Walk, Run, or Fly

Make plans now to attend the

AMERICAN TRANSLATORS ASSOCIATION
42ND ANNUAL CONFERENCE

BILTMORE HOTEL • LOS ANGELES, CALIFORNIA
OCTOBER 31 – NOVEMBER 3, 2001

See page 65 for complete registration, travel, and hotel information. Watch for detailed conference information in upcoming issues of the Chronicle and on ATA’s Website www.atanet.org
Focus: Quality

Features

Considering Incorporating? Consider This...
By Wendy Griswold .......................................................... 11

What to think about if you’re considering incorporating your business: Is incorporation right for you? Can you achieve the same purpose without all the fuss and bother? What are the pros and cons?

The Proof is in the Reading
By Richard N. Weltz .......................................................... 12

Translators, translation companies, and translation end-users often do not share a common understanding of the terms edit, review, and proofread. This brief article attempts to provide a basis for dispelling the confusion caused by use of these words in the translation process.

The Translator-Proofreader Pair: Duet or Duel?
By Michele F. Landis .......................................................... 14

Translation procedures vary from one company to another. Most of the time, translating entails proofreading. Organizing a productive interaction between the translator and the proofreader may be one of the most efficient ways to ensure the best result.

Web Authoring Tools and the Challenge of French-language Web Design
By Marco Maertens .......................................................... 16

While it is getting progressively easier to design and display French-language Web pages, enough pitfalls remain for the unsuspecting Web designer that necessitate special attention. This article examines the problems encountered with different Web page design software packages when inserting accented characters, as well as some common problems with particular characters, such as the euro symbol and the “œ” ligature. Finally, the article discusses some stylistic concerns that are unique to French-language Web pages.

French Language Division Highlights for 2001
By Monique-Paule Tubb ..................................................... 22

The French Language Division is strong and active, but can progress only with the help of its many volunteers.

Bilingual and Multilingual Websites as a Translation Resource
By Joan Wallace .............................................................. 24

The proliferation of sites on the Internet has brought translators a treasure trove of new resources. Among them is the number of sites that are now available in multiple languages. As with everything found on the Internet, such sites are a potential gold mine, provided they are used with discretion and a critical eye.

Quality—An Ethical Duty
By Monique-Paule Tubb ..................................................... 26

Quality should be the number one concern of all translators, translation project managers, and company owners. The company may bear the final responsibility, but the translator plays a major role in the quality process and should feel that anything less than perfect is not good enough. The only way to provide a flawless product to clients is for all parties to feel that they are an essential part of the team.

Ahmadou Kourouma’s Waiting for the Vote of the Wild Animals: Bestial Problems of Terminology and Symbolism
By Carrol F. Coates .......................................................... 29

Ahmadou Kourouma offers a satire of the antics of African dictators who played West against East during the 30-year Cold War. This ritual narrative of President Koyaga’s origins and seizure of power is presented as an oral recital by the hunters’ society’s bard. Some knowledge of African fauna and the terminology of hunting societies are essential for understanding the novel.
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
Leboutillii@dnb.com

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

Credit Card Acceptance Program/Professional Services Account
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
www.mutualofomaha.com
A. H. Wohlers & Co.
(800) 323-2106

Overnight Delivery/Express Package Service
UPS
Reference Code: CO000700415
(800) 325-7000
www.ups.com

Professional Liability Insurance
Seabury & Smith, Inc.
(800) 621-3008 ext. 45345

Training and Seminars
Dun and Bradstreet
Reference Code: 888TI
(212) 692-6600
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.

The American Translators Association (ATA), 225 Reinekers Lane, Suite 590, Alexandria, VA 22314, enthusiastically encourages members to submit articles of interest to the fields of translation and interpretation.

1) Articles (see length specifications below) are due the first of the month, two months prior to the month of publication (i.e., June 1 for August issue).
2) Articles should not exceed 3,500 words. Articles containing words or phrases in non-European writing systems (e.g., Japanese, Arabic) should be submitted by mail and fax.
3) Include your fax, phone, and e-mail on the first page.
4) Include a brief abstract (five sentences maximum) emphasizing the most salient points of your article. The abstract will be included in the table of contents.
5) Include a brief biography (five sentences maximum) along with a picture (color or B&W). Please be sure to specify if you would like your photo returned. Do not send irreplaceable photos.
6) In addition to a hard copy version of the article, please submit an electronic version either on disk or via e-mail (Jeff@atanet.org).
7) Texts should be formatted for Word, Wordperfect 8.0, or Wordperfect 5.1 (DOS version).
8) All articles are subject to editing for grammar, style, punctuation, and space limitations.
9) A proof will be sent to you for review prior to publication.

Standard Length
Letters to the editor: 350 words; Opinion/Editorial: 300-600 words; Feature Articles: 750-3,500 words; Columns: 400-1,000 words

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

ATA Chronicle
A Publication of the American Translators Association
1999 FIT Best Periodical Award Winner

225 Reinekers Lane, Suite 590
Alexandria VA 22314
Tel: (703) 683-6100; Fax (703) 683-6122
E-mail: Chronicle@atanet.org
Website: www.atanet.org

Editor
Jeff Sanfacon
Jeff@atanet.org

Proofreaders
Margaret L. Hallin/Susan Dashiell

Design/Layout
Ellen Bankez/Amy Peloff

Advertising
Megan Gallagher, McNeill Group Inc.
mgallagher@mcneill-group.com
(215) 321-9662 ext. 19
Fax: (215) 321-9636

Executive Director
Walter Bacak
Walter.atanet.org

Editorial Advisors
R. Michael Conner, Leslie Willson, Mike Stacy

Membership and General Information
Maggie Rowe
Maggie.atanet.org
Document-on-Request: 1-888-990-3282
Website: www.atanet.org

The ATA Chronicle (ISSN 1078-6457) is published monthly, except bi-monthly in November/December, by the American Translators Association. 225 Reimekers Lane, Suite 590, Alexandria, VA 22314; Phone: (703) 683-6100; Fax: (703) 683-6122; E-mail: (see above directory for appropriate department).

Reprint Permission: Requests for permission to reprint articles should be sent to the Chronicle editor at Jeff@atanet.org.

Subscription rate for a member is $43 (included in the dues payment). U.S. subscription rate for a nonmember is $50. Subscribers in Canada and Mexico add $25; all other non-U.S. subscribers add $45. Single copies are available for $5 per issue. Second-class Postage rates paid at Alexandria, Virginia, and additional mailing offices.

POSTMASTER: Changes of address should be sent to The ATA Chronicle, 225 Reimekers Lane, Suite 590, Alexandria, VA 22314.

The American Translators Association (ATA) was established in 1959 as a not-for-profit professional society to advance the standards of translation and to promote the intellectual and material interests of translators and interpreters in the United States. The statements made in the ATA Chronicle do not necessarily reflect the opinion or judgment of the ATA, its editor, or its officers or directors and are strictly those of the authors.

Chronicle Submission Guidelines

The ATA Chronicle enthusiastically encourages members to submit articles of interest to the fields of translation and interpretation.

1) Articles (see length specifications below) are due the first of the month, two months prior to the month of publication (i.e., June 1 for August issue).
2) Articles should not exceed 3,500 words. Articles containing words or phrases in non-European writing systems (e.g., Japanese, Arabic) should be submitted by mail and fax.
3) Include your fax, phone, and e-mail on the first page.
4) Include a brief abstract (five sentences maximum) emphasizing the most salient points of your article. The abstract will be included in the table of contents.
5) Include a brief biography (five sentences maximum) along with a picture (color or B&W). Please be sure to specify if you would like your photo returned. Do not send irreplaceable photos.
6) In addition to a hard copy version of the article, please submit an electronic version either on disk or via e-mail (Jeff@atanet.org).
7) Texts should be formatted for Word, Wordperfect 8.0, or Wordperfect 5.1 (DOS version).
8) All articles are subject to editing for grammar, style, punctuation, and space limitations.
9) A proof will be sent to you for review prior to publication.

Standard Length
Letters to the editor: 350 words; Opinion/Editorial: 300-600 words; Feature Articles: 750-3,500 words; Columns: 400-1,000 words
Features Continued

Trajectories: An Applied Linguistics Method for the Spanish Translation of a Medical Nomenclature
By Maria Carolina Berra de Iubatti and Rosana P. Strobietto ................. 34

This article describes the translation techniques and the applied linguistics method of trajectories used for the Spanish translation of a medical nomenclature. Its purpose is to depict the manifold aspects of translating and the various difficulties encountered in delivering a natural and faithfully transcoded medical nomenclature, which in turn secures terminological consistency. A background on the “Systematized Nomenclature of Human and Veterinary Medicine,” a medical terminology coding system, will be presented and the differences between interface and reference terminologies explained. Translation procedures and techniques will be exemplified through terms solely extracted from the source terminology, with special focus on Malone’s linguistically based method of trajectories as contrasted with the operative mode.

Convivencia ciudadana: “Peaceful Coexistence” Evolves From the Battlefield to the Bargaining Table
By S. Alexandra Russell-Bitting .................................................. 38

Can’t we all just get along?
Been There, Done That—And I’ve Got Déjà Vu to Keep Track of It!
By Renate Sieberichs ............................................................... 39

There are now several very powerful translation productivity tools that could qualify as “translation programs” in certain situations—and they each fit on a CD-ROM. The program I use is Déjà Vu Interactive, and I would like to share some of my experiences with it. My intention is to give those who have never worked with a translation productivity tool (also known as translation memory software) some examples of what such a program can do, to debunk some of the myths about translation software, and to offer a few words of caution.

European Odyssey: Touring the Old Country En Route to Two ATA Accreditation Exams
By Wulf-D. Brand .................................................................. 42

Fellow translators may note with a degree of incredulity that traveling to an accreditation exam session can actually be a lot of fun. Traveling to two of them in one fell swoop can be even more exciting—pass or fail!

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

Toronto, Canada
October 13-16, 2004
About Our Authors...

María Carolina Berra de Iubatti is a literary, technical, and scientific translator. She graduated from INES Lenguas Vivas “Juan Ramón Fernández” in Argentina, and specialized in medical translation. She is ATA-accredited (English-Spanish) and an associate member of the American Medical Informatics Association. She has worked on the translation of all the axes of the “Systematized Nomenclature of Human and Veterinary Medicine” and has presented papers and posters on this work. She is currently working on the translation of the next version of this medical nomenclature. She can be reached at cberra@infosalud.org.ar.

S. Alexandra Russell-Bitting has been a senior translator/reviser at the Inter-American Development Bank in Washington, DC for the past 12 years, working from French, Spanish, and Portuguese into English. She has done freelance translations for other international organizations such as United Nations Educational, Scientific, and Cultural Organization, the Pan American Health Organization, and the Organization of American States, as well as for the U.S. Department of State. She has taught translation at Georgetown University and the Université de Paris VIII, and is a regular contributor to the Chronicle. She can be reached at alexandrarb@iadb.org.

Wulf-D. Brand is an automotive translator (English<>German). He is ATA-accredited (German-English) and can be reached at wulfbrand@sireconnect.de.

Carrol F. Coates continues to translate literary works written in French by Caribbean and African writers. Following the publication of Ahmadou Kourouma’s Waiting for the Vote of the Wild Beasts, his next project is the translation of Jacques Stephen Alexis’s third novel, L’espace d’un cillement, scheduled to appear in 2002 under the title In the Flicker of an Eyelid. He is series editor of CARAF Books (Caribbean and African Literature from French) for the University Press of Virginia and is an associate editor of the journal Callaloo (Johns Hopkins University Press). He can be contacted at ccoates@binghamton.edu.

Wendy Griswold is a freelance Spanish>English translator based in Arlington, Virginia. She specializes in legal, commercial, and travel/tourism, when not busy dealing with administrivia. She holds a master’s degree in public administration and a graduate certificate in translation. In previous lives, she worked for the State Department and Internal Revenue Service and interned for the Library of Congress. She can be reached at gris@erols.com.

Michèle F. Landis has been an ATA active member, accredited English>French, since 1996. She taught English in French high schools for 18 years, and French in the Denver area for two years after moving to the United States. She has become a freelance translator, which enables her to commute frequently over the Atlantic and work from her home in Denver as well as from her house in Normandy. She can be reached at frusaland@earthlink.net.

Marco Maertens is the Web specialist at the Graduate School of the University of Maryland University College, where he is responsible for Web design and online marketing. He also works as a freelance Web designer and translator from French and Dutch into English, specializing in, amongst others, computer and Internet topics. He currently lives in Washington, DC and can be reached on the Web at www.Maertens2.com or by e-mail at info@Maertens2.com.

Renate Sieberichs is a translator working in German and Finnish who lives in Mooresville, North Carolina. She runs ATLAS International, a niche-market German-only agency, together with her husband, Thomas Santoro. She can be reached at AtlasIGS@aol.com or www.atlas-igs.com.

Rosana P. Strobietto is a literary, technical, and scientific translator, and a simultaneous interpreter. She is a graduate of the Universidad del Salvador and the Lucile Barnes Academy, both in Buenos Aires, Argentina. She is ATA-accredited (English-Spanish). During 1995-1996, she worked for the Instituto Universitario CEMIC (Medical Education and Scientific Investigation Center) as a medical translator, translating medical articles from Spanish into English. She translated the SNOMED Social Context Axe, one of the 11 axes comprising the “Systematized Nomenclature of Human and Veterinary Medicine,” a medical terminology coding system. She can be reached at strobietto.rosana@westfaliasurge.com.ar.

Monique-Paule Tubb, the administrator of ATA’s French Language Division, is the founder and owner of Advanced Communication and Translation, Inc., based in Chevy Chase, Maryland. She has a degree in translation from the University of Paris. Prior to managing her own company, she worked as a staff translator in France, Germany, and Switzerland, as a freelance in France and in the U.S., and as a translation director in Arlington, Virginia. She can be reached at act@act-translate.com.

Joan Wallace is a freelance translator located in Omaha, Nebraska. She is ATA-accredited from French to English and also works from Spanish and Thai into English. She holds a bachelor’s degree in French and Spanish and a certificate in French to English translation from New York University. She has been active in the Mid-America Chapter of the ATA, where she is on the board and has served as secretary and vice-president, and has spent the last year as newsletter editor. She is also a member of the ATA’s French Language Division. She can be reached at joanwallace@qwest.net.

Continued on p. 54
This issue marks my seventh year with the American Translators Association. Not unlike the past six years, this year featured several bright spots.

The Annual Conference. The 41st Annual Conference in Orlando was a success, with over 1,500 registrants. In addition, the educational sessions overall received praise for the content and breadth of choices.

Kennedy Anne Bacak. Anne, my wife, and I had our first child, Kennedy Anne, in February. It is no coincidence that I listed it next to the conference. I saw so many parallels with putting on the conference and preparing for the birth of a child: nine months ramping up to the big event, early preparation, stress, working with outside professionals and service providers, preparing for the big event, the tradeoffs of anxiety and joy during the delivery, just as at the actual meeting, and closing with reviewing the various bills. However, the parallels stop there: I can definitively state that, unlike ATA having a conference every year, we will not be having a baby every year.

The Job Bank. The Job Bank went online in March. The Job Bank promises to be a very valuable ATA member benefit. ATA members may list and search job postings for free in the Members Only section of the ATA Website (www.atanet.org/membersonly). The listings include both freelance and staff positions.

ATA Financial Translation Conference. The Financial Translation Conference, May 18-20, in New York City is shaping up to be a big success, with over 250 registrants as of mid-March. This meeting offers a valuable professional development opportunity for ATA members. The anticipated success of this meeting will help to establish specialized seminars on other topics in other cities in the future.

Online Membership Renewal. ATA offered online membership renewal for the first time. As of mid-March, nearly 850 members had renewed online. Next up will be the ability for individuals and companies to join online, followed by registering for the Annual Conference online.

Earned my Black Belt. In most any general business publication, some article will stress the importance of balancing your work and personal life. In this regard, I have been studying Tae Kwon Do for the past four years. My efforts paid off with my passing the black belt exam the day before I left for the Annual Conference in Orlando. Besides obviously being proud of my accomplishment, I think my personal experiences could apply to ATA members. Do yourself a favor and take time out for activities outside of your professional endeavors. Another key element that I learned was the power of the mind. If you put your mind toward something and channel your energy it is amazing what you can do. The reason I point this out is that while ATA has grown so much and expanded its services, there is more to do.

Thank you for allowing me to work with you these past seven years. I look forward to working with you for many more.

The Anniversary Column

From the Executive Director

Walter Bacak, CAE
Walter@atanet.org

Nominating Committee Approved

The Board approved the 2001 Nominating Committee. The Committee members are:

Muriel Jérôme-O’Keeffe, chair
Kirk Anderson    Frank Mou
Jean Leblon      Mary O’Neill

For more information, please contact ATA Headquarters at (703)683-6100 or ata@atanet.org.
From the President

Ann G. Macfarlane

president@atanet.org

My Board, My Volunteers, My Staff...

Last fall we had a newspaper strike here in Seattle. Reporters from *The Seattle Times* struck against management on grounds that were never entirely clear to me. I read the Website and the strikers’ paper published during the 49-day strike, but I couldn’t make out exactly what the problem was. *The Seattle Times*, one of the last major independent newspapers in the U.S., paid better salaries than most newspapers. Its profit margin was half that of most other papers. It had instituted many employee benefits, such as a daycare center, and had a long tradition of giving back to the community. The reporters said they were striking about pay and benefits, but in the end, they settled for an offer virtually unchanged from the initial one made by management.

An early letter to readers and strikers by the publisher, Frank Blethen, gave me an inkling of what the problem might be. My hunch was strengthened by a profile of Frank in the February *Wall Street Journal* which started off, “Frank A. Blethen is so fiercely loyal to his family’s newspaper, *The Seattle Times*, that he has a tattoo of its eagle mascot on his calf.” My suspicion is that the reporters struck because Frank Blethen thinks he owns *The Seattle Times* in a way that you can’t own anything today.

