) A ProZ correspondent wondered about the phrase “Trowalisi und Schlagschere” in a text on tool manufacturing and the machines used to manufacture these tools.

(G-E 6-2000/6) This query from a ProZ member, “Sperrbahnhof,” is especially brutal. It has nothing to do with railroads, and is part of a plan of action resulting from a supplier audit. It has to do with enclosing or separating off a limited access area, a so-called pharma center, where proper clothing is worn. More context: “Anschaffung von Absperrketten...völlige Verlagerung des Sperrbahnhofs ans Pharmazentrum geplant.” The supplier subjected to the audit is a supplier of packaging foils.

(G-E 6-2000/7) From another ProZ correspondent came the desire for something a little more expressive as a colloquial saying than Fool’s luck for “Die dümsten Bauern haben die dicksten Kartoffeln.”

(H-F-E 6-2000/8) Lilian Clementi had two Haitian contracts (a “protocole d’accord” and a “contrat exploitation de services.” Both contained the term “propriétaire” in the by and between sections as follows: Government agency, represented by its Director General, Jane Doe, “propriétaire,” whose business address is...etc.; Company S.A., represented by its treasurer, Joe Blow, “propriétaire,” whose business address is..., and so forth. This makes no sense to Lilian, since neither Jane nor Joe own the agency and company. The Haitian embassy was not able to fully resolve this matter.

(R-E 6-2000/9) In the world of aircraft maneuvers, what are mortes petli? Context: С позиции классической механики он излагает теорию виража, изучает верные ветви и приводит их классификацию.

(R-E 6-2000/10) Логарифмирование и потенцирование posed problems for a ProZ-er. The context: Математический процессор ускоряет функции логарифмирования, потенцирования, операции с векторами, фигурами, и т.п. в несколько раз полному с универсальным процессором. The tentative choice of this translator was taking the log and taking the antilog.

(3-P-E 6-2000/11) Gerard Myglo noted that the slogan of the school from which he was translating a transcript was “Comprometidos con el ser.” What does this mean? By the way, the institution in question is the Universidad de Santiago de Cali in Colombia.

Address your queries and responses to the Translation Inquirer, 112 Ardmore Avenue, Danville, Pennsylvania 17821, or fax them to (570)275-1477. Internet address: JDecker@uplink.net. Assisting: Roy Wells, weststar@totacc.com. Please make your submissions by the 25th of each month to be included in the next issue.
Replies to Old Queries

(D-E 2-2000/1) (building and flooring terms): Nana Bosma believes (1.a) “welfsels” to mean vault. A bit more tricky is (1.b) “balkbodem” which Nana breaks down, defining the first half of the word as beard, girder, joist, rafter, depending on the context. So the overall word means the surface on which the “balk” rests.

(E-Sp 4-2000/2) (legal now, therefore): Blanca Onetto agrees that “considerando” could be used, but has, she believes, the best equivalents: “por lo tanto, por consiguiente, por esta razón,” since now, therefore is an expression used to demonstrate a cause-and-effect relationship, Harvie Jordan has one more equivalent, “en consecuencia.”

Turning the query around, Paul Merriam says that he usually calls “considerando” in court decisions whereas, referring to the items that the court uses as a basis for its decision, unlike “visto” where it is reiterating the evidence presented to it. He considers now, therefore to be inappropriate.

(G-E 1-2000/10) (“Nichtangriffsvereinbarung”): Robert Shilenn considers this obviously to be borrowed from diplomatic language. Literally, in the text cited for context, “angreifen” means to attack, which is too strong. More abstract verbage like impugn would be better, but Robert likes challenge. Hassan Sampathu wonders if “eingreifen” is really the word meant rather than “angreifen.” If the former, then the meaning of infringe, encroach would be good, as it is a normal usage in the legal parlance of contracts.

(G-E 3-2000/7) (“Resistmuster”): It could be either resist mask or resist, guesses Paul Hopper. Its equivalent in the eight-language Techniék prekladovy slovník is “Retuschenmaske,” defined in another place as a coating on a printing plate which protects part of the plate from acid.

(G-E 4-2000/6) (“Mädchenauge”): Imre Takacs, Paul Hopper, and Karen Williams call it coreopsis or tickseed. Karen notes that Langenscheidts Enzyklopädisches Wörterbuch is amazingly good for botanical terms.