The word “own,” like the word “my,” has a broad range in the English language. It is fair to say that I “own” my books and my boots, but I certainly don’t “own” my cat or my children in the same sense. My husband and I own our house, in common usage—though the bank has a certain interest—and we own stock in some companies, though our voice isn’t going to have much say in what happens to the companies whose shares we own. I can speak of my company, my university, or my country, but in each case, “my” is going to have a different referential meaning in real life.

It might be possible to establish a hierarchy of meanings. At the lowest level, I have complete freedom to dispose of a book or a boot as I please. As we go up the hierarchy, my control, my ownership, my level of freedom changes, and the reality of the thing I “own” makes different demands on me.

It’s admirable to be committed to any enterprise one is engaged upon. And running a news-

Continued on p. 9

Accreditation Committee Chair Shuckran Kamal Retires

Dear colleagues:

This is to inform you that Shuckran Kamal has resigned her position as chair of the Accreditation Committee due to the increasing press of her professional responsibilities. I have extended to her our warmest thanks for all she has done to strengthen and improve our program. For more than three years, she has guided one of our most important member services, bringing energy, judgment, and discretion to the task. Her leadership has been selfless and exemplary. I am very pleased to announce that she will remain a consultant to the Committee, and will continue to give us the benefit of her wisdom and experience.

I have appointed Lilian Van Vranken, language chair for English to Spanish, as the new chair of the Committee. As chair of the language pair with the greatest volume of examinations, Lili has been tireless and creative in her work with her fellow graders. She has devoted hours to improving communication and coordination among the group, and has brought good cheer and wise judgment to the job. I am very grateful to her for her willingness to take on this new responsibility.

I look forward to working with Lili as we study the proposals made by our consultant, Michael Hamm, and determine which of them we would like to implement. Through collaborative effort among all those concerned—committee members, language chairs, graders, and the board of directors, in consultation with interested members of the Association and our fine staff—we are in a position to further strengthen our accreditation program, and thereby to serve our colleagues and our profession.

Sincerely yours,

Ann G. Macfarlane
President

Accreditation Committee Chair Shuckran Kamal Retires
Accreditation
- Exam sittings have been added in Regensburg, Germany; Naples, Italy; and Portland, Oregon.
- Exam sittings were held in Coral Gables, Florida, and New York, New York.

Board
- The Board met March 23-25 in Alexandria, Virginia. Highlights of the meeting will be published in the next issue of the Chronicle.

Conference
- The ATA 42nd Annual Conference, Los Angeles, October 31-November 3, is taking shape. For general information and the conference fees, please see page 65 or go to the ATA Website (www.atanet.org).

From the President Continued from p. 8

paper, like running a professional association, is a complex effort taking a full measure of energy to be successful. I respect Frank Blethen and his family for wishing to remain independent of the large conglomerates that are buying up so many newspapers today. I honor all that The Seattle Times has given to our community. But when a publisher so identifies himself, his own person, with “his” paper that he tattoos the symbol on his body, then...maybe he’s asking for trouble.

All our great endeavors today take teamwork. The solitary genius in his laboratory may come up with a superb invention, but it won’t sweep the world until he finds a company to develop it. A brilliant work of social analysis will have no effect on the society it analyzes until a publishing company commits to publishing it. The teacher in her classroom, struggling with all the expectations that we have of our educators, cannot educate her pupils without the collaboration of parents and administration to support her. And the preeminent requirement for successful teamwork is humility.

The British writer G.K. Chesterton once defined pride as “the falsification of fact by the introduction of self.” The truly outstanding achievements of our time come when leaders, whether they became leaders through family connections, hard work, or circumstance, are able to refrain from “the introduction of self” into their work. They recognize a paradox—that they must be fully grounded, fully capable, fully committed, and yet detached. They take genuine pleasure and satisfaction in their commitment and their accomplishments, while knowing all the time that the truest achievement comes when they are forgotten, and the work lives on—for others own it.

Recently, I attended a presentation by a very successful executive director of a nonprofit association. He was an engaging speaker with a lot to offer, but I did have to raise my hand when he referred to “my board, my volunteers, and my staff....” I said that while I was not an employer myself, and so couldn’t judge whether it was appropriate to call employees “my staff,” it seemed to me wildly out of line to refer to “my board” or “my volunteers.” There is no proper sense in which any one individual “owns” a board of directors or “owns” the volunteers taking part in an association. The speaker sheepishly admitted that he had been called to task by an employee, who sharply reminded him that she wasn’t “his staff” either.

I know that all of you leaders, of our chapters, affiliates, divisions, and committees, are deeply committed to your work. But if you find yourself referring to “my committee” or “my budget”—we all do, I’ve done it myself—please stop and think about these larger issues of ownership. By our professional discipline we know that language is not arbitrary, that how we use words really matters. The right usage is always going to be “our committee,” “our budget,” “our newsletter,” and “our volunteers.”

To say that our organization belongs to all of us is not a trivial, but a challenging statement. Remember the publisher of The Seattle Times with the eagle on his calf. We can be passionate about what we do, hard working and dedicated, without having the ATA logo tattooed anywhere on our physical or our psychic selves! When we live this paradox of detachment, the work we are doing will thrive.

ATA Activities

Public Relations
- ATA Executive Director Walter Bacak worked with reporters/editors from The Kansas City Star, The Miami Herald, American Society of Association Executive’s Association Management, and the Modern Language Association’s PMLA.
- ATA continues to work with the American Foundation for Translation and Interpretation, the Fédération Internationale des Traducteurs, ASTM Translation User and Language Interpreting Standards projects, and the Localisation Industry Standards Association.

ATA Chronicle • April 2001
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.

Society for Technical Communication
48th Annual Conference
May 13-16, 2001
Chicago Hyatt Regency

The Society for Technical Communication will hold its 48th Annual Conference at the Chicago Hyatt Regency in Chicago, Illinois, May 13-16, 2001. The conference will feature more than 250 technical sessions covering technical writing, editing, management, Web page design, multimedia, and other subjects of interest to technical communicators. For more information, please visit the STC office Website at www.stc-vatr.org (from the main page, select “What’s New”). The site also contains a recap of STC’s most recent conference, which will give readers a sense of what the next conference will be like (from the main page, select “Conferences”). Detailed information on the next conference will be posted on the site later this year. For more information about STC, please visit www.stc-vatr.org or call (703) 522-4114.

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

Critical Link 3: Interpreters in the Community will be held in Montreal, Canada, from May 22-26, 2001. The specific theme for this conference is “Interpreting in the Community: The Complexity of the Profession.” As in the previous two Critical Link conferences, participants will discuss interpretation in the community (health services, social services, courts, and schools). The event will provide interpreters, users of interpreter services, administrators, and researchers an opportunity to share experiences, explore the complexity of the community interpreter profession, and learn about successful strategies and models in this rapidly evolving field. The call for papers and further information can be found at: www.rsscs06.gouv.qc.ca/english/colloque/index2.html.

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

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

First Call for Papers Institute of Translation & Interpreting/IALB Conference on Language and Business
November 22-25, 2001
University of Hull • Hull, England

Please send abstracts to Dr. Catherine Greensmith, Department of French, University of Hull, Cottingham Road, Hull HU6 7RX England; Tel: +44 1482 465162; E-mail: c.greensmith@ selc.hull.ac.uk.

Binghamton Offers “Gift” Conference to Translators June 13-14

In recognition of the gift of translation, and in recognition of the support ATA translators have given Binghamton University over the past three decades, the university will host a registration–free conference in its Public Programs Conference Center, June 13-14. The conference will begin with a recital of readings at 8:15 p.m., featuring ATA and American Literary Translators Association members and an “open mike” for translators in the audience. The following day will be devoted to presentations and panels, themed as “The Voice of Experience.” There will be no charge for those enrolled in Summer Session I, May 28-June 28; only a lunch subvention of $15 for other translators attending. For information on the conference or Summer Session I, contact the Translation Research and Instruction Program, Binghamton University, P.O. Box 6000, Binghamton, NY 13902-6000 (607-777-6763; trip@binghamton.edu).

Call for Papers: Slavonice International Translators Conference

September 20-23, 2001 • Slavonice, Czech Republic

Language of Conference: English

Topics: Any topic of interest to translators
Length: 5-10 double-spaced pages
Abstracts: Maximum of 100 words; enclose CV
Delivery: E-mail in Microsoft Word

Conference fees/accommodation prices: TBA, but very affordable.

Other services offered: Job exchange, optional excursions, and minibus transfer from Prague, Linz, and Vienna airports (from other places on request).

Website: www.scholaludus.cz

Contact: Zuzana Kulhánková
Získova 2 • 378 81 Slavonice • Czech Republic
Tel +420-332-493777 • Fax +420-332-493770
E-mail: zuzana007@hotmail.com
Considering Incorporating? Consider This...

By Wendy Griswold

Note: I am neither an attorney nor an accountant (although sometimes I feel like both). The following is for consideration with your professional advisor.

Personally, I can see only one reason for incorporating: to insulate yourself from liability. My advisors are, frankly, divided about whether a freelance translator’s exposure requires this kind of protection. But me, I’m nothing if not cautious. If you decide you want or need insulation from liability, you may be able to achieve that goal without incorporating. Some states will allow individuals to establish themselves as limited liability companies, which provides the same insulation from liability without the hassles of incorporation. Check with an attorney and/or head for your local library and check your state code, and/or call the state corporation commission to find out if your state allows this.

If incorporation is still your option, it’s physically possible to incorporate without an attorney or the help of one of the companies that provide this service for a fee. I did. The biggest advantage of doing it yourself is not saving money, it’s that you’ll come to understand the process—hence, you won’t have to go running to someone else every time the state sends you a form or changes a requirement. The biggest drawback, of course, is that you could overlook something. Before you do anything, you need to make sure you understand all the time-frames and requirements. Your state corporation commission may very well publish a booklet that takes you through the steps for that particular state. But be sure you know the steps to follow vis-a-vis the IRS as well. You may find an incorporation kit helpful (about $20 at your local office supply store).

First, you will probably need to establish yourself as a business with your local (city, county) governments. Then, you’ll need to file articles of incorporation (in my case, one page) with the state to furnish the basics (e.g., corporation name, officer(s), address, purpose, number of shares of stock the corporation will be permitted to issue). You will, of course, enclose a check. And in a month or two, if all goes well, you will receive your certificate of incorporation in the mail.

Now, bear in mind that the corporation you have created is a fictitious person. As such, it needs its own bank account, letterhead, and business cards. Equipment the corporation purchases is corporate equipment, not your equipment, and cannot be used for noncorporate purposes. Your funds and the corporation’s funds are separate. You’ll need to set up all the trappings of a fictitious person right away, and you’ll need to issue stock (most likely you’ll issue 100 shares to yourself).

You’ll also need to start dealing with the state employment department and the IRS. You’ll have to file some paperwork with the state employment department regarding your status as an employer, even if you have no intention of employing anyone other than yourself. If you’re going to draw money (i.e., profits) from the corporation, you are, for all intents and purposes, an employee of the corporation. (Which raises a lot of silly questions. Can you fire yourself and collect unemployment? If you have an accident in the workplace, can you collect workers’ compensation?) If you net less than a certain amount per year (an accountant can give you the current guidelines), you can draw your “take” as dividends. If you net more than that amount, the corporation will need to pay about 40 percent of that net as salary, and the rest can be disbursed as dividends—that means state and federal withholding (yes, you have to complete state and federal W-4s for yourself and issue yourself a W-2), employment taxes, unemployment taxes, and periodic reports. My corporation pays me a salary once a year, but I still must report quarterly to both the IRS and the Commonwealth of Virginia.

Regarding the IRS, the minute you get those incorporation papers, you need to file for an Employer Identification Number (EIN), even if you have no intention of hiring anyone other than yourself. The minute you get the EIN, you need to file for Subchapter S status, if you want to be a Subchapter S corporation. Many small businesses find it advantageous to be Subchapter S corporations for tax purposes.

If you are what is known as a

Continued on p. 13
The Proof is in the Reading

By Richard N. Weltz

Well, not necessarily, especially if there is no generally accepted understanding of what is meant by such terms as proofreading, editing, and review; and apparently this is very much the case—and very much a problem within the translation industry.

…I have often noted considerable confusion about these terms, not only between translation companies and independent translators, but also between translators or translation companies and their end-user clients…

In my own experience, I have often noted considerable confusion about these terms, not only between translation companies and independent translators, but also between translators or translation companies and their end-user clients. During the weeks before writing this piece, for example, there have been heated discussions of the matter on several Internet groups in which professional translators participate.

In the typesetting, printing, and publishing fields, however, the use of the terminology in question has long been rather clearly understood all around. Inasmuch as I spent a good many of the early years of my business life in those and related pursuits, perhaps I can offer some guidelines, based on those industries’ time-honored practices, which may assist translators and their clients to arrive at a mutual understanding of what is being requested in any given situation.

Editing
A request to edit is usually understood, and correctly so, to mean revision of a document to “polish” and “improve” it with respect to usage, style, or both.

Generally, an editor is expected to make reasonable changes to the text of a manuscript to accomplish these ends, and simultaneously to detect and correct any objective errors such as misspellings, mistranslation, omissions, and mistakes in grammar or syntax.

By the very fact that one has been requested to edit a text, it is understood that the copy is not fixed in stone and that changes are both acceptable and expected.

Review
To my way of thinking, a review is, like an edit, inherently a subjective process. Unlike an editor, though, a reviewer is not expected to make specific changes and improvements. The review of a translation should be much like the review of a book or a play: an overall opinion as to quality, suitability for purpose, and general suggestions about areas in which improvement may be needed, if any.

Proofreading
This is the word that probably causes more misunderstanding and argument than any of the others. The process of proofreading is really one of comparison: checking copy in one form against the same copy in another form to ensure that they match properly.

Normally, there is an original text, usually word-processed (which should have already been fully edited and/or may bear markings of additional revisions), to be checked against a typeset proof or an updated word-processed printout.

The proofreader is responsible for looking for and marking errors that have been introduced in the process of changing from the first form to the second. Such errors would include misspellings, omissions, incorrect hyphenation at line endings, and the like. A typographic proofreader may also check for conformity to typesetting specifications, house style, if any, and the aesthetics of spacing and similar considerations.

In no case, however, is a proofreader to make changes to the text itself based on his or her opinion of usage or style. If an instance of wording appears absolutely unacceptable to the proofreader, it must be left alone and marked with a query notation (usually signified by a question mark) in the margin.

An Irresistible Urge
Someone once said that one of humankind’s most irresistible urges is to change someone else’s copy. This must be true, for I have never noticed anyone begin to look over a manuscript without first picking up a pencil.

If one is requested to proofread a job, it is an urge that must be resisted at all costs. It is not what is wanted (if the assignment has been explained properly), and changing the text can cause a lot of problems.

These may be compliance problems, as when a pharmaceutical or legal document is in its “official” form and cannot be
changed in any respect; or it may simply be a people problem, as when the ego of a writer or translator at the client’s office is sorely offended. Either can be serious.

Finding a Common Ground

Considering the experiences I’ve had over the years and the comments and debates I’ve been reading on the Net lately, it would seem that finding a common ground of understanding about the terms in question will save a fair amount of time, money, and aggravation.

In sum, then, taking a cue from industries which have been working with the process of getting words into print longer than any of us have been alive, let us agree that:

Editing is a procedure in which a translation is revised and “polished” to correct errors and improve accuracy and style;

Review is the overall examination of a translation and a rendering of an opinion regarding its quality, suitability, and possible need for revision; and, most important (and most often misunderstood) of all,

Proofreading is a comparison of one text to another to discover and mark errors which have been introduced in the process of re-formatting and, if appropriate, to ensure conformity to required layout and typographic specifications.

Obviously, no definitions can be absolute, nor can any one be all-encompassing. Nevertheless, I hope that the ideas outlined here can help translators, translation companies, and end-user clients benefit from a better understanding of just what is expected when an edit, review, or proofreading is requested.

---

Considering Incorporating? Consider This... Continued from p. 11

“going concern” when you incorporate, you will almost certainly have to file two different tax returns your first year—probably a schedule C for the part of the year when you were a sole proprietorship, and an 1120 for the time when you were a corporation. I find the 1120 so confusing, not to mention time-consuming, that I pay a professional to do it for me. Of course, if you’re incorporating a new business rather than a going concern, you won’t have the headache of being two kinds of businesses in one year.

A few more requirements. Depending on the state, you’ll probably need a corporate seal or stamp. You have to hold a general meeting every year. Well, you don’t really hold a meeting with yourself—you write a memo. The state will require a report once a year. The good news is that there are lots of books at your local library that will help you understand and meet all the requirements.

So, what’s all this going to cost you? If you do it yourself, maybe $75 for your initial application to the state, perhaps $20 for a corporate kit and $35 for your corporate seal/stamp, and whatever it costs for business cards, letterhead, and so forth. There is an annual fee to the state to remain a corporation. (If you decide to incorporate in a state other than the one in which you live/work, you may have to pay fees to both states. Please consult a professional.) There is also the fee your accountant charges if you pay him or her to do your tax return.

Is it worth it? That depends entirely on you and your feelings (and it could just boil down to feelings) regarding the amount of insulation from liability you need.

---

It’s Not Too Early to Plan...

<table>
<thead>
<tr>
<th>ATA's 2001 Annual Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles, California</td>
</tr>
<tr>
<td>October 31-November 3, 2001</td>
</tr>
</tbody>
</table>
The Translator-Proofreader Pair: Duet or Duel?

By Michèle F. Landis

Why should two individuals participating in the same project, who may be living in the same town, the same country, as well as continents apart, build a constructive relationship towards achieving the best possible performance?

...getting feedback from the proofreader...may be a humbling experience if I have made mistakes or used the wrong terminology, but there is always something to learn from all experiences good or bad...