(G-E 4-2000/7) (BGR): Klaus Alt believes it to be “Bundesanstalt für Geowissenschaften und Rohstoffe” (Federal Institute for Geological Sciences and Natural Resources). If this is not the context, says Paul Hopper, then it could be “Betriebsgütterichtlinie,” Freight Operations Guideline.

(H-E 4-2000/11) (“Zsolt,” Louis): Imre Takacs and Alex Schwartz believe Zsolt to have no meaning in Hungarian. The son of Árpád, Zsolt led the Hungarians when they entered their land in 896, relates Alex. Louis in that language is Lajos, simultaneously the name of an Anjou king of Hungary and a former president of the New York Circle of Translators, the beloved Mr. Louis Korda. László, a name borne by five kings in the nation’s history, is usually rendered into English as Ladislaus, and, with less linguistic justification, Leslie. George Plohn believes there is no relationship between Zsolt and “zsoltár,” meaning psalm.

Paul Hopper consulted a colleague who believes Zsolt to be a shortened version of “Zoltan,” a variant form of the Arabic “sultan” (ruler, prince). The same consultant believed László to be a Slovakian form of Lazarus.

(I-E 3-2000/10) (“movimentazione vascolare”): Giulia Franco states that this is a kind of hospital bed that can be adjusted in four positions to improve the patient’s blood circulation, preventing it from stagnating thanks to the different bed settings.

(I-E 4-2000/12) (phrases from medical records): Giulia Franco knows that for (12.d), AC following pH means “ACIDO” (acid), and “Ass” is “Assenti” (not present).

(I-E 3-2000/12) (“cum collegium in causa universitatis fingatur una persona”): Just guessing, says Paul Hopper, but he comes up with Since the board [of directors] in matters of the corporation is considered to be one person. He notes that Black’s Law Dictionary, 4th edition, retains more Latin than later editions.

(Pl-E 3-2000/13) (building industry terms): Thais Simões agrees that (13.a) “padrão de construção” is building standard. She consulted with teachers in Brazil on (13.b) “paredes: azulejos 1/2 barra coloridos” and suggest decorative tile, usually at the top row, with various motifs and colors. The final sub-query, (13.c) “massa fina,” is fine mortar or thin mortar. This layer is applied over bricks or cement before paint is applied to it.

(Sc-E 2-2000/12) (“teoría de imprevisión”): Aaron Ruby calls this the doctrine of unforeseeability in contracts, or, in Latin, “rebus sic stantibus” (at this point of affairs, things remaining that way, in these circumstances). Black’s commentary says this condition attaches to all treaties, causing them to cease being obligatory once the conditions on which they were founded have substantially changed. Scholars generally agree that the circumstances refer to ones not anticipated by reasonable expectations of the parties involved.

Alan Berson recommends the Council of Europe French-English Legal Dictionary’s definition of the French version of this same term: doctrine permitting the modification of, or release from, a contract owing to an unforeseen and fundamental change of circumstances; frustration of a contract by unforeseen events.

(Sc-E 2-2000/14) (“catedrático numerario”): María Barros states that the word “numerario” indicates a tenured status for the professor. A “catedrático” is a full professor, the highest category in Spanish universities.

Remember the May end piece on the headline COMPENSAN A INQUILINOS? Alan Berson prefers TENANTS to RENTERS for INQUILINOS, and states that in Chile it can mean SHARECROPERS, as in the American South.

**Membership Has Its Privileges!**

To find out what your ATA membership can do for you, turn to page 4.
Humor and Translation
By Mark Herman

About a Yiddish-Speaking Indian

In Mel Brooks’ 1974 sendup of Hollywood westerns, Blazing Saddles, a briefly appearing American Indian, played by Brooks himself, speaks Yiddish. When I first saw the film, I laughed hysterically at this scene.

Some time later I read a review of the film which referred to a “Jewish Indian.” What?

Now the idea that an Indian might be Jewish is no less incongruous (congruous?) than the idea that he might speak Yiddish. It just is not, somehow, funny. Why not? I don’t think the theory that all native Americans are Jewish (because they are the lost tribes of Israel) has anything to do with it.