Let’s start with a multinational company that wants to communicate with its employees around the world, or another company that is ready to launch a new product in foreign markets. They want their documents translated into the various languages of the targeted audiences. Let’s assume these companies fully realize how important it is to convey their message in an effective and accurate manner, and decide to leave this task in the hands of a reputable translation company.

At this point, the translation process may be organized in different ways. There is a kind of casting for the parts of translator, copy editor, and proofreader. Some companies use a lot of various subcontractors and ask “their” proofreaders (those they have selected from their own databases) to bring the finishing touch to, or to repair, the translated documents. Very often, these companies do not organize any teamwork. The proofreader and the translator are not supposed to have any contact whatsoever, ignore each other, and as a result are unable to cooperate in any way. That’s the rub!

When I have to work under such conditions and come across a bad translation, I feel all the more resentful towards the original translator who, for me, is an unidentified entity, a nameless, faceless stranger. After all, we should be working as a team since we work on the same project! Instead of that, I have to deal with a document that is perfectly anonymous and enter my changes without knowing how they will be considered. Will the translator see them and read the comments I may have inserted? Will they be accepted? I can only tell my employer that I have found many errors, ask for an extension of the time I had been allotted, and hope I will get the money I deserve for my labor!

When a translation is good, because the translator proves to be a conscientious and qualified professional, as a proofreader, I would like to be able to express my appreciation for a job well done. I would be happy to acknowledge I have discovered a better way of translating one of those terms and phrases that may be so tricky for French translators and have given me trouble in the past. By the same token, when I have done a translation, I enjoy getting feedback from the proofreader. It may be a humbling experience if I have made mistakes or used the wrong terminology, but there is always something to learn from all experiences good or bad.

When the proofreader and the translator do communicate, their relationship may not always be harmonious. I have had to deal with some overzealous proofreaders who will make unnecessary or futile changes to a perfectly acceptable translation and make it worse than it was before being proofed! For example, they would replace “...ce qui empêcherait...” with “...car cela empêcherait...,” “appliquer” with “mettre en pratique,” or “dans ce cas” with “en l’occurrence,” which are just frivolous stylistic changes; or they would make a spelling mistake like adding an “s” to the plural of the French adjective “standard,” which does not vary; or incorrectly change “une demi-heure” into “une demie-heure.”

I also have had to review jobs done by French translators who have been living in the U.S. for so long that they have lost touch with their native language. They have forgotten the words used by the French to render some English “faux-amis” such as “current,” “develop,” “actual,” “germ,” and “proprietary,” to mention only a few. They do not realize that using the cognate in their translation can be ambiguous at best, or misleading at worst. What will a French-speaking public think a “format propriétaire” is? Will they understand that “le total actuel” is “le total réel”?

It is true that some companies with a great roster of qualified translators have a policy that consists of sending all the necessary materials to every member of the translating team from the onset of the project. The translator, the copy editor, and the proofreader can contact each other via e-mail or telephone, learn about questions asked by translators in other lan-
guages, raise issues, and get answers from their employer or the other members of the team. Most problems can be solved under such conditions. As an example, let’s take a User Guide that is of mediocre quality because the original English document was fraught with awkward, even incorrect, sentences resulting in ambiguous or confusing text. I am sure this will give many translators a sense of “déjà vu”! If the translating team takes pride in producing an accurate and easy to understand document, the French version will be of better quality than its source. A User Guide can be an arid brochure to read, but if it is well translated, it will be easier to follow and therefore more effective.

In conclusion, I would like to recommend that companies allow translators and proofreaders to work together and become familiar with each other, so that they can share their opinions, ask questions, and complement each other according to their respective abilities. For example, a translator can have brilliant inspirations to find the best possible French equivalents for idiomatic English sentences, but be a lousy speller. It is up to the proofreader to correct the spelling mistakes. Or one member of the pair can have a precious scientific training that enables him/her to fully understand what a technical document is about, but has difficulty avoiding scientific jargon. If the other member is a good writer, the final translation will be scientifically accurate and linguistically elegant.

Some translators I know prefer to be left alone in the seclusion of their home office, go their own way, and deem all exchange of questions and suggestions via e-mail as a waste of time. As for me, I recognize that “time is money,” but I also think that personal interaction among the members of a translation team can really improve the quality of the product delivered to the client. When a proofreader and a translator do not have any contact, they are more likely to be dueling than singing in harmony!
Web Authoring Tools and the Challenge of French-language Web Design

By Marco Maertens

Just as foreign language support was painfully slow in being standardized into word processors, the Web did not initially make it easy to produce non-English Web pages. The growth in the number of Web users worldwide, along with determined efforts at internationalization within the Web community, has resulted in Web pages that are now relatively easy to view and create in the world’s major languages. Nonetheless, even though the major Web page authoring tools generally support Web design in languages other than English, improperly designed Web pages with French-language content can appear with unpredictable results depending on what type of Internet browser is used, how the browser is configured, and whether it is being viewed on a Macintosh, Windows, or other system. So, while it is not very difficult to create a simple Web page in French, there are particular considerations that should be kept in mind...
Some of the newer browsers are remarkably adept at figuring out what computer system a document was generated on and interpreting it correctly. Nonetheless, almost everybody has seen a Web page where some characters have clearly been altered, so you shouldn’t depend on the interpretive power of browsers just yet, especially since there is a virtually foolproof way to ensure that characters are displayed correctly on any system.

HTML provides a standard way to represent symbols, uncommon punctuation, and accented characters. This can be done through what are called “character entities,” which are standardized codes that allow each computer system to understand what the author of the Web page intended. In the code, these character entities look a little strange. For instance, an upper case E with an acute accent (É) is coded as &Eacute; and the lower case c-cedilla (ç) as &ccedil; and so forth (Diagram 2 shows the HTML code and Diagram 3 shows how it will appear).

**Diagram 2:** Text properly coded with character entities.

```
&Eacute;cole fran&ccedil;aise
```

With the notable exception of FrontPage, all Web tools insert these codes correctly when the Web designer types the character. For FrontPage, the only solution is to manually replace the accented letters with character entities in the HTML code. Also, when cutting and pasting text with accented characters from another application (like a word processing document) into HomeSite, you will need to run a special search and replace function that will convert the accented characters to their appropriate character entities.

**Diagram 3:** How properly coded text appears within a browser.

```
École française
```

Special Problems…and Some Solutions

There are two characters that have no designated code that will be universally understood on all browsers. Unfortunately, they are both commonly used. The first is the “œ” ligature. The other is the euro symbol for the European Union’s common currency, which is currently in use by all three EU countries where French is an official language: France, Belgium, and Luxembourg.

OE

For some reason, the “œ” ligature does not have its own character entity that will be universally recognized by browsers in use today. Unicode is a standard system for computerizing all the world’s alphabets, and there is a character entity based on Unicode representation for this character (&#160;). Unfortunately, Unicode is not consistently recognized by all browsers. Both Dreamweaver and HomeSite use this approach. The others leave it up to the user’s browser to (hopefully) interpret the character correctly.

Another obvious solution is to write words with the ligature disconnected, like “coeur” and “oeuvre.” While not likely to appease purists, this compromise does have precedent in print publications. Another alternative is to create a graphic image of this letter combination and insert it within the text. This solution has multiple problems, as discussed in the next section for the euro symbol.

**The euro**

The euro presents a special problem. Unlike most of the other French-specific characters, the euro is quite new, and even relatively modern systems may not display it properly. The character only became implemented with Windows 98 and MacOS 8.5 on the Macintosh, and is not supported by many of today’s browsers. An update to properly display the euro symbol is available for older versions of both operating systems (see the relevant Web pages listed at the end of this article), but a Web designer should not assume that viewers will have it.

The euro does have its own character entity (&euro;), and all the tools, with the exception of FrontPage, insert this character entity correctly. But because only users with one of the operating systems above with an up-to-date browser will see it correctly, it is best avoided altogether (Diagrams 4 and 5 provide examples of why this is so). It is advisable for the foreseeable future to avoid the use of the symbol altogether in favor of writing out the

*Continued on p. 18*
currency’s name in full (thankfully it is a short name) or using its ISO-code (EUR)—a solution even Amazon France found least troublesome.

Diagram 4: An older browser that does not support the euro character entity.

![Diagram 4](image)

Diagram 5: An older operating system that does not support the euro character entity.

![Diagram 5](image)

As with the “oe,” the only other alternative is to create a small graphic image of the symbol that is inserted within the text. There are, however, many problems with this. The first is that drawing a graphic, sizing it, and positioning it properly amongst text in a Web page is fairly to tricky to do and much more difficult than simply using a character entity. Also, no matter how carefully the graphic is sized, you cannot completely control how the user has configured their fonts. Some people choose an extra large font size to enhance visibility, others choose to override the fonts specified on a Web page in favor of a font more to their liking. Thus, your carefully sized graphic could look ridiculously small or large compared to the text (see Diagram 6). Also, if the viewer has the graphics turned “off,” they will see nothing at all—except perhaps the “alt tag” (see below), which may or may not be displayed if the “alt” text doesn’t fit the space left by the graphic (see Diagram 7).

Diagram 6: Using a graphic to display the euro symbol may yield undesired font size differences.

![Diagram 6](image)

Diagram 7: Using a graphic to display the euro symbol may be meaningless if the graphics are turned “off.”

![Diagram 7](image)

Character Entities on Other Parts of the Page

Fortunately, the two examples above aside, even users of very old browsers will most likely see the main text with all characters properly accented. But it is useful to keep in mind that there are other areas of a Web page where character entities are less reliable. Two important areas are the page’s title and the so-called “alt tags.”
Title

Every HTML document can contain a title that generally appears on the bar at the top of the browser’s screen when a Web page is shown (Diagram 8 shows the title of Nomade.fr). While both Dreamweaver and Netscape Composer will insert the appropriate character entities in the title (FrontPage doesn’t and HomeSite leaves that up to the Web designer to do directly in the code), there is still a question as to whether visitors to a Website will be able to see them. Older browsers often do not interpret these characters correctly when they appear in the page’s title. These browsers will simply display the ugly character-entity code or the underscore (_) character. The vast majority of browsers in use in North America now display them correctly, but in Europe, where Internet access still lags behind, older browsers are more likely to still be in use.

While this is something to keep in mind, it is not worth too much worry. The majority of the audience will probably be able to see the title correctly, and for the minority who see only garbled text, it doesn’t make much difference (studies have shown that users rarely look at the title text). Search engines, on the other hand, almost always use the title text as the key information about a page, but virtually all search engines are likely to interpret the title text appropriately.

Diagram 8: The tile of the Website Nomade.fr shows up in the dark bar at the top.

Alt Tags

Another area where character entities can cause problems are the alt tags. Alt tags appear as a label for non-text items on a Web page, such as graphics and video. When a page is viewed with the graphics turned “off” or when the user lets the cursor hover over a graphics image, this “alternate” text appears in the space otherwise occupied by the graphic or video (See Diagrams 9 and 10).

Only Dreamweaver correctly inserts character entities in the alt tags. Users of the other tools will have to manually enter them directly in the HTML code. Most browsers will display character entities correctly in an alt tag, however, again, older browsers may not have this capability. Most people in North America barely notice the alt tags at all, but with metered Internet access still limiting the time many Europeans can spend online, a common strategy is to speed up browsing by turning off the graphics. This will make the alt tags painfully obvious. This is all changing, of course, but these constraints will likely remain a prudent consideration for Web developers for some years to come.

Perhaps the best (if somewhat inelegant) solution is to find wording for these fields that doesn’t require accents to begin with. The key thing to keep in mind is that the alt tags should be explanatory. If the user, for whatever reason, can’t see the graphics used for navigation and the “alt” text doesn’t provide any clues, they will be helpless to navigate the page. The alt tags are also vital for users who are blind and are dependent on text-reading software to navigate.

Stylistic Considerations

Spaces

One aspect of French-language, as opposed to English, design layout that can trip up the unsuspecting Web

Continued on p. 20
designer is its more frequent use of spaces. For example, it is usual to put spaces before an exclamation mark, a question mark, a colon, a semicolon, and within French quotation marks, or guillemets. Unfortunately, if this space comes at the end of a line, the punctuation mark will skip down to the next line (see Diagram 11). In other words, this is the same problem you face when your word processor doesn’t understand that “Mr. Smith” should be kept together on one line. Since users have their browsers configured differently, it’s virtually impossible to anticipate when such a character will end up at the end of a line. And proofreading your text to find these is a pointless exercise. However, there is a simple solution, much like the “hard-space” used in word processors: use the non-breaking space character entity (&nbsp;) (see Diagram 12). In Dreamweaver, FrontPage, and HomeSite, a non-breaking space is inserted by typing control-shift-space. In earlier versions of Netscape Composer, a non-breaking space could be added from the Insert menu, but that option is not available in newer versions.

Dashes, Ellipses, and Guillemets

While both ellipses and dashes are used in many languages, they are more prevalent in French than in English. Ellipses should be avoided in favor of simply typing three periods because the ellipses character (…&nbsp;) is nonstandard and does not display predictably on all browsers. The “em dash” (&#151;), the long dash often used in dialogues in French-language writing, is also not a standard character and will display in unpredictable ways. It, too, should be avoided. Here, the unsightliness of a short standard hyphen must be weighed against the possibility that an em dash character could well turn out to be displayed as an unexpected character, like a box or an upside-down question mark, since it can be interpreted quite differently on different machines.

The character entities for French quotation marks, or guillemets (&laquo; and &raquo;), have only been officially adopted with the most recent revision of HTML (number 4), but, fortunately, they were widely used before their adoption and they are well supported in earlier browsers. All the authoring tools automatically insert the correct character entities, with the exception of FrontPage. In the future, when HTML-4 browsers are widely used, a document that is properly encoded for the language used can save the developer some keystrokes (and headaches) by allowing the use of the codes &lt;Q&gt; and &lt;/Q&gt; for beginning and closing quotations respectively. However, this is not currently supported by any of the authoring tools examined in this article.

Language and Character-set Specification

Every HTML document can be encoded to reflect what language the page is meant to be displayed in. For multilingual sites and pages, different parts of the page can even be encoded for different languages. It is this encoding that allows some newer browsers to guess at what the Web designer meant, even if all the above suggestions are ignored.

In the future, this encoding will be the preferred method for keeping the language of a page straight and making sure that all the correct characters show up as intended. Presumably, FrontPage relies on this method to ensure proper display of non-English-language characters, and therefore largely dispenses with character entity support. For the present, however, this type of encoding is not properly supported by a large number of browsers currently in use, and research is showing that users are updating to newer browsers less frequently than they were before. The upshot of this is that character entities cannot be safely dispensed with for some time yet.

Nonetheless, it is still good practice to language-encode a Web page. This allows search engines and emerging Web technologies to automatically recognize what language a page is written in, and is especially important in so far as some search engines, such as HotBot, Google, and EuroSeek, allow users to search for content based on the language of a document.

Diagram 11: Without special consideration, the French language’s more frequent use of spaces can lead to some odd looking layouts.

Diagram 12: Using a non-breaking space maintains the intended look.
Unfortunately, this is not easily accomplished without some technical finesse. Each of the tools discussed inserts only one of the two ways of specifying language type. Dreamweaver and FrontPage insert what is known as a &lt;META&gt; tag, and Composer and HomeSite insert a &lt;DOCTYPE&gt; tag for you. Either of these are adequate, but if you want to be absolutely certain, you must manually type the code—which I present here as a template for those who care.

&lt;!DOCTYPE HTML PUBLIC "ISO 8859-1//ENTITIES Added Latin 1//FR//HTML"&gt;
&lt;HEAD&gt;
&lt;META HTTP-EQUIV="content-language" CONTENT="fr"&gt;
&lt;META HTTP-EQUIV="content-type" CONTENT="text/html; charset=iso-8859-1"&gt;
...
&lt;/HEAD&gt;
&lt;HTML LANG="fr"&gt;
...

Conclusion
There are a number of pitfalls lying in wait for the developer of French-language Web pages. And while some of these problems can indeed make for real headaches (notably the “œ” and the euro symbol), most of them can deftly be sidestepped by awareness on the part of the developer. The Web is becoming increasingly more cosmopolitan, and therefore more effort is being put into allowing everyone to use the Web with ease—and this will only make the Web developer’s job easier.

Different Web page authoring tools provide different levels of support for, and different approaches to, multilingual Web design. Also, each of the packages is targeted to a slightly different kind of Web designer. FrontPage and especially Composer will be more accessible to those less comfortable with HTML. On the other hand, Dreamweaver and HomeSite, while both powerful tools, may be somewhat daunting to the novice. Also, each of these packages has its own strengths and weaknesses as an authoring tool above and beyond its particular appropriateness for French-language Web page design.

Some Useful Web Links
- World Wide Web Consortium (W3C) Internationalization efforts www.w3.org/International/
- Unicode Website www.unicode.org

Resources for implementing the euro symbol
- Microsoft Euro Currency Resource Center

Continued on p. 23
French Language Division
Highlights for 2001

By Monique-Paule Tubb

Nearly 800 members strong, the ATA’s French Language Division is starting the new millennium under the helm of a new team with Monique-Paule Tubb as administrator, Michèle Hansen as assistant administrator, and Mylène Vialard as editor of our quarterly newsletter, À-Propos.

Several priorities were outlined by the new team at the last ATA Annual Conference in Orlando:

• How-to Guide—A “How-to” guide will be developed for would-be translators, with practical tips on getting started and useful contacts in various geographical areas. Michèle Hansen is chairing the committee in charge of developing this brochure. She needs volunteers to help gather the information and prepare a first draft of the document, which we would like to present, completed, in Los Angeles at the next ATA Annual Conference. Please contact her directly.

• Annual Dinner—The French dinner, which gathers an ever-increasing number of members each year at the ATA Annual Conference, will be replaced at the next conference with a cocktail reception in order to facilitate exchanges among all those attending.

• Listserv—It was decided to set up a listserv for members of the division to exchange ideas, tips, questions, etc., throughout the year. Thanks to the efforts of Odile Legeay, it was launched recently.