What does have something to do with it is Brooks’ making fun of stereotypes. For example, the “hero” is not white but black. The joke is actually on the audience for having such a limited view of human possibility. And that’s why a Yiddish-speaking Indian is funny and a Jewish Indian is not. A Yiddish-speaking Indian shatters our expectations. A Jewish Indian partially restores them in a way because it isn’t that surprising for a Jew, even one who is an Indian, to speak Yiddish.

Of course, the reviewer might have been reflecting the linguistic ignorance which seems to pervade the American psyche.

I have been told by people in my area, rural mid-Michigan, that Yiddish is the native language of the Jews, that it is related to or even is Hebrew. You just have to look at it to see that it’s so. When I explained that Hebrew and Yiddish just happen to be written in mostly the same characters, like English and Polish, and that Hebrew is a Semitic language while Yiddish is a dialect of German and therefore Indo-European, like English (and Polish), they gave me a look as if I weren’t quite right in the head.

In fact, not only do very few Jews speak Yiddish today, most native speakers having been murdered by the Nazis, but many Jews never spoke Yiddish. Ladino, a Romance language, was the other major language of the Jewish diaspora. And there were minor languages as well.

On the other hand, Klezmer music, sung in Yiddish, is very popular in certain areas of the Netherlands, where there are relatively few Jews. This is not only because the people like the music, but because their native Dutch dialect is close enough to Yiddish so that they can understand the lyrics.

That reviewer really must learn that you don’t have to be Jewish...

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

Herman is a librettist and translator.

2000 ATA Editorial Calendar

Here is the Chronicle editorial calendar for the coming year. Letters and articles are encouraged. You can find submission information on page 4.

July
Focus on Science and Technology
Languages: Slavic

August
Focus on Freelancers
Language: Portuguese

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

ATA’s Document on Request Line 1-888-990-3282

Need a membership form for a colleague? Want the latest list of exam sites? Call ATA’s Document on Request line, available 24-hours a day. For a menu of available documents, please press 1 at the prompt, or visit ATA’s Website at http://www.atanet.org.
The American Foundation for Translation and Interpretation, an independent, 501(c)(3) charitable organization, was established to help the translation and interpretation professions to preserve their past history, to assist in their present work, and to stimulate future research through grants.

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

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

Give something back to the professions: Please make a tax-deductible contribution to AFTI today. Send your check, payable to AFTI, to:

American Foundation for Translation and Interpretation
c/o Western Michigan University
335 Moore Hall
Kalamazoo, MI 49008-5093; or

American Foundation for Translation and Interpretation
c/o American Translators Association
225 Reinekers Lane
Suite 590
Alexandria, VA 22314

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

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

---

Danish Translators in a Global Market
Continued from p. 42

neutrality and other forms of verbal hygiene are less prominent in Danish than in English. In general, using han “he” to refer to, for example, a non-specific government minister or Protestant priest is very normal, even though a relatively high proportion of office-holders are women. The Danish word pige “girl” frequently has to be translated as “(young) woman” to suit Anglo sensitivities, and in Danish, the words Holland and England, even in official documents, need to be translated as the Netherlands and Britain, respectively. But why translate to suit Anglo sensitivities if most of your readers are not Americans?

In this swirl of conflicting criteria and norms, of half translation and half composition, one can only admire the professionalism and accuracy of the final products that most Danish-language experts produce for the world marketplace.

Notes:
* A small evil spirit that haunts machines (in Britain)
** The trunk (British boot) in India.
Procedure for Establishing a New Language Combination Within the ATA Accreditation Program

By Terry Hanlen, Accreditation Program Manager

The addition of new language combinations to ATA’s accreditation program is enthusiastically supported and encouraged by the ATA Board of Directors, Accreditation Committee members, and ATA Headquarters staff. In adding a language combination, the majority of the work is done by the members of the workgroup who desire testing in the new combination. The role of the Accreditation Committee and Headquarters staff is to provide guidance, information, and oversight to facilitate the process. (The Headquarters staff is unable to take on routine administrative tasks related to the establishment of a new language.) Since this work is done by unpaid volunteers, it is important to be aware of the time and effort that will be required in order to establish a new language combination within the accreditation program. The process takes several years and requires a dedicated and knowledgeable workgroup.

Note the steps below marked with **. At these points, documentation needs to be provided to the accreditation program manager.

Contact the accreditation program manager at ATA Headquarters for information about the steps of this “grass-roots” process.

Contact colleagues to discuss the matter and find volunteers to form a committee. A notice can be placed in the Chronicle and appropriate chapter or division newsletters, and meetings might be organized at the annual conference.

** Select a chair and establish formal contact with the Accreditation Committee. Provide the Accreditation Committee with a list of the committee members.

** Prepare a list of ATA members and non-members who would be interested in taking the exam. Provide documentation to verify that: a) there is support for adding a new language combination; b) there will be enough sustained interest to ensure continuing administrative support on their part; and c) other candidates will come forward to take the exam in successive years. This is necessary since offering the exam on a temporary or limited basis is inconsistent with the philosophy upon which the accreditation program is based. Were a test offered on a one-time basis, those who failed could not retake the test. At least 50 names should be submitted.

Decide who will select the passages and who will grade the initial round of exams (at least four graders should be designated for each language combination). These graders must have appropriate credentials and be willing to commit a minimum of two years as graders to ensure some continuity as appropriate candidates pass the exam and are brought into the grading workgroup. Graders must also be aware that this obligation requires they forfeit their opportunity to become accredited until the exam year after they are no longer involved in grading or passage selection. The key grader selection will be done by the language chair. The language chair will coordinate the activities of the grader workgroup and become the liaison to the Accreditation Committee.

The accreditation program manager will provide appropriate materials, including job descriptions for the language chair and graders, guidelines for passage selection, sample passages, grading standards, and other useful information. A mentor from an existing language combination may be available to assist.

** Select initial passages. The grading workgroup, led by the language chair, selects five practice test passages and submits them to the Accreditation Committee for review and approval. (Provide an English translation for foreign-language passages.)

** Conduct grader training. The graders take the practice tests, grade each other’s translations according to the grading guidelines, and discuss their grading decisions. The language chair prepares passage-specific and language-specific grading guidelines and submits them for review and approval. Finally, the workgroup selects another 10 passages (five for the first year’s exams and five backup passages, which become the

Continued on p. 59
## Congratulations

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

<table>
<thead>
<tr>
<th>Language Combination</th>
<th>Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>English into Chinese</td>
<td>Bin Li</td>
<td>Tempe, AZ</td>
</tr>
<tr>
<td>English into German</td>
<td>Christa Polkinhorn</td>
<td>Santa Monica, CA</td>
</tr>
<tr>
<td>English into Spanish</td>
<td>Chelo Alvarez</td>
<td>Malibu, CA</td>
</tr>
<tr>
<td></td>
<td>Carmen Rio-Rey</td>
<td>Santiago, Spain</td>
</tr>
<tr>
<td></td>
<td>Adriana P. Vollmer-Aguilar</td>
<td>Key Biscayne, FL</td>
</tr>
<tr>
<td>Arabic into English</td>
<td>Sonia Nasief</td>
<td>Norridge, IL</td>
</tr>
<tr>
<td>French into English</td>
<td>Gina M. Cooke</td>
<td>Steger, IL</td>
</tr>
<tr>
<td></td>
<td>Kimberley Plaxton</td>
<td>Monterey, CA</td>
</tr>
<tr>
<td></td>
<td>Tressa L. Rappold</td>
<td>Monterey, CA</td>
</tr>
<tr>
<td></td>
<td>Corrine J. Rubin</td>
<td>Monterey, CA</td>
</tr>
<tr>
<td>German into English</td>
<td>Jennifer S. Anninger</td>
<td>Beverly Hills, CA</td>
</tr>
<tr>
<td></td>
<td>Amy Coulter</td>
<td>Portland, OR</td>
</tr>
<tr>
<td></td>
<td>Christel A. Krey</td>
<td>Lake Worth, FL</td>
</tr>
<tr>
<td>Spanish into English</td>
<td>Paula K. Knippa</td>
<td>Austin, TX</td>
</tr>
<tr>
<td></td>
<td>Judi L. Rines</td>
<td>Alexandria, VA</td>
</tr>
<tr>
<td></td>
<td>Ann Malone Smith</td>
<td>West Palm Beach, FL</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Status</th>
<th>Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active</td>
<td>Jenny Cy Chan</td>
<td>Brooklyn, New York</td>
</tr>
<tr>
<td>Corresponding</td>
<td>Olivia O. Ly-Pieknik</td>
<td>Ballwin, Missouri</td>
</tr>
<tr>
<td>Active</td>
<td>Shahir F. Al-Muhawish</td>
<td>Riyadh, Saudi Arabia</td>
</tr>
<tr>
<td>Active</td>
<td>Uwe Schroeter</td>
<td>Albuquerque, New Mexico</td>
</tr>
</tbody>
</table>

### Accreditation Forum

** Accreditors prepare sample translations and passage-specific grading guidelines for these passages. The language-specific guidelines may be revised as part of this process.