• Directory—A team of volunteers, under the helm of Thierry Chambon, is investigating the feasibility of developing a directory of FLD members.

• Presentations at the ATA Annual Conference—Previous endeavors to increase the number of presentations at the ATA Annual Conference will be continued. We will try to have a larger number of presentations geared to the needs of French<>English translators and interpreters. We will also increase our efforts to invite outside speakers so we can benefit from their specific expertise. Michèle Hansen, with the help of a few volunteers, is working hard at putting together a well-balanced package of eligible speakers.

The French Language Division is strong and active, but can progress only with the help of its many volunteers...

• Website—Improvements to the FLD’s Website based on members’ feedback. To make the Website useful as a recruiting tool, links will be created with universities and colleges and with the ATA membership application. In addition, the Website will add to the amount of useful information it provides by listing translation seminars offered in Canada, new dictionaries and CD-ROMs, and any other useful and relevant tips passed along to David Heath, our Webmaster. Job postings and a job exchange forum are also in the works.

• À-Propos—In order to save on the division’s largest budget expense, it was decided that the distribution of À-Propos would be made exclusively via electronic channels as PDF files. Members who want a paper copy will still be able to receive one, but they will have to request it from ATA Headquarters.

...The French Language Division is strong and active, but can progress only with the help of its many volunteers...
FLD Call to Volunteers

“How-to” Guide for Would-be Translators
Volunteers are needed to help on the “How-to” Guide committee. This committee is in charge of developing a guide for would-be translators. Michèle Hansen is chairing the committee. She needs help with gathering the information and putting it in a brochure format. Later on, she will also need help editing and proofreading the document. If you are willing to spend a little or a lot of time on one or several of these tasks, please contact Michèle directly at mhtranslations@mediaone.net.

Presentations at the ATA Annual Conference
We need volunteers to make presentations in Los Angeles on subjects of interest to French<>English translators and/or interpreters. If you have specific experience and are willing to share it with your colleagues, please contact the ATA and submit a proposal. Even though the deadline for submission may be passed, proposals of particular interest to the membership will be taken into account.

Web Authoring Tools Continued from p. 21
www.microsoft.com/technet/euro/symbol/
- Apple Computer’s Euro Information
developer.apple.com/technotes/tn/tn1140.html
- European Union’s Euro Site
europa.eu.int/euro

Some language-sensitive search engines
- EuroSeek
  www.euroseek.com
- HotBot
  www.hotbot.com
- Google
  www.google.com

Web page authoring tool sites
- Macromedia Dreamweaver
  http://www.macromedia.com/software/dreamweaver/
- Microsoft FrontPage
  http://www.microsoft.com/frontpage/
- Netscape Navigator
  home.netscape.com/download/
- Allaire HomeSite
  http://www.allaire.com/products/homesite/

Notes
1. This article is based on the following versions of software running on a Windows 98-based system: Macromedia Dreamweaver 4, Microsoft FrontPage 2000, Netscape Composer 4.7 (version 6 has been released but was not used here), and Allaire Homesite 4.5.
Bilingual and Multilingual Websites as a Translation Resource

By Joan Wallace

The proliferation of sites on the Internet has brought translators a treasure trove of new resources. Among them are the number of sites available in multiple languages. As with everything found on the Internet, such sites are a potential gold mine, provided they are used with discretion and a critical eye.

...one trick is to do a search for the original term, then look through the hits to see if you can find a Canadian site...

Translators that work in French and English are particularly blessed by the laws of our bilingual neighbor to the north, which require all official communications to be in both English and French. In addition to Termium (the translation database of the Canadian government that has become indispensable to French/English translators and is gradually adding more and more Spanish), the Grand Dictionnaire Terminologique of the Quebec government, and excellent publications such as L’Actualité terminologique/Terminology Update, all (or nearly all) Canadian government sites are bilingual. In addition, the translations tend to be generally reliable. While some may worry about differences between Canadian French and Standard French, these are relatively few in formal writing (compared to informal spoken language). For those of us translating into English, this is even less of a concern. While we have to bear in mind that there may be certain differences between Canadian and American English, they are fairly minimal and not too difficult to overcome.

To find a term or phrase that one has been unable to find anywhere else, one trick is to do a search for the original term, then look through the hits to see if you can find a Canadian site (ending .ca), which is quite likely to be bilingual. By clicking to find the English version, you can often pinpoint the same phrase or term in English and compare them. Besides searching for terms for a specific translation, these sites can be useful simply for reading up on a certain topic or becoming familiar with the terminology in both languages. In addition to Canadian sites, other sites that are frequently bilingual or multilingual include those of the Organization of American States (OAS), the European Union, the International Monetary Fund, and other binational and international organizations. For the most part, these tend to be among the most reliable.

The Canadian government’s home Website (www.canada.gc.ca) is worth discussing separately. On the first page, you choose whether to proceed in French or English, but you can also click to switch between languages at any time. The second page allows you to do a search of Canadian government sites. For the sake of testing, I searched for the word “unemployment” in English. The next page gave me a long list of over 18,600 hits containing the word. The box that appeared allowed me to click SYNONYMS, giving me the word “joblessness.” Clicking TRANSLATED TERMS gave me the French word “chômage,” which was pulled from the Termium database. A click on OTHER GOVERNMENT SEARCH ENGINES pulled up a long list of government departments that have their own search facilities. There is also a SITE MAP, which gives an overview of the contents of the Website.

I decided to try a slightly more complicated, two-word term, “essais multicentre” (multicenter trial—a trial performed using subjects at multiple testing centers). By the way, clicking on the “any word” search option will give you any site with either word in it, “all words” gives you sites that contain both/all words, and selecting “this phrase” will give you sites that have the words in the same order, which is the best way to narrow it down. A search for the phrase “essais multicentre” brought me four Websites, all Canadian, two of which were bilingual, and two of which were the PDF version (which can be read by Adobe Acrobat Reader, free and downloadable on the Web) of a medical ethics handbook in French. The problem with PDF files is that you can’t use the search facility under EDIT to go directly to your term, and it is usually not worth the time trying to wade through the text looking for it. There was no English link to this particular one, but by going back to the basic site (from “www.sshrc.ca/francais/renseignements/politiques/ethtics-f.pdf” I simply typed in www.sshrc.ca) I was able to find the home page that contained the links for both French and English. One more note regarding Canadian versus American English—if one spelling doesn’t work, try the other. In searching the French version of the first site, I did search using the EDIT function and found the French “multicentre,” then I clicked on “English” and searched for the American English “multicenter.” Nothing...until I remembered that Canadian uses the British spelling of “multicentre.”
In searching for the name of a company or product, you may also find that the company has its own bilingual Website. Here is where you really have to be alert. Some may be very good, while others are abysmal. You don’t know who translated the company’s Website, and the translation into English (or other languages) may leave something to be desired. Quick clues indicating that the site was translated into English by a non native speaker can often be found in little things on the first page, such as “informations” or “softwares,” where English does not use a plural, but the French does. It is up to you to judge the overall quality and whether it is reliable enough to use as a source. Even if there are a few flaws in the grammar, it may still be a way to find certain key terms that are used or preferred by the company. As with everything, including printed dictionaries, judgment must be used, and the reliability of the source plays an important role in how much credibility to give it. Others sites might be so bad that you reject them outright. As an example, in the October 2000 issue of the Chronicle, Mark Herman, in his column “Humor and Translation,” spotlights the linguistic shortcomings of a certain Internet-based company whose product, unfortunately, is (or was) translation services. Interestingly, I just tried to look up this site and the page was unavailable.

For general search engines, I mainly use AltaVista (www.altavista.com), but I have also been going to Google (www.google.com) more frequently, either as a backup when I can’t find what I am looking for on AltaVista, or as a first resort. Both allow you to do an advanced search by including certain words and excluding others, or by searching for an exact phrase. But be careful! Don’t assume that just because you find a few hits for a certain combination of words that the term or phrase actually exists. Look at the site to see how it appears in the context and what the source is. I have looked at a site only to discover that the second word in a phrase actually appears in the next sentence, or the next line, or that they are part of a list and not connected at all. The computer searches by sequence, ignoring spaces, punctuation, or line breaks in between. Extra caution is also called for when English terms appear exclusively or almost exclusively in foreign Websites.

One suggestion that was made to me as I was working on this article was that contacting the company to inform them of errors on their Website could be one way to gain a new client. This is one possibility to consider if one is seeking direct clients. I have not yet tried it, although I might consider it if the situation seems right. However, I can also see the possibility of alienating a company if you do not do this tactfully. Another important point to keep in mind is that if you are subcontracting for an agency and this company is the direct client of your client, directly contacting the client and trying to solicit work from them would not only risk angering your current client and ensuring that you do not receive any more work from them (even possibly putting you in breach of contract), but would, at any rate, violate ATA’s Code of Professional Conduct and Business Practices.

When I discover sites that I find reliable and useful (or potentially useful), I save them in my “favorites” file. Here are a few bilingual and multilingual sites you may find of interest:

Eur-Lex: (www.europa.eu.int/eur-lex/es/index.html): A site of the European Union. This site contains the texts of EU legislation, case law, and other public documents in Danish, Dutch, English, Finnish, French, German, Greek, Italian, Portuguese, Spanish, and Swedish! Its home page at http://europa.eu.int is available in the same languages and provides other information on EU institutions.

Foreign Trade Information System (www.sice.oas.org): This is a site of the OAS. Available in English, French, Portuguese, and Spanish. It also includes a glossary.


E2Med (http://www.E2med.com). Site of Masson, the French medical publisher, in French and English. Includes a search engine and links to other related sites.


Repeat business is the reward for attention to many factors: clients’ needs, good business manners, availability, but first of all, **quality**. Therefore, the desire for gain alone could be a sufficient motivation for quality. However, when considering the consequences of a sloppy translation, ethics come into play and become the main reason why quality should be the first concern of every translation professional at all levels. Our clients must be able to rely on us and trust that the final product we deliver is flawless. Both translators and companies have a crucial role to play in terms of quality. Close cooperation and individual accountability are the basis for a reliable product of high quality.

I would like to stress the importance of a flawless translation by giving a few examples of the dramatic consequences which may arise from seemingly “small” mistakes. Let’s say that you are translating a contract. Company A, located in country X, is signing a contract to purchase goods from Company B, located in country Y. The contract quotes a minimum purchase of $1000000. Somehow, this figure has no commas or periods in the original document, and the translator, maybe out of carelessness or because of time pressure, types $100 000 in the translation, feeling that s/he is doing a good job by inserting a space so as to make the figure more legible. The problem is that a “0” was omitted, changing the figure from one million dollars to one hundred thousand dollars. As you can see, the commitment of Company A is not quite the same as that expected by Company B, and the legal ramifications of such an error can be pretty hefty. Company A thinks they are committing only to yearly purchases of $100,000, while in fact Company B expects $1,000,000.

Another example: the translation of a user’s manual for a medical device used in hospitals, a respirator for instance. In his/her haste to finish the translation, the translator inverts “up” and “down” when translating the “on” and “off” position of the lever. As a result, the user will think that by pushing the lever up, the machine is “on,” when in fact the lever must be pushed down for the machine to be “on.” It is not really that the translator misunderstood the text. S/he just typed a little too fast and inadvertently typed the wrong word in the wrong place. If translators do not check themselves thoroughly, methodically, and if companies do not have a system in place to catch this type of error, human lives can be put in danger, lawsuits can be filed, and many individuals, from the clients to the victims, may be very seriously affected. We, in the translation business, cannot afford to let this kind of mistake filter through. We have a moral responsibility to total quality. **Anything less than perfect is not good enough.**

How do we achieve this perfection? How do we protect our clients from these kinds of fatal errors? At all levels, measures must be implemented, all of which involve being conscientious, detail-oriented, and methodical.

Let us look first at the responsibility of translators. Translators should feel that they carry the entire burden of responsibility for the quality of the final product. You, the translator, do not really know whether your translation is going to be edited. Even if the company says it will, you do not have control over who the editor is, whether the editor is really qualified, or whether the company is really going to use an editor. So you should always feel that you have the end responsibility; that if you produce a perfect translation, regardless of whether or not there is an edit or if the editor is qualified, that the end product has a good chance of being submitted in this perfect form to the end client. If the final product pleases the end client, s/he will be enticed to come back to that company who, in turn, will return to you for the next job, since you delivered a good product the first time.

What are the methods translators can use to make sure that the end product is perfect? Three words come to mind: research, verify, and ascertain.

**Research**
If you do not know a term or a process, research and investigate. Take the time to read up on the subject, to find a specific term that has been used in the same context, and to see how it is used in that context in various documents.
Verify

Confirm your findings by cross-checking your sources. I know translators who never use a term that is unknown to them unless they have found it in at least three unrelated documents dealing with the same subject matter.

Ascertain

Once you have found your term in various documents, try to find another way to make sure your finding is correct. You can, for instance, send out several e-mails to people familiar with the field or call an acquaintance who works in that field.

There are many ways to ascertain that the terms you researched and verified are actually the ones used by the pros in that particular field. Choose one or several, but do not skip. To achieve quality, never take anything for granted. In case you have the slightest doubt, check the term, check the spelling, check the usage. Check, check, check!

When it comes to quality, you should never pass the buck. The attitude should always be: the buck stops here, whether we are talking about accuracy of the terminology, consistency in the use of terms, or correct usage. Never think: “That will do. They will check and change if need be.” Who are they? How can you rely on this undefined creature, who may or may not exist?

No matter what the conditions are, whether the original document is badly written, is received in increments, or has no supporting material, the responsibilities do not change. You, the translator, still have the end responsibility for QUALITY. Sometimes, you may be tired, or you may have been looking at the same subject matter for too long. Do not relent and let go of your values and principles. Take a break if you need to, get a friend to help, but do not let yourself produce substandard translations. I have seen translations where you could reconstitute the English just from reading the translation. I have seen translations where the same English word was translated inconsistently with several different words in the target language, even though the word was referring to one and the same concept. Or, even worse, I have seen translations where two different English words were translated with the same word, rendering the sequence totally ridiculous (for instance, “Stage” and “Step” translated by “Étape” in French; since each stage was made of different steps, you can imagine the confusion!). That’s not acceptable! That’s irresponsible! We must remember that end clients do not usually know the language into which we are translating. For the most part, they have no way of checking whether the translation really reads like a document which could have been originally written in that language. You, the translator, cannot rely on the fact that the translation may be edited or that some people in the office know the language and will catch your negligence. They may not! They probably will not! Translators should never allow themselves to be negligent. The consequences can be too serious. The correct attitude is to think: “I am the translator, therefore I am the person ultimately responsible for the quality of the translation, and I will not let any sentence go until it reads as though it had been written in that language in the first place; until it perfectly reflects the meaning of the original; and until it is free of any kind of error.”

Now that we have demonstrated how translators bear the full responsibility for quality, some may ask: “What do companies have left to do, then?” Well, there is a lot left for them to do. Their responsibility is as important as that of the translators, and they should not take this lightly. There are steps to follow to ensure quality and, again, any skimping may have disastrous results. The four basic steps are: translator selection, editing, proofreading, and quality control.

First and foremost, companies can ensure quality by carefully selecting translators who are able and willing to abide by the principles stated above. Quality of work must be the first criterion in selecting translators for specific jobs. When a translator returns a halfway-done job, companies have to pay for the consequences. They may have to spend numerous hours trying to correct the below-standard translation, or have another translator correct it, or even redo it. Inconsistent use of terms, incorrect use of terms, and an irrational choice of words have to be corrected. It is costly, time-consuming, and usually yields an inferior product anyway. Therefore, it is essential that companies select their translators very carefully. Paying qualified translators a higher fee will yield higher quality and cost less in the long run. Selected translators must have good credentials, good references,
be reliable, and knowledgeable. Whenever possible, use translators you have worked with before, translators who you know will produce quality work. When you have to use the services of new translators, and we all often do, give them only a short assignment the first time. Then, have your most trusted editor check the translation and give you an assessment of the level of quality. That way, you will know for sure whether or not you can use the translation, and, depending on the quality level, you will also be able to decide whether or not you want to use the services of that translator again. This is a way to minimize your risk while discovering good new translators and adding them to your database.

In spite of all these precautions, and no matter how good your translators are, you should still have their work edited. Do not skip the editing phase. Keep the human factor in mind. Humans make mistakes. So, you need this added precaution, no matter what. It will give you peace of mind and let you sleep at night. The editors must be as qualified, as reliable, as detail-oriented, and as conscientious as your translators. In addition, they must demonstrate editing common sense, and make only the changes which are necessary. We do not want a rewrite, “because I prefer to say it this way.” Editors must respect different writing styles. Professional editors know when a correction is required and when it is superfluous.

Proofreading is also an essential step. Very often, you will receive a translation which was done by an outstanding translator and checked by an experienced editor. So you may think you do not need the extra proofreading step. But, if it is a language you know, just read it through. I bet you will still find at least one or two typos. Translators and editors are fully focused on the translation aspect, on the meaning of the text, on terminology. They often overlook details. These typos may be something like “of” instead of “to” or “but” instead of “but.” The translator’s finger did not really hit the “t” key; we know it is not a serious mistake. The editor, focused on the accuracy of the translation, did not even notice. Well, I know, this is not so dramatic, the reader can still make sense of the document. But, let’s think for a moment how we feel when we read the newspaper and we notice similar typos. What do we think then? Sloppy? Is the word sloppy the one that comes to mind? Do we want clients to have the word sloppy come to their mind as they review our jobs? Would this entice them to come back to us next time or to recommend us to their colleagues? I don’t think so! Even though everything else is correct, possibly even very good, the last impression left by a small typo is that of a sloppy job; and this impression is the one which is going to stick in the clients’ minds. Correcting these typos makes the difference between a happy client who will call again, and an unsatisfied client who will go somewhere else next time.

Now, after all of this, you are still not done. There is one more step: quality control. Quality control can be done by anyone, as long as that person is meticulous. There is no language requirement. As a matter of fact, if the person does not understand the language, it is even better, because he or she will catch those things that a person understanding the substance may not catch. They might find that minor mistake, the one where a zero was left out of the contractual minimum purchase requirement of $1,000,000 per year! They will notice whether paragraphs are correctly aligned and if fonts are the same throughout. They will notice that “8” typed as a “2” or a “6” because the fax received by the translator and the editor was a third or fourth generation fax, which was not very clear. Especially if the quality control specialists do not read the language, they can focus on figures, presentation, number of paragraphs—things that the “thinking,” “reading” translators and editors might not see because they are too wrapped up in the overall meaning of the text.

For company owners, or project managers, it is easy to want to skip one of these steps. Why bother? Why spend the extra money? Clients themselves will taunt us and say: “I don’t need all that extra quality control. Just make it cheaper. We can take care of reviewing the translation ourselves. Just give us a straight translation at a reduced cost. We have people on our staff who know foreign languages.” Well, yes. I agree. This full process can seem cumbersome and costly. But it can be even costlier to deliver an inaccurate translation. It can cost lives; it can cost unhappy clients who signed a contract based on a flawed translation; it can have far-reaching consequences which go well beyond losing repeat work from unhappy clients. We must make sure that our translations provide the correct information to the end user, so no one can

Continued on p. 33
Ahmadou Kourouma’s *Waiting for the Vote of the Wild Animals: Bestial Problems of Terminology and Symbolism*

By Carrol F. Coates

Ahmadou Kourouma’s third novel, *En attendant le vote des bêtes sauvages*, has a somewhat fictionalized setting in West Africa during the Cold War roughly between 1960-1991 (with allusions to more recent events). The satirical narrative focuses primarily on Koyaga, the dictator-president of the Republic of the Gulf (modeled closely on Gnassingbé Eyadema, president of Togo since the coup of 1967 and the only president of the 1960s still in power). The entire novel is presented as a ritual oral account of Koyaga’s exploits as chanted by a sèrè, the griot or bard of a hunters’ society, for the celebration of the dictator’s 30th anniversary in power. Koyaga’s entire life is recounted in five successive sumu (ritual gatherings of this hunters’ society) over a period of five days. The sixth sumu is the fictional present: the sèrè describes the festival of Koyaga’s 30th anniversary, the people’s rebellion against the dictator, and the events during a revolutionary national conference. Toward the end of the novel, the sèrè describes a virtually apocalyptic stampede of wild animals (fleeing from a great fire in the bush) and the retreat of the bewildered dictator, who has lost the meteorite and the holy *Qur’an* that were the mystical symbols of his power.

Last fall in Orlando, I briefly mentioned the central importance of hunting traditions and the legendary powers of the animals hunted in Kourouma’s novel (Coates). In this article, I first want to focus on the problems of translation presented by the zoological terminology, and then on the diverse functions of animal character and symbolism in the novelistic discourse of Kourouma.

The conclusion of the novel occurs in the midst of national and international confusion as to whether the latest assassination attempt on Koyaga’s life has succeeded. The dictator has survived, but has remained in hiding in anticipation of making another entry on the political scene. He arrives at his residence in the north to find a melee of international spies trying to determine whether he is really dead. There are also delegations of hunters coming to honor the master hunter and a stampede of wild animals headed toward Koyaga’s residence. At first, the hunters believe that the animals have also come to honor the dead hunter. They discover, however, that the animals are fleeing from a tremendous fire the farmers have set in the game reserve in hopes of reclaiming the farming land the dictator seized in order to create a park for receiving foreign dignitaries.

The concluding pages of the novel contain three paragraphs that basically constitute a lengthy catalogue of various orders of animals, including a number of specific species. Here are the three paragraphs in question:

Les chasseurs avaient été stupéfaits de constater que tous les animaux de la réserve allaient comme eux en direction de la Résidence. Se mêlaient à eux, les accompagnait ou les suivaient, les colonies d’animaux de la savane, d’éléphants, des bandes de phacochères, de lions, de léopards, de cynhyènes, de serval. Toujours se mêlaient à eux, les accompagnaient ou les suivaient les colonies d’anomalures, de lièvres d’Égypte, de crocidures, d’orvetéropes, de potamogales et de pangolins. Encore et toujours, se mêlaient à eux, les accompagnaient ou les suivaient les colonies de chimpanzés, de cyncéphales, de palas, callitriches, mones, mangabeys, colochez magistrats et bais.

Rampaient sous les arbres et dans les chemins toujours en partance pour la résidence du plus grand de tous les maîtres chasseurs de notre ère les tortues (testudos, kinixys, trionyx, glycanorchi, éremochelys imbricata, palusios subnigers); les serpents (typhlops punctotus, najas meloyana-leuco, bitis gaonicas, astractaspis irregularis, causus chombeatus); les crocodiles (crocodylus cotophractus, ostéolaemus); les lézards (caméléons, varans, margouillats).

*Continued on p. 30*
Ahmadou Kourouma’s Waiting for the Vote of the Wild Animals Continued

Survolaient les reptiles, les animaux à pattes et les chasseurs, les nuages et volées de mouettes, sternes, guillettes, de pélicans, cormorans, anhingas, fous, phaétons, hérons, ibis, marabout, comatibis, de canards, ois; de flamants roses; de rhynchétes, pluviers, vanneaux, chevaliers, courlis, glarèoles, edicinèmes; de râles, poules d’eau; de francolins, pintades, cailles; de pigeons, tourterelles; de serpentaires, vautours, faucons, aigles, milans, buses, busards, éperviers, autours; de ducs, hulottes; de coucous, turacos; de barbas, indicateurs, pics; de martinets, engoulevents; de roliers, guêpiers, moqueurs, calaos, calous huppés; de merles, tisserins, serins, fauvettes, gobe-mouches, hirondelles, grives, souimangas, corbeaux et d’autres encore (255-256).

The three paragraphs constitute three clearly distinct groups of animals. The first paragraph lists the mammalia in four groups. Each group is introduced by the phrase, “Mingling with them and accompanying or following them…” (“Se mélaient à eux, les accompagnaient ou les suivaient…”). First, there are the Ungulata (antelopes, horse antelopes, sitatungas, bongos, and various duikers). Second, the carnivorous animals (buffalo, elephants, warthogs, lions, leopards, hyenas, servals). The third varied group includes small animals (primarily plant- or insect-eating, flying squirrels, hares, aardvarks, “orvetéropes” [?], bush pigs, pangolins). Finally, the primates (chimpanzees, baboons, “palas” [?], callithrix, “mones” [Sp. “monos,” monkeys?], mangabeys, and “caloches magistrats et bais” [?]).

The second paragraph lists the reptiles in four groups. In this paragraph, Kourouma simply mentions the common name for the order followed by the scientific name of several species in parentheses. For example, turtles/tortues (Testudo gigantea, kinixys belliana, Trionychidae, Cyclanorbis, Eretmochelys imbricata, Palusios subniger); snakes/serpents (Byphlops punctatus, Naja melanoleuca, Bitis gaonica, Causus rhombeatus); the crocodiles (Crocodylus cataphractus, Crocodylus osteolaemus); and the lizards/lézards (chameleons, monitors, agamas—only the common instead of scientific names).

The third paragraph lists an extensive variety of birds, with each group marked by a semicolon. Without re-listing all the birds, the groups seem to be: gulls (and related birds), ducks and geese, flamingos, plowers (and related birds), wild fowl and pigeons, birds of prey, owls, cuckoos, woodpeckers, insect-eating birds, canaries and warblers, swallows and thrushes, etc. (I have reduced the list).

Kourouma was initiated as a hunter in his youth. He knows the animals that are most commonly sought by hunters in West Africa, but he is not a zoologist in his own right. He mentioned to me that he had used an encyclopedic work to augment the list of animals in the stampede, obviously ordering the inventory in broad taxonomic categories. One of the effects of this penultimate scene of mass confusion is to create an impression of absolute chaos suggesting God’s destruction of the world by fire. The final irony is that the fictional dictator (like the historical model) survives the catastrophe and sits quietly smiling at the end of the novel, awaiting the reappearance of the mystical symbols of his power so he can resume his position as supreme leader of the republic.

By way of confession, this inventory of African animals occurring a bit before the end of the novel (about two pages before the final sentence!) was a real tiger trap for me. I took zoology as a university freshman, but the only thing I remember is my disgust at having to dissect a cow’s eyeball. My usual shelf of dictionaries (Le Robert & Collins Super Senior [two volumes], a two-volume Larousse pour tous [dating from the beginning of the 20th century and extremely useful in locating terms that have disappeared from more recent dictionaries], and the Logos) did not yield much over half the names. Where Kourouma gave the scientific name, I was able to locate most species either in the useful little volume published by the National Audubon Society, Field Guide to African Wildlife, or in the unabridged third edition of Merriam Webster’s. Several misspellings (whatever their source) were easy enough to figure out. I located “causus” (from the Greek καυσός [surgical cautery] or καυσός [burning heat, fever]) and the family of Viperidae (vipers) on a technical Website posted by the Democratic Republic of the Congo on the “État de la diversité biologique en République Démocratique du Congo” (afterward, I discovered “causus” in Webster’s III as well). The first species listed is the Causus rhombeatus rhombeatus. This was the search process through which I discovered the error (or misprint) in the novel, where...
“causus chombeatus” is given (355). Another simple mis-spelling is “crocodylus cataphractus” (same paragraph), which is the *Crocodylus cataphractus*. I found this one on a Web page maintained by Peter Uetz on the *Familia Crocodylidae* (the University of Heidelberg, Germany).

One species of turtles gave me fits. The “gyclanorchi” was nowhere to be found. Finally, I stumbled onto the “*Testudines*” Website maintained by Cynthia Sims Parr at the University of Michigan. I printed out the list of the “Order Testudines” and also sent an e-mail message. Dr. Parr graciously responded, suggesting that this was an inversion of the *Cyclanorbis*, the “softshell” or “flapshell” turtle of central Africa.

The translator’s shameful confession is an oversight. After several days of searching published studies, dictionaries, and Websites, and at a moment when I was trying to get the corrected manuscript off to the University Press of Virginia, I overlooked my notes on three species of primates and inadvertently omitted those species from the translation. I found one species as I was working on this article: Kourouma’s “*cal-lilitchens*” (355) is undoubtedly a reference to the *Callithrix*: the common marmoset is the *Callithrix jacchus*. Two others still escape me. I suspect that “*monos*” may be a deformation of the Spanish “*monos,*” the general word for monkeys, but it is not clear whether this could be a common term for a specific species in West Africa. I have not yet found the “*caloches magistrats et bais*” attested anywhere.

A little earlier in that sixth *sumu*, Kourouma mentions that the *déscolarisés* (truant and out-of-work youth) were swarming in gangs, “*en fourmis magnans, en termites*” (332). We have all heard of fire ants that eat everything in their path and have deadly stings. Kourouma is obviously making a general allusion to these types of ants and termites, but the “*fourmis magnans*” was likely a specific African species. *Audubon’s Field Guide...*was of no use. The authors note that “Africa may have a million species of insects…and the majority are yet to be described” (913). They list only the tsetse, the dung beetle, and the termite. One dictionary got me on track. The *Grand Robert* (1985 edition) specified that, in Africa, this is a “*fourmi migratrice, aveugle, se déplaçant en colonies, connue pour sa voracité*” (a blind, migratory ant that moves in colonies and is known for its voracity). In a brief scientific report that I have lost track of, I found a reference to army ants, legionnaire ants, safari ants, and driver ants. Finally, I discovered the fascinating and monumental work of Bert Hölldobler and Edward O. Wilson, *The Ants*. It turns out that the migrating fourmis magnans are probably referred to in English as “driver ants,” the *Dorylus* genus (subfamily *Dorylinae* of the broader group of army ants). Hölldobler and Wilson describe them thus: “The dory-line and ecitonine ‘true’ army ants display an extreme form of group foraging and raiding in which individual workers move exclusively in groups, venturing to run only short distances beyond the advancing edge before they turn back in” (585). In summary, this one detail gave me fits over several weeks, though I gradually discovered the species that gives a concrete sense to Kourouma’s image.

By way of conclusion, I want to suggest that my difficulties in trying to locate specific species of animals in order to translate the novel as accurately as possible was, more importantly, an effort to develop a sense of the animal world as experienced by the hunters and evoked by the novelist.

Much ethnological work has been published on African hunting societies since the mid-1970s, but the most authoritative studies are those of Youssouf (Tata) Cissé, recently furthered by Karim Traoré. I can only propose a few basic elements of these studies here. The hunters’ society operates within and according to a hierarchical vision of the world that structures their society. Of course, the traditional vision has been undermined and changed in complicated ways during European exploration, colonization, and ultimately through the anthropological study of their society and cosmology. Traoré underscores the fact that the hierarchical ordering of society is definitive: “Each individual is a lifelong prisoner of the group into which he is born” (75 [my translation]). He notes that the hunters’ society contradicts in some ways the strict social organization of Mande society, and concludes that this produces a dialectical organization of Mande culture (76). Animals are the prey of hunters,
Ahmadou Kourouma’s *Waiting for the Vote of the Wild Animals* Continued

but, like humans, animals also have vital powers. When a hunter kills an animal, he must protect himself from revenge: “any material or moral harm, committed consciously or unconsciously, by gesture or by magic, by a responsible individual toward an inanimate being considered to be endowed with life, immediately unleashes in that being a vital flux *(flux vital)* called *nyama*. That flux, of an intensity proportional to the harm suffered, will never rest before it has taken revenge against the soul from which it came” (Cissé 84 [my translation]).

This is a central point that comes back time after time in the *séré*’s recital (*Waiting for the Vote*...). The hunters must protect themselves by stuffing the tail in the animal’s maw to prevent his *nyama* from escaping and taking revenge on the aggressor. At the level of political satire, Koyaga, master hunter and dictator-president, must avoid revenge from the *nyama* of each assassinated rival or associate. In the absence of a tail, he cuts off the penis and testicles and stuffs them in the mouth of the assassinated person. The novel is conceived in this ambience of hunting cosmology.

Each dictator visited by Koyaga when he first assumes power (the fourth *sumu* is the account of the ritual visits) is identified by an animal totem. Koyaga himself (Eyadema) is a falcon. Fricassa Santos (Sylvanus Olympio, the first president of independent Togo), assassinated by Koyaga, bears the totem of the boa constrictor. Nkoutigui/Touré (Cissé d’Ivoire) is a hyena. Tiékoroni/Houphouët, “neutral” negotiators (the Jackal/Hassan II), or revolutionaries (Nkoutigui/Touré), and toward the self-serving western powers who have allowed themselves to be deluded.

Through his own intimate knowledge of animals and the hunters’ society, as well as his personal experience with the dictators (the novelist was imprisoned by Houphouët-Boigny in Côte d’Ivoire and worked under Eyadema’s regime in Togo), Kourouma has woven a fascinating satire and created a distinctive discourse in French, enriched by various African languages and cultures.

References

**Published books**


Websites


Quality—An Ethical Duty
Continued from p. 28

be put in any kind of danger. Without mentioning mistakes which can cost lives, many others can also negatively affect the lives of others. There are so many examples. The consequences may not always be immediately apparent. But they exist and we must keep in mind at all times that quality is our ethical duty. It is the duty of translators, of editors, of proofreaders, of quality control specialists, and of anyone else involved in the process at any level—company owners, project managers, everyone.

Quality is the result of teamwork. Quality is an ethical duty. Anything less than perfect is not good enough!
The Systematized Nomenclature of Human and Veterinary Medicine (SNOMED) is a medical terminology coding system first developed by the College of American Pathologists in 1965. This system is currently used in over 40 countries and is in the process of being translated into 12 languages. This nomenclature allows for the consistent gathering of detailed clinical information, thus enabling providers of various specialties, researchers, and even patients to share standardized information across diverse sites of care and heterogeneous computer systems. The SNOMED system is organized into 11 axes: diagnoses, procedures, functions, living organisms, physical agents, chemicals, grammatical modifiers, morphology, social context, topography, and occupations.

...The “problem of terminology” in the field of health sciences is an entity in itself, and a point of increasing concern for those involved...
Naturalization
As a consequence of their frequency of usage, transferred terms from the SL are usually adapted to the TL, first to its normal pronunciation and later to its normal morphology. Such is the case with the word stress mentioned above, which in Spanish has been metamorphosed into estrés. Considering that transference and naturalization are, in a way, sides of the same coin, both transferred and naturalized terms were included in the Spanish edition of the SNOMED.

Synonymy
Synonyms do not occur in a one-to-one relation across languages. In translating the SNOMED, synonyms were often encountered without direct equivalents in Spanish. The opposite—synonyms to Spanish terms not found in English—was also a frequent occurrence. In every case, synonyms were added or removed according to normal usage in the Spanish language. No transfer or naturalization was exercised at this point in order to preserve the naturalness of the language.

Through-translation
Common collocations, names of organizations, components of compounds, and other terms are often the object of literal transfer from a SL to a TL, in a process known as through-translation or loan translation. Normally this type of translation is only reserved for widely recognized terms. In the medical domain, the use of the acronym HIV is commonplace, although its formal Spanish equivalent, VIH, exists. Widely accepted English loan terms were included in our translation.

Shifts or Transpositions
Because of differences in grammatical structure, translation often requires compromise involving both naturalness and grammaticality. Shifts or transpositions imply a change in syntax or structure to enhance meaning and reflect correct usage in another code. Several types of transpositions exist and were applied during the development of the Spanish edition of the SNOMED.

In the first type, the change from singular to plural, the position of an adjective is automatic and offers the translator no choice.

A second type of shift is required when a SL grammatical structure does not exist in the TL. A typical instance of this is the use of the English gerund and present participle, which is often misused in Spanish. Gerunds were translated as nouns (“Operating an inguinal hernia” = Operación de una hernia inguinal) or infinitives (…operate an inguinal hernia), and present participles as subordinate clauses (“Conditions causing complications in pregnancy” = enfermedades/patologías que causan complicaciones en el embarazo), adjectives (“mining technician” = técnico minero), or prepositional phrases (“dispatching and receiving clerk” = empleado de despacho y recepción de mercadería), according to their naturalness for each case.