** When grader training, passage selection, and grading guidelines are complete, present the materials to the Accreditation Committee for final review and approval and for its recommendation to the Board. Upon receiving the Accreditation Committee’s recommendation, the Board will vote formally to establish the new language combination at the next scheduled Board meeting.

Once approval is given, an announcement is placed in the Chronicle and other literature and on the ATA Website. Practice tests will be available immediately and exams may be taken at sittings following the announcement.

The approved graders will grade exams taken during the remainder of the exam year, recommend new graders from excellent exams, select backup passages for the next year, and work with the Accreditation Committee to maintain the program in subsequent years.
ATA Chapters

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

Carolina Association of Translators and Interpreters (CATI)
604 W Academy Street
Fuquay-Varina, NC 27526
Tel/Fax: (919) 577-0840
C.A.T.I.@pobox.com • http://www.ncgg.org/CA TI
• 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.

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

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

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

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

Northeast Ohio Translators Association (NOTA)
1963 E Sprague Rd.
Seven Hills, OH 44131
Tel: (440) 526-2365 • Fax: (440) 717-3333
E-mail: mond11@ameritech.net • http://www.ohiointranslators.org

Northern California Translators Association (NCTA)
P.O. Box 14015
Berkeley, CA 94712-5015
Tel: (510) 845-8712 • Fax: (510) 883-1355
E-mail: nacta@ncta.org • http://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) 382-3642
info@notisnet.org • http://www.notisnet.org

Southern California Area Translators and Interpreters Association (SCATIA)
P.O. Box 29268
Los Angeles, CA 91367
Tel: (818) 725-3899 • Fax: (818) 340-9177
info@scatia.org • http://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: suzukimyers@mindspring.com

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: jcallemann@aol.com
http://www.stampscapes.com/utia

Other Groups

American Literary Translators Association (ALTA)
Box 830688
Richmond, Texas 77403-0688
Tel: (214) 883-2093 • Fax: (214) 833-6303

Austin Area Translators and Interpreters Association (AATIA)
P.O. Box 13331
Austin, TX 78711-3331
http://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

E-mail: JCAlleman@aol.com
E-mail: suzukimyers@mindspring.com
E-mail: 74737.1661@compuserve.com
E-mail: ncta@ncta.org
Tel: (510) 883-1355
Fax: (510) 883-1355

For more information about the online directory, newsletter, accreditation exams, and professional seminars, please visit http://cta-web.org.

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 (FIT)
2021 Union Avenue, Suite 1108, Montreal, Quebec H3A 2S9 Canada
Tel:+1 (514) 845-0413 • Fax: +1 (514) 845-9903
E-mail: secretariat@fit-if.org

Houston Interpreters and Translators Association (HITA)
3139 W. Holcombe, Suite 140
Houston, TX 77025
Tel: (713) 661-9553 • Fax: (713) 661-4398
E-mail: 106463.1052@compuserve.com

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

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

New England Translators Association (NETA)
217 Washington Street
Brookline, MA 02146
Tel: (617) 734-8418 • Fax: (617) 232-6865
E-mail: 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
uwescroeter@prodigy.net • http://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 (SLTN)
P.O. Box 3722
Ballwin, MO 63022-3722
Tel: (636) 394-5334 • Fax: (636) 527-3981
E-mail: olpieknik@compuserve.com

The Society of Translators and Interpreters of British Columbia (STIBC)
Suite 1322, 808 Nelson Street
Vancouver, BC, Canada V6Z 2H2
Tel: (604) 684-2947 • Fax: (604) 684-2947
E-mail: stibc@vcn.bc.ca • http://www.vcn.bc.ca/stibc

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
E-mail: transinterpuild@mindspring.com or ttig@compuserve.com
http://www.trans-interp-guild.org
ATA ANNOUNCES A PARTNERSHIP WITH DUN & BRADSTREET TO OFFER COLLECTIONS SERVICES

ATA MEMBERS—individuals and companies alike—can now employ the expertise of Dun & Bradstreet’s Receivable Management Services. D&B, a leader in credit management and business-related services, is offering ATA members significantly discounted rates on collections services.

D&B offers a total approach to collections using practical, proven solutions. Even if you don’t have any uncollected accounts, D&B can help you manage your receivables, including prompting your slow paying clients to pay sooner.

Collect accounts sooner and put more cash back into your business faster.

When your customers are slow to pay you—or if they never pay you at all—you lose more than profits. You also shrink your cash flow and reduce the efficiency of your operation.

D&B works with you to design a unique solution that can bring the results you need.

WHAT MAKES THE D&B APPROACH WORK FOR YOU?

► A full array of proven tools and techniques, including innovative mailing programs, personal telephone contacts, in-person visits, referrals to local attorneys, even international solutions—designed to match your unique needs.

► Unsurpassed technology, including proprietary collection management software that lets you access the D&B mainframe system so you can transmit your accounts directly to them and quickly check their collection status.

► Outsourcing services help you cover peak workloads using D&B professionals and resources, while you maintain control over your accounts. D&B works in your name as an extension of your staff.

► The D&B name, which gets your customers’ attention and prompts payment—because D&B means “credit rating.”

THE SOONER YOU ACT, THE BETTER YOUR RESULTS.

The sooner you place your accounts with D&B, the sooner your cash flow is likely to speed up, and the less likely the probability that your money will be tied up in aging accounts. Our D&B contact will be happy to work with you to develop the right program for your company—one that improves your bottom line.

For more information on these services and their fees,
Contact: Sharon Le Boutillier
ATA’s D&B account representative at
1-800-333-6497, Extension: 7468

Be sure to tell him you are a member of the American Translators Association!
classified advertisements

English>Italian
Experienced Professional, ATA Accredited. Fast, accurate, dependable, all technical fields. Latest equipment. (954)781-8971, Fax: (954)781-9002, ared@ mindspring.com.

English<>Vietnamese
Top-quality and high volume translation services. DTP and Lino output. PC and Mac. We support most Vietnamese fonts. Call us today at (954)570-9061, Fax: (954)570-9108.

Chinese, Japanese, Korean<>English
Highly qualified technical translators. DTP to film output. www.aimtrans.com. E-mail: info@aimtrans.com. (303)858-0100, ext. 12.

Korean<>English
Experienced Translator. Technical, software and computer, business and medical documents. Ph.D. in Engineering. (Voice) (410) 363-9513, Fax: (410) 363-7879, E-mail: 102335.720@compuserve.com.

Polish<>English
Meticulous, dependable full-time, freelance translator/conference interpreter. PC or Macintosh. Contact Dr. Piotr Graff. (802)258-4667, Fax: 258-4621, E-mail: graff@sover.net.

STAFF LINGUISTS
Harvard Translations, a technical translation company with Fortune 500 clientele, has openings for Staff Linguiists to provide technical translation, editing, proofreading and QA support for computer software localization and financial, scientific, medical and legal documentation projects in major European and Asian languages. Requirements include: a Bachelor’s degree in Linguistics, Translation or a relevant technical subject, two years professional experience in technical translation and fluency in relevant languages including idiomatic fluency and cultural knowledge. Send cover letter, resume and salary req. to Harvard Translations, 815 Somerville Avenue, Cambridge, MA 02140, Fax: (617)868-6815, www.htras.com. No calls.

For Sale
OPPORTUNITY OF THE MILLENNIUM FOR SALE: Midwestern Translation Bureau Owner retiring after forty-odd years of steady continuous growth. Inquiries welcome! Tel: (312)236-2788; Fax: (312)236-0717; E-mail: nelles@concentric.net

FREELANCE
DTP PROFESSIONAL
Freelance Foreign Language Desktop Publisher. All European Languages, Polish and Russian. PageMaker, QuarkXPress, FrameMaker, Interleaf. Windows/Mac. Contact Heidi Golicz-Miranda for free estimates. Phone: (860)669-5224, Fax: (860)669-3995, E-mail: GLOBALDTP@aol.com.