The third type of shift occurs when literal translation is grammatically possible, but may not correspond with natural usage in the TL. Such is the case with ventricular hypertrophy by EKG, which could be translated as hipertrofia ventricular por ECG, but this rendering would be unclear. Whereas an expert may readily grasp its meaning through context, the phrase is still professional shorthand lacking naturalness. It is more correctly translated as signos electrocardiográficos de hipertrofia ventricular or electrocardiograma con signos de hipertrofia ventricular.

Insertion/Omission
Insertion/omission refers to adding or deleting words or phrases in order to clarify meaning and ensure accuracy and naturalness during language transfer. Insertion involves the replacement of a virtual lexical gap by a structure that may allow for correct grammaticality in the TL. We can see an example of an insertion in the phrase choking due to food in the larynx, which is translated as ahogamiento por presencia de alimento en la laringe. Omission is often used to avoid redundancy in the TL (i.e, social context condition = condición social) or simply because there exists a one-word option in the TL which has the same meaning as two or more terms in the SL (i.e., internal medicine specialist = internista).

Trajectories: Analysis of the Translation Product
After the translation process was completed, there were still many doubts and problematic concepts to solve. We took up Malone’s model of trajectories (Ref. 2). His model

Continued on p. 36
describes the techniques—or trajectories, as he calls them—of matching, zigzagging, recrescence, repackaging, and reordering. His claim is that such techniques and procedures will serve either as tools for the analysis of a completed translation (the analytic mode) or as helpmates in the act of translation (the operative mode). Trajectories are applied intuitively while translating, but they are not actually the operational techniques guiding the process itself. However, once the translation has been completed, the analytic mode can serve as a means of assessing the translation product, or ultimately to solve problematic terms and concepts (Ref. 3). The analytic mode is the approach that we chose mainly to evaluate the results of the translation of SNOMED and, to a lesser extent, to cope with several doubts and problems that cropped up during the translation process.

**Matching: Equation and Substitution**

Equation, or the exact equivalent, is the same concept as Vinay and Darbelnet’s “literal translation.” The generic process for equation and substitution is matching, which takes two forms:

Equation (exact equivalents): The target text element results from the most straightforward SL counterpart. (Example: Greater omentum ➔ epiplón mayor [greater omentum].)

Substitution: The target text element does not result from the most straightforward SL counterpart (Example: Stress ➔ tensión [tension]; Specific gravity ➔ densidad relativa [relative density]; Shoulder joint ➔ articulación escapulohumeral.)

**Zigzagging: Divergence and Convergence**

This set of trajectories arises from different lexical structuring between languages, leading to the concept of one-to-many equivalence. Zigzagging is the generic term for divergence and convergence.

Divergence: Mapping of an element in the source text onto any of two or more alternatives in the target text. (Example: Tear: lágrima/desgarramiento. [Liquid secreted by lachrymal glands/ breaking up in the substance of a structure].)

Convergence: Two or more distinct elements in the source text are mapped onto the same target element. (Example: Marrow/Medulla ➔ médula; Disruption/rupture ➔ ruptura.)

**Recrescence: Amplification and Reduction**

Recrescence is the generic term for amplification and reduction. Like zigzagging, recrescence does not seem to refer to a different phenomenon, but rather to cases where amplification and reduction alternate under the pressure of different demands.

Amplification: Inclusion of additional text elements in the target language. (Example: Effects of high altitude on the sinuses ➔ efectos de la altitud sobre los senos paranasales.) This SL phrase was first translated by the medical professionals into efectos de la altitud sobre los senos, which obviously, and humorously, leads to ambiguity.

Reduction: Partial mapping of a source expression onto its target counterpart through the omission of elements. (Example: Stone retrieval basket ➔ canasta para [...] cálculos. [Stone basket].)

**Repackaging: Diffusion and Condensation**

Whereas amplification and reduction add or remove information, diffusion and condensation express the same information in longer or shorter form. Diffusion becomes a matter for proper translation decision-making in cases where a complex concept is lexicalized in one language but not in another. Repackaging is the generic term for diffusion and concentration.

Diffusion: Mapping of a source phrase onto a more loosely organized target phrase. (Example: Mumps encephalitis ➔ encefalitis por virus de la parotiditis urliana. [Encephalitis caused by urlean parotiditis virus]; Malunion ➔ consolidación defectuosa.)

Condensation: Mapping of a source phrase onto a more tightly bound target phrase. (Example: Forging press operator ➔ forjador; adrenergic blocking agent ➔ bloqueante adrenérgico; Skeletal muscle relaxant ➔ miorrelajante esquelético.)
Reordering

Malone’s final “trajeciton” is reordering. His rather short discussion simply enumerates and exemplifies situations where reordering word sequences becomes necessary for comprehension, as in the breaking up of complex structures, or because the source and target languages have different narrative and stylistic structures.

An unpaired trajeciton involving the rearrangement of source and target elements. (Example: Open wound of head without complication \(\rightarrow\) herida abierta no complicada de la cabeza; Localized Salmonella infection \(\rightarrow\) infección por Salmonella localizada.) This last example was first translated by the medical professionals into infección localizada por Salmonella, again leading into ambiguity.

Conclusion

In the specific field of medical translation, we must bear in mind the fact that the terminological corpus we develop will be the structure for the exchange of information among health care providers and their patients. Therefore, certain compromises must be made when approaching the translation. Clarity and accuracy must come first, even before structural appropriateness and grammatical correctness. This can only be achieved by a working team made up of both medical experts and professional translators.

We would like thank Dr. Guillermo Reynoso for his valuable help and continuous support.

References


Convivencia ciudadana: “Peaceful Coexistence” Evolves From the Battlefield to the Bargaining Table

By S. Alexandra Russell-Bitting

Let our loyal readers be concerned that English is the only language with translation problems, your devoted columnist would like to turn to some Spanish expressions that have challenged those of us who translate into English. Take, for example, the expression convivencia ciudadana. When it first appeared a few years ago in a loan to Colombia, we puzzled over what it meant and how in the world to say it in English.

“Living in harmony” may sound like a hippie commune from the 1960s, but obviously that’s not quite what the Inter-American Development Bank had in mind for its loan to Colombia...

Convivencia is a noun derived from the verb convivir, which, according to María Moliner’s Diccionario de uso del español, means to live with others, especially in harmony, and is a synonym of coexistir. Ciudadana being the adjective form of “citizen,” conviviencia ciudadana thus refers to citizens (i.e., people, as opposed to, say, countries) living together in harmony.

Peace and Love?

“Living in harmony” may sound like a hippie commune from the 1960s, but obviously that’s not quite what the Inter-American Development Bank had in mind for its loan to Colombia. The loan proposal states as its objective “to reduce levels of crime and violence.” In the context of Bank operations, “living in harmony” would seem to mean “not committing crimes against each other.” The project addresses such diverse aspects of the problem as crime reporting, the court system, police training, current legislation, juvenile delinquency, alcoholism, domestic violence, and human rights.

So how do you express this far-reaching idea of convivencia ciudadana in English? Convivencia can be translated as “coexistence,” but what modifier would you use to express the idea of “in harmony”? International organizations use “peaceful,” which gives us “peaceful coexistence.”

Live and Let Live

Now, for those of you who can remember the Cold War, the term “peaceful coexistence” conjures up images of two super-powers reluctantly removing their fingers from the “detonate” button of deadly nuclear weapons. In those days, “peaceful coexistence” meant allowing the two countries to exist by side, that is, without blasting each other to smithereens.

In an interesting example of how expressions can change in meaning over time, the expression “peaceful coexistence” now means putting a stop to crime and violence against people. It brings to mind Los Angeles police brutality victim Rodney King’s plea of “Can’t we all get along?” Can’t people live side by side without hurting each other?

Why should the Bank care, you may wonder? In a book unveiled at a recent Bank-sponsored forum on social violence held in El Salvador, Fernando Carrillo, a former Colombian justice minister who is now a senior advisor in the State and Civil Society Division, explains: “Violence tears the social fabric, halts economic growth and development, and erodes the State’s legitimacy.” In short, violence is bad for business.

Swords into Plowshares

A related Spanish term that has undergone a similar semantic shift is pacificación. In the context of colonial rule, it implied repressing native rebellions, and the English equivalent, “pacification,” still reeks of Eurocentric authoritarianism. When pacificación is used at the turn of the 21st century, however, especially by countries such as El Salvador and Guatemala that have emerged from civil wars—excuse me, “internal conflicts”—it refers to “the peace process.”

In other words, pacificación means hammering out a peace accord through negotiations rather than hammering the opposition over the head with heavy firepower. Thus, in a way, both “peaceful coexistence” and pacificación are terms that have moved from the battlefield to the bargaining table—a happy evolution in meaning I would think not even purists could object to.
ack in 1983, when I was an aspiring student translator, I clearly remember the day when I applied for a summer job as a typist with a software company in Germany. Not only did I get the job, but the gentleman hiring me (one of the owners and a software engineer himself) assured me that my future as a translator would not be threatened by computer technology. He also said that even if it were possible to compile a translation program, it would be too big to fit in the Cologne Cathedral. Was he right? Yes and no. It probably is impossible to develop a program that could reliably translate any and all conceivable sentences. Yet, there are now several very powerful translation productivity tools that could qualify as “translation programs” in certain situations—and they each fit on a CD-ROM.

The program I use is Déjà Vu Interactive (DVI), and I would like to share some of my experiences with it. Many of the features I discuss are likely to be in competitors’ products as well. Some of the issues may be relevant for some language combinations and not for others. I work primarily in the language combinations English-German and German-English. My intention is to give those who have never worked with a translation productivity tool (also known as translation memory software) some examples of what such a program can do, to debunk some of the myths about translation software, and to offer a few words of caution.

About two years ago, I looked into acquiring a translation productivity tool, having had some experience working with Trados files. I initially looked at DVI because of its competitive price and its ability to process different file formats without the installation of extra applets, filters, or taggers. About half a year later, I ended up buying DVI because I liked the superb support from Language Partners International and because the upgrades are free—for life.

The 30-day trial period was long enough for me to get a feel for the product and its usefulness. I found it relatively easy to learn, but someone who is not comfortable with complex software programs might feel differently about it. If you routinely create and use macros in your word processing program to perform certain tasks, such as changing the language in a document, learning DVI will be a cinch. However, if you think that using the tab function to create tables is acceptable, you might want to consider taking a class in word processing. I am not saying this to show off my own computer skills; rather, good word processing skills are almost a necessity when it comes to preparing the files to be translated, which I will discuss later on.

The principle of DVI is simple: You create a set of folders that hold different types of files, such as source files, target files, project files, and so on. When initially setting up the program, you specify where the program should look for source text files and where to place the translated files. The actual file you work in is the “project file,” into which you import the source files. It looks like a two-column table, with the source text in the left-hand column and the translation to be entered in the right-hand column. You create the translation either by typing it in the old-fashioned way or by running “Pretranslate,” letting the program search for existing translations. A completed sentence pair is sent to the “memory database,” a file that is the basis for the underlying magic of the program. A memory database is the collection of translated pairs that a translator creates from his translations; therefore, its output is only as good as its input. Finally, the completed and spell checked translations are exported into their original formats, where they can be finalized.

Naturally, a translation productivity tool is better suited for some tasks than for others. It is especially helpful in the following situations:

Work from the same client that is similar in nature and follows a certain format. An example would be memos with information in headers and footers, such as “Created on,”...
 Been There, Done That—And I’ve Got Déjà Vu to Keep Track of It! Continued

“Created by,” “Effective Date,” etc. They are annoying to translate, especially in 30 different files, but in DVI you only translate them once, thanks to a function called “Autopropagate.” Once you send a translated phrase to the memory database, it will search the remainder of your files for occurrences of the same sentence and automatically insert the translation.

Large projects consisting of several files, especially in formats such as PowerPoint or FrameMaker. All the files can be processed at the same time, and you do not have to worry about formatting. The formatting commands are either hidden or appear as embedded codes, and they are easy to work with.

Projects containing repetitive phrases that are similar but not identical. A good example is a software manual. A typical phrase might be: “From the File menu, choose Save As.” In DVI, the words “File” and “Save As” would be surrounded by codes, indicating the formatting, but they would not appear in boldface. Later, the phrase “From the File menu, choose Print,” might appear. This is where a function called “Scanning” comes in handy. The program would search your memory database for similar phrases, find the phrase “From the File menu, choose Save As” mentioned above, and suggest it, but it would highlight “Save As,” indicating that these words do not match. You would then accept the sentence with a mouse-click and change the “Save As” to “Print.” Another helpful feature of the program is “Check terminology,” a verification function that lets you scan a text for consistent terminology use. It alerts you to different translations of the same source term. Even though 90 percent of its alerts are not really mistakes, it still helps catch errors the human eye can easily miss.

Once one sees such a program in action, it is easy to be fooled into thinking that the program can learn to do the translator’s work. It cannot—it is just very fast. And there are some caveats:

The program is very sophisticated, but it cannot think. Depending on the match level you choose (i.e., the number of words in a sentence that must match before the program suggests it), it will think that “12 mm x 12 mm x 13 mm” is a good match for “12 mm x 38 mm x 60 mm.” That’s six out of eight words—a 75 percent match! Also, it cannot always tell the difference between words and numbers. Therefore, it is best to handle numbers first, which can be accomplished by sorting all lines in alphabetical order.

It has spell checkers for many languages, but it does not “know” any particular language. For example, it does not “recognize” variations of a word it has learned, such as the plural. It looks for matches within a sentence, not within a word. For the same reason, it would not recognize a typo for what it is.

It is fast with words, but numbers are a different story. To be honest, I have not yet discovered the underlying logic of how the program handles numbers, and at times it seems rather haphazard. For example, it will not “learn” that 5.12.99 should be 12/5/99, no matter how often it occurs. Nor will it automatically convert “1.25” to “1.25” and vice versa. In some cases, however, this conversion is not even desirable—for example, when the numbers in question are in a numbered list, part numbers, or similar rather than decimal numbers.

It expects you to look before you leap. The instant you perform an action in DVI, it saves it, which is good. But it lacks one function that I have come to appreciate in other programs: the “Undo.” This is especially important for functions that cannot be reversed manually, such as a global “Search & Replace.” For example, I once wanted to replace all commas in numbers with periods, thinking that I was applying the command to the highlighted lines only. The program thought otherwise and replaced them throughout the file—needless to say, I would not have gained anything by globally replacing periods with commas. (Yes, I had to do it manually!)

Obviously, a translation productivity tool can be very helpful and timesaving if used correctly and consistently. Likewise, for best results, it is important to “prime” the source files and to edit the translated files. A major obstacle to efficient use of the program is a file containing hard returns at the end of a line,
because of the way DVI segments sentences. You should make sure that sentences are delimited by periods, and not by a random hard return in the middle of a sentence. The same applies to tables created with tabs. It might well be worth the time to convert such text to a real table prior to importing it into DVI. The fewer typos and mistakes the source file contains, the better. By the same token, you should carefully proofread and edit the translation once it is finished. This includes taking the time to change the text in the translated file to that particular language using the “Language” function in the “Tools” menu in MS Word. It also means running the spell checker and grammar checker again, even though you have used the spell checker in DVI. Finally, after you have made changes to your translated file(s), take the time to make those changes in the DVI project file and send the updated and corrected version to the database. DVI has a wonderful function called “Disregard all previous phrases sent from this project.” This way, only the final and correct translations are saved in the database.

Frequently Asked Questions

When all is said and done, wouldn’t it be a great idea to take all the translations one has ever done and create a giant database? Or better yet, get a dictionary in electronic format and add it to the database as well?

Not really. This would be tantamount to copying all the addresses in the White Pages into your personal address book. Sure, it can be done, but it defeats the purpose. Having different memory database files for different customers helps maintain specific and consistent terminology for a customer or a project. In fact, the suggested approach could cause the translator more work and aggravation. Since the program cannot make educated choices, it would take the first available or most recent translation for a certain term. The translator would then have to find out where the translation originated, rather than being able to rely on its being the “correct translation for that particular customer.”

What if you find a better translation later, or you receive feedback from the customer that they use a different translation for a certain term? How do you incorporate that into future translations?

Easily. You open the database file in a sub-program called “Database Maintenance,” search for the term in question, and replace it. Next time it appears in a text, the new term will be suggested.

Which program is the best?

To really appreciate a program and what it can do for you, it is best to take it for a test run, which is risk-free, since most translation productivity programs have demo versions and trial periods. The examples I cited are just a small sampling of what the program can do, and the user manual will give you a much better and comprehensive idea of its overall capabilities.

In conclusion, I must say that Déjà Vu Interactive is one of the best investments that I have ever made.

ata

Case Study Research Project

Attention: NATO or United Nations Translators or Interpreters

If you served as a translator or interpreter with NATO or United Nations forces in the Balkans any time from 1995 to the present, please contact Robert Burgener by e-mail at internectr@hotmail.com or by mail at 13013 Narada Street, Rockville, Maryland 20853. You will be asked to complete a short survey pertaining to your experiences before, during, and after your deployment as part of a larger research project supervised by the Center for the Study of Mind and Human Interaction at the University of Virginia, Charlottesville.
European Odyssey: Touring the Old Country En Route to Two ATA Accreditation Exams

By Wulf-D. Brand

Fellow translators may note with a degree of incredulity that traveling to an accreditation exam session can actually be a lot of fun. Traveling to two of them in one fell swoop can be even more exciting—pass or fail!

Reading the accreditation exam schedules in the Chronicle one day, I noted that a sitting in Madrid was just a week before another one in provincial Horsham in the United Kingdom. No sooner had the atlas been consulted than I decided to combine participation in both exams into one trip. ATA accreditation program manager Terry Hanlen was very kind in forwarding the e-mail addresses of respective proctors in advance, who were contacted posthaste in order to gather intelligence on the actual logistics related to the exam sites. I am indebted to both these individuals for their very detailed, precise, and elaborate responses to my questions. By contacting them, I was able to narrow down the exact exam location, how to get there, how to find it, and where to spend the night before the exam.

An Internet search helped secure hotel reservations and yielded a map of the university campus in Madrid. Likewise, ferry travel across the English Channel was arranged in a snap. The need to bring along a suitcase full of dictionaries made me decide to use my own car to do most of the traveling. Hauling a whole suitcase of books around on foot during the entire trip wouldn’t be that much fun and would not do the expensive books much good either. Only the visit to England required this type of manual labor. The car would remain parked at the port of Caen, at no charge, while I hopped across the Channel. Locomotion would be by train there (or on whatever they call a train in England), but still on foot for quite a few miles, as it turned out...

Leaving over a week before the first exam, the trip proceeded through southern Germany, along Switzerland’s winding country roads—for lack of the sticker authorizing highway use (don’t get caught without it!)—and into Geneva, where one goes in circles for an hour for want of proper road signs. Into France, the stopover for the night was at Grenoble, a beautiful city surrounded by towering mountains from all sides. The next day saw my old car move swiftly through the Languedoc region of France. Perpignan, at the piedmont of the Pyrenees, was reached by late afternoon. The journey continued via a tiny switchbacked road right along the cliffs with the Mediterranean gushing away underneath.

A crew of Spanish university students greeted the lone traveler at a long abandoned border post at the crest line just before Port Bou. What did I want in Spain and where would I stay, they inquired—a tourist survey it turned out, not a class of aspiring customs inspectors. That evening the preliminary destination in Catalonia was reached, allowing for some reclusion for a few days while sheltered from e-mail, mail, phone, fax, and other unnerving trappings of civilization. Time to read a few good books before the journey went on to Madrid. This was reached after a mere eight-hour drive with no traffic jams and plenty of absolutely gorgeous scenery in the mountainous regions of Catalonia along the way. As in France, the itinerary gave the national roads precedence over highways of the likes of Auto-bahns or Interstates. One might get stuck behind a truck laboring uphill every now and then, but the rewards were there in the sights to see en route. There is also no toll for these state roads.

Alcobendas, a town on the outskirts of Madrid where the hotel I had made a reservation at was located, was not found on the Madrid city map. It was rather close to the university, though—according to a map found on the Internet. This was reached by six in the evening, after a very courteous police aide had pointed the way gesturing elaborately with hands and feet, adding explanations in Spanish I didn’t understand. As it turned out, he had said, “The hotel is right around the corner.” And there it was—“located at a picturesque spot,” according to the ad on the Internet hotel reservation site. In this case, that meant: along the main drag, next to a gas station and shopping center all with flashing neon signs, which is as picturesque as it would get for the next three days. Fortunately, a huge mall was close by allowing for the replenishment of provisions.

The next day was reserved for reconnaissance, namely finding the university and then finding the actual exam site on the campus. Easier said than done! The road map of Spain had warned that road names were currently in the process of being
apparently from the States. Courteous as ever, the waiter put on what American music he could find, which was clearly not in the taste of that gentleman, myself, or anyone else in earshot. We're talking rhythm and blues from the early 1970s, which made for quite a queer dining atmosphere in rural Spain.

The next morning saw the journey continue straight toward France, or the Principality of Andorra, rather. Fuel, i.e., the tax on fuel, is much less there, so that was the perfect place to gas up halfway between Madrid and the English Channel. The route through Aragon, across the Rio Ebro and western Catalonia, was again full of breathtaking scenery. Andorra's main attraction was a high altitude traffic jam. Several hours after nightfall lodging was found in the tiny town of Belcaire in the foothills of the French Pyrenees. Although affiliated with Logis de France, the establishment there served the meal wrapped up in aluminum foil (leftovers?) and the wine carried no label and generated nightmares later on. The possibility of their foreign guest being an undercover inspector sent by Guide Michelin had clearly been ruled out....

The next morning, more beautiful scenery unfolded in the wooded piedmont area before reaching Carcassone. Here, a search for an Internet terminal of sorts was undertaken, which lasted until two in the afternoon, after which time it was determined that all Internet terminals open to the public in that town were defective or closed and that the local Internet café had the day off. Traveling northward through the various regions of France while staying clear of urban areas or toll-intensive "Autoroutes," Caen was reached in the morning after two more days of travel, fine dining, and really

Continued on p. 44
nice small hotels. The ferry to Portsmouth, U.K. would depart that night at 23:00, thus leaving a whole day to tour the town. Taking the boat at night saved the expense of another hotel stay. The port of Ouistreham was found without delay and reservations, as well as the free parking in front of the terminal, were confirmed by ticket counter attendants. Then it was into town. Possibly, an Internet portal could be located in Caen. Parking was no problem there, and after three hours of asking around and many a helpful hint, a small computer store with two terminals for Internet access, and a long line outside, was found. By five that afternoon, the wait was over—a small computer store with two terminals for Internet access, and no Internet café was found in all of Caen. For extended travel in Europe, one will want to have an autonomous, self-contained wireless e-mail solution via laptop!

The town of Caen had more in store, though. An antiquarian bookstore had a whole year’s worth of copies of the *Revue Technique Automobile*. This magazine is every automotive terminology’s dream: extremely well illustrated with explosive drawings denoting each part of the respective automotive component groups and entire articles with in-depth information on their workings. Evening soon drew near and dinner was on a budget this time. The waiter counted my last French money and kindly picked the seafood item from the menu to match that amount (keep the tip up your sleeve when using this procedure).

The ferry ride across the Channel was quite an adventure as really bad weather had rolled into port, not to mention the storm out at sea. Strict orders from the captain ensued urging passengers not to set foot on the open deck. The ventilation system in the bunk bed cabin spewed diesel fumes all night from the laboring ship’s propulsion system. More or less well rested, but at least showered and shaved, Portsmouth was reached by six the next morning. The bus to the railway station was out of service, so all the dictionaries now had to be hauled into town on foot, i.e., by trolley suitcase. Then, grossly conflicting information on where to leave luggage at the railway station was offered by several people working within a stone’s throw from each other: “No, there have been too many bomb threats, you can’t leave luggage anywhere here”; from the ticket attendant just around the corner: “Oh yes, ask the parcel man in the red booth, they take luggage”; from the parcel man in the red booth: “No, who told you we take luggage, I really can’t, it’s illegal, but I’ll watch it for you unofficially, if you like.” The chap looked right trustworthy, and I really had no choice. Touring the tall ships at Portsmouth harbor with a trolley suitcase was not an option.

Tall ships they were, particularly HMS Victory, Lord Nelson’s floating command post during the battle of Trafalgar, or so we are led to believe. This tour is a must see, as it is guided by highly knowledgeable and competent Royal Navy officers with the tall ships all in an excellent state of repair and located on a Royal Navy base. Our guide explained in plain English that Lord Nelson was actually wounded some five minutes into the battle of Trafalgar, leaving the very running of the battle at this pivotal point in history to his second in command, who for some reason has not made it into even a footnote of the history books. This notwithstanding, HMS Victory today bears a brass plaque at practically every spot where Lord Nelson spilled a drop of blood before succumbing to his injuries a few hours into the battle. The remainder of the tour was no less of an eye-opener, as the officer explained in lavish and poignant detail the miserable conditions on board. He did not fail to emphasize that Royal Navy sailors in the Victory’s heyday still lived far better and made more money out at sea than any commoner under the English crown could ever hope to earn on land.

Leaving this memorable experience behind, the next unforgettable adventure followed on its heels. The train was boarded to Horsham, a small town halfway between Portsmouth and London. The latter destination would actually be no further from Portsmouth than another 45-minutes train ride. Possibly, one should say train flight, as this tatterdemalion contraption must have been airborne, hovering over the rails at breakneck speed for half of the journey. Not to forget the doors, which may only be opened from the outside. A plaque on the inside of each door alerts passengers how to manually roll down the window to facilitate reaching the outside door handle, a leftover from the days when the closing of doors was done by dedicated platform

*Continued on p. 50*
The second annual ATA Translation Company Division Conference will be held in Colorado Springs, Colorado, June 1-3, 2001. The first conference for this division, in Minneapolis last June, was without question a success. The general feeling was to continue to plan these on an annual basis to discuss industry concerns and innovations—so hopefully many of you will be able to fit a trip to Colorado into your schedules.

It will be held at the Wyndham Hotel, on a hillside just north of Colorado Springs. The Wyndham is approximately 20 miles from the airport, about $32 by cab and prices vary for shuttle transport. For example, Garret Home charges $30 in total for four people, while Overland Express charges $45 to transport six to seven people in a suburban or $55 for a van which holds up to 14.

The program will begin on Friday evening, from 7:00-10:00pm. A buffet dinner will be served, followed by basic introductions and announcements of interest.

Saturday morning will begin with a continental breakfast, followed by presentations and round-table discussions throughout the day, with breaks for lunch and afternoon snack served at the hotel. You will be on your own for dinner, with suggestions for good restaurants in the city. (Although the Wyndham is about seven miles out of town, a complimentary shuttle, which carries up to 15, makes the 10-minute trip from the hotel to and from town continuously from 6:00am-11:00pm.)

Sunday morning breakfast will be served from 7:00-8:30am. We will continue discussions for a short time afterwards to address any new burning issues that have arisen during the conference.

Our purpose is to use this time to be productive cooperatively. We have seen that open communication in this network strengthens each of us. There is so much business to be done in our field and so many new advancements to be aware of. It is refreshing to set aside competitive interests to work and learn together.

The fee for the conference will be $210 for registrations. To attend only on Saturday, June 2, the fee will be $160. The Conference Reservation Form can be found at http://www.ata-divisions.org/TCD/TCD_Conf_Form.pdf. For reservations, please send the Conference Reservation Form along with your check, made out to ATA/TCD for your conference fee, to:

Robin Burch
The GEO Group
5679 North Shore Drive, Eau Claire, WI 54703
Tel: (877) 597-2993, Fax: (715) 858-9961
E-mail: robinb@thegeogroup.com

Please contact the hotel directly for room reservations: Tel: (719) 260-1800; Fax: (719) 260-6911. Although we cannot guarantee it, please be sure to ask if there are any rooms available at the TCD’s special rate.

We are open to your suggestions for presentation topics and round-table discussions. We are considering inviting vendors to have booths in an area adjacent to the meeting rooms, for a $500 fee.

Any suggestions for vendors are welcome. You are encouraged to share your ideas in the planning and THANKS TO ALL!

Suzanne Robinson
TCD Conference Organizing Committee
Phone: (303) 762-0997 or (800) 990-1970, Fax: (303) 762-0999
E-mail: liaison@ecentral.com
Sounding it Out: Alexis Levitin on Translating Poetry

Alexis Levitin is one of the most widely published translators of poetry working in Portuguese and English today. He has translated every major 20th-century Portuguese poet, and his work has appeared in more than 200 literary magazines and in more than 30 anthologies. He has published 15 volumes of translations, and his work has been supported by the Rockefeller Foundation, National Endowment for the Arts, the New York Council on the Arts, Wheatland, Columbia University Translation Center, Witter Bynner, and many other agencies. Levitin teaches English at the State University of New York at Plattsburgh. A popular presenter at our conferences, Levitin has been a member of ATA since our memorable conference in New Orleans.

JE: So sound is what it’s all about?

AL: For me, translating sound is the greatest challenge and the greatest reward.

JE: Of all the translators I know, I think you give sound the highest priority, and I know this is based on deep conviction. Talk a little bit about sound and meaning.

AL: Well, sound is a high priority for me because in poetry sound is a significant component of what, for want of a better word, we feel compelled to call “sense” or “meaning.” I think “meaning” may be very misleading. To feel the reality of life, of a snippet of life, a little corner of life, is a triumph for the human spirit.

JE: Sound helps us feel?

AL: We are, for the most part, the living dead. Good poetry can bring us back to life again. We can never know what anything “means,” but we can all feel that life is fuller, richer. That is what great poetry does (and great art in general).

JE: It brings us back to life by...?

AL: By making us feel the intense vitality in the human experience of life. In poetry a large part of this is sound—and that means both rhythm and (in the broadest sense) rhyme—all the movements of language, the flow, the cadences, the metrics, but also the pitch, the tone, the echoes, the resonance, the alliterations, and the assonances.

JE: “Meaning” resides in this “music?”

AL: It can’t be separated from it. The poet I’ve dedicated more time to than all the others is Eugênio de Andrade. His basic, life-affirming paganistic philosophy is not complex: fire, water, earth, air, the four elements we share and love—all cherished in the face of the “Shadow’s Weight.” But in Portugal, Eugênio is considered the most musical of all poets; translating his sound is of the essence. If I can’t rediscover his musicality in English, I’ve lost him.

JE: So in order to translate, we need to know more than what a poem means; we need to know how it means.

AL: Mmmm...yes.

JE: What about images?

AL: Of course images are essential to the life of poetry, but often the wings of the image, though invisible to us, are the sounds that carry them.

JE: Beautiful. “Wings of the image.” Almost a haiku. Could you give us an example of such a “wing?”

AL: Let me think. A while ago I translated several poems for The Amazonian Review involving dolphins and river waters flowing. I remember some lines:

and with me goes the river gliding
grinding grinning gripping rivering under me
in an underworld of dreams

JE: I see the river, but I also hear it “rivering.” Great example!

AL: For me, this is the sexiness of language.

JE: I love it when you talk like that. Alexis, how do you work?

AL: I do the first draft alone, already listening to the sound. I note all questions in red. Then I work with the poet, if possible, and ask all my questions with great minuteness and tenacity.

JE: How to torture a poet.

AL: True. This can be excruciating for the poet, but, you know, most of them appreciate my care.

JE: Of course they do.
AL: Then, back in America, I type up a penultimate version with the help of a brilliant, wonderful native-language informant and good friend, Clara Pires. She is both linguistically and humanly deep and sharp. She catches everything. With her help I attempt to escape the consequences of original sin. She not only catches any error in understanding, she even catches errors in tone or register in English. I wonder if I would dare publish a book without knowing she had carefully read through the entire text.

JE: What a friend! You are the luckiest person in the world to have such a reader. Do you then go through many more versions?

AL: Well, it depends. If the poem is a rhymed sonnet, I do many many versions. It can take a day or two before I find a single rhyme. Sometimes I am in utter despair. But once the first rhyme comes, the others follow fairly quickly. The change is almost magical. But the magic is bought at a great price. The first hours or days can be agonizing in their emptiness.

JE: Why is it fashionable today to disparage rhyme, if it’s really as important as you and I think it is?

AL: Rhyme is probably disparaged because: a) it is traditional, and b) it is considered restricting and artificial. Obviously it is so, if mishandled. Rhyme requires discipline, hard work, thought, rethinking, fiddling, fiddling again, and extended game playing with very strict rules.

JE: Left brain games, maybe? And the other part of writing is so much more “fun,” just going with the glow....

AL: Most younger poets feel that poetry is about self-expression and that the rules hamper them. They don’t understand that in the mighty effort to satisfy the excruciating demands of the form, they can find themselves thrust up against a new idea, a new angle, or a new vision of the very experience they thought they knew so well. Few younger writers realize that the desperate search for rhyme can lead you to a buried idea deep in your subconscious, an idea that you only develop “by chance” thanks to the enormous effort forced upon you by the exigencies of rhyme.

I spoke to my students the other day about rhyme. I gave an example: start with “lust.” Sounds like fun. Quickly you discover “dust.” A bit sobering as a complement to “lust” and utterly true, nay, unavoidable. In fact, lust can exist only because we will turn to dust (from biology’s point of view, I mean). But that’s not all. If it is an Italian sonnet, you will need more rhymes, such as “rust,” “trust,” “crust,” “gust,” and most painful of all, “must.” Once you discover “must,” you suddenly understand a great deal more than you did before about both “lust” and “dust.” In other words, we like to think we are free, but “must” reminds us that both our lusty yea and our dusty nay are part of the net of necessity. All these thoughts spring from the rhyme itself and are provoked by the rhyme.

JE: And if we now think of transferring this chain, this intricate web, to another language…

AL: ...that has its own ancient chains and webs of sound...

JE: …we’re in very deep waters. (With chains and webs, yet.) But, beyond that kind of complexity, we’re talking about two completely different musical instruments here. Look at rhyme, for example—Portuguese is so bountiful compared to English.

AL: There are many differences we could mention, sonorities and so forth. In Portuguese, for example, you always hear the vowels, and they are beautiful. They play a far larger role than in English. Too many English vowels are nondescript—the “schwa.”

JE: The “schwa” doesn’t exactly make for bel canto. So, when going into English from Portuguese, how do you compensate for the loss of...melody, I guess you’d call it?

AL: I often compensate for a weakening of assonance with an increased emphasis on consonance or alliteration. That’s where you can pick up the intensity a little.

JE: There’s a poem by Carlos de Oliveira that begins:

Concha escondida entre os lírios da spuma violada...

You translated it for Beacons IV, which I guest-edited:

Seashell dwelling secret among lilies of violated spume...

I remember liking “secret” and “spume” with “seashell,” but wondering why you chose them over “hidden” and “foam.” So, increasing intensity is what it’s all about. Now, did these notions about sound just dawn on you gradually over the years?

AL: Touring the U.S. with Eugénio de Andrade was a breakthrough for me, because I got to hear him recite his own poems 17 times over a period of six weeks. As I read the English after him, I began to approximate his sound more and more, to the point where one night after I’d read he leaned toward me and whispered, “If you keep reading like you read tonight, pretty soon you’ll sound like Eugénio de Andrade.” What more could I have asked for?

JE: Nada. Incredible. This has to have affected your translating....