Mailing List for Chapters and Groups

The Chapters Committee is pleased to announce its latest initiative, the creation of a mailing list to facilitate communication among the leaders of ATA chapters and regional groups. The ATACHapters@eGroups.com list will serve as a forum for discussing group-related issues in an environment limited to the leadership of the chapters and groups. Its purpose is to enable elected group representatives to exchange experiences, to learn from each other’s successes and mistakes, and to foster the growth and strength of their organizations.

The list will include one (or more) elected representative(s) from each ATA group who wishes to participate. In order to create a community of peers and maintain the conversation within the boundaries of common interests, access will be available only to qualified subscribers.

An invitation to subscribe to this list has been sent to all the groups listed in the Chronicle, and a number of requests for subscription have already been received. The list is a fertile ground for ideas, opinions, suggestions, and debate. Those who have subscribed look forward to your group’s participation. If your group did not receive the invitation, or if it did receive the invitation and has not responded, please send the name(s) and e-mail address(es) of your representative(s) to Tony Roder (tony@well.com), the listmaster.

Translation Services
Account Team Manager

Direct and coordinate team of translators, interpreters, graphics specialists and project management personnel, engaged in technical translation, computer software localization and live interpretation, for customers and clients in financial, medical, high-tech and communications fields. Requires BA/BS in Translation, Language or Liberal Arts subject, and 1–2 years relevant professional experience.

Send your resume to:
Harvard Translations, Inc.
Attn: Human Resources
815 Somerville Avenue
Cambridge, MA 02140
Fax: (617) 868-6810
Email: hr@htras.com
Visit our Web site:
www.htras.com
Establishing the Chinese Language Division Under the ATA

The demand for English<>Chinese translation has been growing rapidly in recent years, and the number of translators/interpreters is also increasing.

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

Anyone wishing to support the establishment of the CLD, please contact Christie Matlock, chapter and division relations manager, at ATA Headquarters. Your signature on the petition and/or your ideas and suggestions are greatly appreciated. Thanks in advance for your kind support from the Preparatory Committee of the Chinese Language Division: Robin Feng, Yuanxi Ma, Frank Mou, and Laura Wang.

Expresión Internacional—the 12th Seminar for Spanish Interpreters

Expresión Internacional will present the 12th Seminar for Spanish Interpreters in Madrid (Spain) on July 10-21, 2000. Following an initial diagnostic session, this intensive seminar uses the latest media and most current content to customize instructional materials. Instructor-led peer discussions will help participants hone their interpretation skills.

Expresión is the European provider of interpreter training for the United Nations and associated UN agencies. The European Union’s demand for interpreters in various language combinations and specialties is placing a premium on university-trained and field-experienced interpreters. This seminar aims to bridge the gap between formal classroom training and real-life practice.

For additional information and reservations, please contact Teresa Filesi at Expresión Internacional at 34-91-657-0182, or Antonio Gavilanez at (770)772-9885, E-mail: gavilant@aol.com

ATA Book on Translating and Interpreting Programs Available

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

Display Advertising Index

Avant Page ........................................... 34
ComNet ............................................. 25
Czech and Slovak Services ......................... 34
Echo International ................................. 49
Harvard Translations ................................. 63
Holland Design ....................................... 18
i.b.d., Ltd. ............................................. 57
InterLingua.com ...................................... 34
Katyusha, Inc. ......................................... 11
Land Software ....................................... 57
TRADOS Corporation .............................. 68
American Translators Association
41st Annual Conference
Wyndham Palace Resort • Orlando, Florida
September 20-23, 2000

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

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

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

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

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

Hotel Accommodations
The Wyndham Palace Resort, the host hotel, is conveniently located in the Walt Disney World Village Resort. The hotel, which is 20 minutes from Orlando International Airport, is within walking distance of many Disney attractions.
Conference attendees can register at the discounted rate of $138 single/double per night. This rate is good until August 27 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 America or September 18-25, 2000 on Delta.

• Call Conventions in America, ATA’s official travel agency, for the lowest available fares on any airline and discounts on the official carriers. Plus, receive free flight insurance of $100,000.

• As for car rentals, conference attendees are eligible for discounts through Alamo Rent A Car. Rates start as low as $28/day for economy models or $120/week, with unlimited free mileage. Check with Conventions in America personnel for more information.

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

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

GET THERE
FOR LESS!

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

Plan now to attend the largest gathering of translators and interpreters in the U.S.

Exhibiting at the ATA Annual Conference offers the best opportunity to market your products and services face-to-face to more than 1,200 translators and interpreters in one location.

Translators are consumers of computer hardware and software, technical publications and reference books, office products, and much more. Face-to-face selling, as you know, is the most effective and successful method of marketing. The Annual Conference is the perfect venue…and with only 63 booths, you are assured of excellent visibility.

Exhibit space is limited, so please reserve your space today. For additional information, please contact Dee Warwick-Dias, Exhibits Manager, ATA Headquarters, at (703) 683-6100 ext. 3008 or e-mail: Dee@atanet.org.

---

**New Books from ATA**

**An Introduction to the Professions of Translation and Interpretation**

This 376-page publication, published by ATA’s Japanese Language Division, provides useful information for anyone getting started in translating or interpreting. While the focus is on Japanese<>English translators and interpreters—a few chapters are in Japanese—the book is of interest for all.

Cost: $25 for ATA members; $40 for nonmembers

**ATA Specialized Translation Services Directory: French<>English Translation and Interpretation Services**

This 268-page directory is the first printed “slice” or sort from ATA’s extremely successful online Translation Services Directory. This Specialized TSD includes the profiles of over 850 translators and interpreters who work in French>English, English>French, or both directions. The directory includes an index of participants by 121 areas of specialization and a listing of participants who are ATA-accredited French>English and/or English>French.

Cost: $45 for ATA members; $60 for nonmembers

**To Order, call:**
ATA • 225 Reinekers Lane, Suite 590 • Alexandria, VA 22314
(703) 683-6100 • Fax (703) 683-6122 • ata@atanet.org

---

**Attention Exhibitors**

**American Translators Association’s 41st Annual Conference**

**Wyndham Palace Resort, Orlando, Florida**

**September 20 - September 23, 2000**

---

**Plan now to exhibit at the American Translators Association’s 41st Annual Conference in Orlando, Florida, September 20 - September 23, 2000.**

Exhibiting at the ATA Annual Conference offers the best opportunity to market your products and services face-to-face to more than 1,200 translators and interpreters in one location.

Translators are consumers of computer hardware and software, technical publications and reference books, office products, and much more. Face-to-face selling, as you know, is the most effective and successful method of marketing. The Annual Conference is the perfect venue…and with only 63 booths, you are assured of excellent visibility.

Exhibit space is limited, so please reserve your space today. For additional information, please contact Dee Warwick-Dias, Exhibits Manager, ATA Headquarters, at (703) 683-6100 ext. 3008 or e-mail: Dee@atanet.org.
The TRADOS Translation Solution

**Team Edition**
consists of:

- **Translator's WorkBench**
  The most advanced 32-bit translation memory system

- **MultiTerm**
  The powerful multilingual terminology management system

- **WinAlign**
  The completely new interactive alignment technology

- **S-Tagger**
  The proven conversion program for translating FrameMaker and Interleaf documents

- **TagEditor**
  The ultimate translation editor for SGML/HTML

- **T-Window**
  The unique translation window for PowerPoint presentations

---

**Why shop around?**

We have the ideal solution - **TRADOS Team Edition**!

In keeping with the TRADOS philosophy - open products for open environments - TRADOS Team Edition integrates seamlessly into all standard landscapes used by translators, terminologists, and publishers. TRADOS translation solutions scale from basic desktop applications to extremely complex, high-throughput systems. And a common "look & feel" gives you the freedom to quickly switch between applications and translation environments as your needs change!

The benefits of the TRADOS Translation Solution have been extolled by many satisfied customers - improved quality through standardization of terminology, increased efficiency through reduced turnaround times, and a significant reduction in translation costs. **Why settle for less? Take a trip to www.trados.com** to find out how to purchase the TRADOS Team Edition at an unbeatable price or contact your local TRADOS office for more information.

TRADOS Corporation • 113 South Columbus Street • Alexandria, VA 22314 • USA • Tel. +1(703)683 6900 • Fax +1(703)683 9457