AL: Absolutely. I realized after that tour that sound was more important than anything else in Eugénio’s work, and so

Continued on p. 56
Dictionary Reviews

Compiled by Albert Bork

English-Spanish, Spanish-English Chemistry Dictionary

Author: Steven M. Kaplan
Publication date: 1998
ISBN: 0-471-24923-8
Available from: IBD, Ltd., Barnes & Noble, Borders
Price: $44.95
Number of pages: 530
Reviewed by: M. Gabriela Nanni

Chemistry is such a vast topic that it could easily fill several dictionaries, and it is clear that every effort went into the making of Kaplan’s latest work in his series of Spanish-English dictionaries. It is well organized and formatted as a glossary. Source words are indicated as boldface entries next to the target language pair, which results in a user-friendly lookup system. There is no grammatical or phonetic information provided, nor does it contain illustrations, abbreviations, or appendices. The quality of the binding and paper is good and holds up to heavy use.

The dictionary does a good job of covering terms from both organic and inorganic chemistry, as well as the general field itself, but, with few exceptions, does not include chemical compounds from the biochemical or the pharmaceutical fields.

The publisher claims that the dictionary contains over 40,000 essential words. However, I found that there is an excess of entries unnecessary for a professional translator. For example, in the English section, we find the word “critical” used as an adjective in 13 separate entries. Instead of examples of the word’s use, these entries list the word as a modifier of 13 separate nouns where there is no difference in grammatical construction or meaning with each noun, except for the meaning of the noun itself. These nouns are also included as separate entries elsewhere in the dictionary. Thus we see:

- **critical coefficient**
- **critical conditions**
- **critical density**
- **critical humidity**

The same holds true for the adjectives: “chemical,” “homogeneous,” “radioactive,” and “molecular,” to mention a few.

In the Spanish section, something similar occurs with the entry “método de XX” (XX being the last name of the person that method is named after). We find 21 entries with 21 different last names with no difference in spelling or grammatical construction, except for the repetition of the same last name before the word “method.”

The same occurs with the entry “reac-tivo de XX,” perfectly translated as “XX reagent,” but there are 52 entries. The possible list of reagents named after a scientist could be endless. The spelling is the same in both languages. The composition of each reagent is obviously not explained, therefore, the list is long and unnecessary.

In my review, I found a number of inaccuracies that would be unacceptable in a high quality translation. I will mention here just few of them:

- **Boyle’s law** is not “ley de Boyle” in Spanish, but “Ley de Boyle y Mariotte.”
- **Cannabis** should not be translated as “cannabis,” but as “cañamo.” Also, its derivatives should not have a double “n” in Spanish.
- **Carbonize** should not be translated as “carbonizar,” but as “enriquecer con carbono,” “convertir en carbono,” or “reaccionar con carbono.” The word “carbonizar” in Spanish means “to burn out.”
- **Chlorination** is not “clorinación,” but “cloración.”

There is a discrepancy between both sections regarding the meaning of Fluor, which is translated as “flúor” in the English section (and is missing the accent mark), while in the Spanish section it is translated to English as “fluorine.”

In conclusion, this comprehensive bilingual dictionary covers essential words and phrases found in chemistry literature, from which students and others working in the chemistry field could certainly benefit. The work falls short of meeting the expectations of a professional translator as a main reference source. Nevertheless, it could serve as an acceptable secondary source.
The phrase where this was used: *increasing the rate of interventions at Paris with no screening whatsoever.*

(E-Sp 4-01/3) Shelf, shelf takedowns, and market overhang are all specialized terms referring to registering with the U.S. Securities and Exchange Commission. What do they mean, and how best to render them in Spanish?

(F-E 4-01/4) In an engineering context, the problem phrase is “tourreau sous domaine public” in the context phrase “...régler les problèmes techniques a l’interface assaisonnement—tourreau sous domaine public.”

(G-E 4-01/5) An apparent neologism, “Akquisiteleistung,” appeared in a marketing document Cappie worked on. A bit more context: “...die strategische Bedeutung...für das Image der Marke bzgl. der Akquisiteleistung...” It had to do with a brand new product.

(R-E 4-01/6) Томпак refers to a tread-mill, but something related to naturally occurring plants seems called for in the reference Plesiosaurus found to Томпак проходит по ковыльным и томпаковым степям. What is the latter geographical feature?

(Sp-E 4-01/7) “Mallas formadas” posed problems in some electrical specifications for communications equipment. A bit more context: “Puntos a tierra o mallas formadas.”

Replies to Old Queries

(D-E 1-01/2) (“voorlopen”): Troy Fowler reports that a misprint turned “overlopen” (review) into “voorlopen” (to walk in front of someone, to gain, be an hour fast). The phrase with “overlopen” makes perfect sense: *The entrepreneur and management will review work in week 47.*

(E-E 10-2000/1) (in accord with, in accordance with): Kriemhilde Livingston states that the former means to agree, harmonize, correspond, or coincide with, implying close similarity between things, or harmonious relationships; and the latter means agreement, conformity, as with a rule, directive, regulation, etc., not necessary implying agreement.

(E-Sp 8-2000/4) (Texas Rangers): Harvie Jordan points out that the Texas Rangers as such have changed quite drastically over the last century. They are now a small group of investigators within the Department of Public Safety, and knowing that will inevitably have an impact on how to render the group’s name in Spanish.

(E-Sp 1-01/7) (townhouse): Elsa Nadal has heard this referred to in Spain as “chalet adosado,” the latter word meaning attached back-to-back or side-to-side. She would prefer to stick with the definition created by Harper Collins’s dictionary, which gives evidence that its compilers did a lot of research to get it right: “casa adosada.” By contrast, the McMillan Visual Dictionary offers “casas en serie,” giving Elsa more of an idea of row houses.

Selma Benjamin suggests “apartamento de dos (o mas) pisos,” Audrey Feldman: “condominio horizontal.” Queca Woods found a whole series of country-related renderings: “casa en hileras” in Bolivia and Uruguay; “casa de ciudad, casa particular en la ciudad” for Colombia; “townhouse” (what a capitulation!—Translation Inquirer) in the Dominican Republic and Puerto Rico; “casa particular en complejos residenciales” in Guatemala—quite a mouthful; “dúplex horizontal” in Mexico; and the already-mentioned “casa adosada” in Spain—all this from a Spanish multicultural dictionary.

Ricky Lacina’s discourse on this will be saved for May. Obviously, much interest was aroused.

(F-E 10-2000/2) (“travail dissimulé”): Ricky Lacina states that often this is work for cash or paid under the table. One might also use moonlighting, depending on the legalities.

(F-E 1-01/9a) (“mise en bourse”): Depending on the context, Mark Colucci says it could be listing on the stock exchange, initial public offering, first listing, or even admitted for trading. The basic idea is the action of listing a company on a stock exchange for the first time.

(F-E 1-01/12) (“autorisation de
monter"): Susana Greiss would render it as clearance to ride, presumably after screening for drugs and alcohol.

(F-E 1-01/14) (“hippobonobile"): Ricky Lacina believes horse-drawn to be just right for this, as in those carriages which are, for example, found nowadays in the Loire Valley. A bit closer to home, it could also refer just as easily to an Amish buggy.

(G-E 10-2000/3) (“dingfest machen"): Kriemhilde Livingston claims that with pipes, it has more a meaning of to make leakproof. She also notes the existence of the verb “dingfesten,” meaning to bargain for, hire, engage, haggle...

(G-E 1-01/15) (“Aktivrubrum"): Troy Fowler learned that a “Rubrum” is the heading or title of a judgment, and “Aktivrubrum” just might be the active party suing or simply the plaintiff.

(Pt-E 1-01/16) (“acervo” as accreditation, etc.): The word “acervo,” Susana Greiss points out, means assets that are part of the net worth of a company, or, and this is more relevant here, an individual. She takes it to mean qualifications, professional background, experience, know-how. In other words, the accumulation of a person’s credentials over the years.

(R-Sp 1-01/17) (академик наук, доктор наук): Dr. Svetlana Romanov points out that only two official designations exist in the Russian hierarchy of degrees: Кандидат наук (Candidate of sciences) and Доктор наук (Doctor of sciences). To say that someone is an Academician (Academician) is simply to say that the person holds a doctorate of sciences, is a professor, and is either an active or corresponding member of the Academy of Sciences, an honor that requires no dissertation to be defended, but represents some sort of honor or recognition. The word академик is never combined with of sciences.

As of this writing, on February 26, 2001, the Translation Inquirer still needs a new helper with culling FLEFO for a good and healthy variety of new queries. Respond to the e-mail address at the top of the column if interested. You will immediately become an integral part of one of the Chronicle’s allegedly two most popular sections—so they tell me.

---

**European Odyssey**  Continued from p. 44

staff. These have since been rendered “redundancies”—(really?)!

A very attentive station master explained the way from Horsham station to the Wimblehurst Hotel, offering a good night’s sleep before exam day. On the way there, the roll-around suitcase disintegrated under the weight of the dictionaries—right in the middle of a pedestrian crossing. Somehow, the baggage and I managed to reach the hotel, where the remainder of the afternoon was spent discussing the future of the European Union with the hotel clerk. No headache struck that night, and the breakfast, prepared by the clerk of Indian origin sporting a huge turban, was highly delicious.

Arriving early at the exam site, it was good to have a chat with colleagues beforehand. This exam sitting was no less exhausting, of course, but professional discussions were continued over afternoon tea at our proctor’s home. Mrs. Lorraine had invited us to her house to catch our breath after the test. Meetings among translators in person are rare, of course, given that we’re always encumbered in our little hideout at home while entangled on the Internet, and this little get-together would easily have made the trip to Horsham worthwhile in and by itself.

All said and done, the budget was added up. Although staggering, it was not much higher than separate plane tickets to each exam site, which would call for arrival without an overnight stay, thus making any prior reconnoissance of the actual exam site location impossible. Indeed, there is nothing worse than having to take an ATA exam right after a frenzied search for the exam location in a place one has never been to before. Likewise, the budget covered a whole week’s worth of vacation before the exam date. And there is nothing better than taking the ATA exam right after a few days full of relaxation and leisure activity entirely unaffiliated with the translation profession! So, next time you’re looking for a good excuse to take a week or two off work, try incorporating an ATA exam location in your itinerary. It will be money well spent—pass or fail!

**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 www.atanet.org.
Making Jokes About the Unspeakable

Black humor about human beings under extreme conditions is often considered to be in poor taste. But for the people in those conditions, black humor can be a means of surviving, or at least of surviving a little longer. And it is a particular disservice to those people to translate them badly.

In her book, *Singing for Survival* (1992, University of Illinois Press), Gila Flam states:

in the Łódź ghetto, where no radios were allowed, newspapers forbidden, and political gatherings outlawed, the only form of expression still permitted (albeit supervised) was singing (37).

The number-one hit in the ghetto, reports Flam, was Yankele Hershkowitz’s “Rumkowski Chaim,” the ferociously satirical song about the “king” of the ghetto, Chaim Rumkowski, the “Eldest” of the Jews who was made their absolute leader by the Nazi Civil Administration.

Whether Rumkowski was a hero or a villain will be long debated. He cooperated totally with the Nazis, most probably to make the ghetto and its output indispensable to the German war machine and thereby keep the ghetto inhabitants alive. The strategy worked for a while, but in 1944 the ghetto was liquidated and almost everyone, including Rumkowski and his family, was sent to Auschwitz-Birkenau and murdered.

The first verse of “Rumkowski Chaim,” as translated from Yiddish into English by Flam, is:

Jews are seen to be blessed with life,
Life until death,
Life from the house of life,
Rumkowski Chaim and his great miracle.
He makes miracles, oy,
So every day,
For heaven’s sake, oy, oy, oy,
Everyone asks:
A second question, oy?
Chaim says: It’s good this way!

The above is not very satirical or funny. Part of it is not even understandable. And all of Flam’s subsequent notes on the meanings of individual words and phrases, her explication of allusions to the Old Testament—even her explanations that “chaim” is the Hebrew word for “life” and that the “house of life” is an ironical expression for “cemetery”—while of much use to someone who intends to translate the song properly, do nothing to help the reader trying to comprehend the song from Flam’s translation.

Can such a song be translated properly? So that someone reading or, better, hearing it can comprehend the mindset of its original hearers? Can even laugh along with them in the face of inhuman terror? The answer will be unknowable until someone succeeds in making such a translation. But, as translators, we should not strive for anything less.

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.
ATA Chapters

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

Carolina Association of Translators and Interpreters (CATI)
604 W. Academy Street
Fuquay-Varina, NC 27526
Tel: (919) 577-0840 • Fax: (919) 557-1202
C.A.T.I.@pobox.com • www.catiweb.org
• 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/V oice: (305) 274-3434 • Fax: (305) 387-6712
E-mail: info@atafl.com • www.atafl.com

Mid-America Chapter of ATA (MICATA)
6600 NW Sweetbriar Lane
Kansas City, MO 64151
Attn.: Meeri Yule
Tel: (816) 741-9441 • Fax: (816) 741-9482
E-mail: translate@kc.rr.com • www.ata-micata.org

National Capital Area Chapter of ATA (NCATA)
P.O. Box 65200
Washington, DC 20035-5200
Tel: (703) 255-9290 • Fax (703)393-0387
E-mail: sbrennan@compuserve.com • www.ncata.org
• The Professional Services Directory of the National Capital Area Chapter of the American Translators Association (NCATA) has gone online. It lists NCATA members and the services they offer, together with additional information that enables translation and interpretation users to find just the right language specialist for their projects. Bookmark www.ncata.org and check out the NCATA directory. If you maintain language-related Web pages, you may want to include a link to the directory. NCATA is always interested in comments and suggestions.

New York Circle of Translators (NYCT)
P.O. Box 4051, Grand Central Station
New York, NY 10163-4051
Tel: (212) 334-3060
www.nyctranslators.org

Northeast Ohio Translators Association (NOTA)
1963 E. Sprague Road
Seven Hills, OH 44131
Tel: (440) 526-2365 • Fax: (440) 717-3333
E-mail: mond1@ameritech.net • www.ohiotranslators.org

Northern California Translators Association (NCTA)
P.O. Box 14015
Berkeley, CA 94712-5015
Tel: (510) 845-8712 • Fax: (510) 883-1355
E-mail: ncta@ncta.org • www.ncta.org
• Telephone/online referral service. See searchable translator database on Website.
• 2001 NCTA Membership Directory available on CD-ROM or diskette for $10, printed version for $25. 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.

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

Southern California Area Translators and Interpreters Association (SCATIA)
P.O. Box 34310
Los Angeles, CA 90034
Tel: (818) 725-3899 • Fax: (818) 340-9177
E-mail: info@scatia.org • www.scatia.org

Affiliated Groups

Michigan Translators/Interpreters Network (MiTiN)
P.O. Box 852
Novi, MI 48376
Tel: (248)344-0909 • Fax: (248)344-0092
E-mail: izumi.suzuki@suzukimyers.com • www.mitinweb.org

Utah Translators and Interpreters Association (UTIA)
3617 S. 1400 West
Salt Lake City, UT 84119
Tel: (801)973-0912 • Fax: (208)441-5390
E-mail: ellingge@qwest.net • www.stampscapes.com/utia

Other Groups

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

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

Austin Area Translators and Interpreters Association (AATIA)
P.O. Box 1474
San Marcos, TX 78667
Tel: (512) 396-8887 • Fax: (512) 396-4835
www.aatia.org
E-mail: president@aatia.org

The California Court Interpreters Association (CCIA)
345 S. HWY 101, Suite D
Encinitas, CA 92024
Tel: (760) 635-0273 • Fax: (760) 635-0276
www.ccia.org
E-mail: ccia345@earthlink.net

Chicago Area Translators and Interpreters Association (CHICATA)
P.O. Box 804595
Chicago, IL 60680
Tel: (773) 508-0352 • Fax: (773) 508-5479
E-mail: 74737.1661@compuserve.com
Colorado Translators Association (CTA)
P.O. Box 295
Eldorado Springs, CO 80025
Tel: (303) 554-0280 • Fax: (303) 543-9037
E-mail: eldorado@ares.csd.net
  • For more information about the online directory, newsletter, accreditation
  • For more information about the online directory, newsletter, accreditation
  • For more information about the online directory, newsletter, accreditation
  • For more information about the online directory, newsletter, accreditation
  • For more information about the online directory, newsletter, accreditation

Delaware Valley Translators Association (DVTA)
606 John Anthony Drive
West Chester, PA 19382-7191
devinney@astro.ocis.temple.edu

El Paso Interpreters and Translators Association (EPITA)
1003 Alethea Place
El Paso, TX 79902
Tel: (915) 532-8566 • Fax: (915) 544-8354
E-mail: gredelgado@aol.com

Houston Interpreters and Translators Association (HITA)
P.O. Box 61285
Houston, TX 77208-1285
Tel: (713) 935-2123
www.hitahouston.com

Joint National Committee for Languages (JNCL)
4646 40th Street, N.W., Suite 310
Washington, DC 20016
Tel: (202) 966-8477 • Fax: (202) 966-8310
E-mail: info@languagepolicy.org • www.languagepolicy.org

Metroplex Interpreters and Translators Association (MITA)
4319 Durango Lane
McKinney, TX 75070
Tel: (972) 540-6891
www.users.ticnet.com/mita/

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

New England Translators Association (NETA)
217 Washington Street
Brookline, MA 02146
Tel: (617) 734-8418 • Fax: (617) 232-6865
E-mail: kkrone@tiac.net

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

Saint Louis Translators and Interpreters Network (SLTIN)
P.O. Box 3722
Ballwin, MO 63022-3722
Tel: (636) 394-5334 • Fax: (636) 527-3981
E-mail: hunternyc1988@yahoo.com

Society for Technical Communication (STC)
901 N. Stuart Street, Suite 904
Arlington, VA 22203-1822
Tel: (703) 522-4114 • Fax: (703) 522-2075
www.stc-va.org

The Translators and Interpreters Guild (TTIG)
2007 N. 15th Street, Suite 4
Arlington, VA 22201-2621
Tel: (703) 522-0881, (800) 992-0367 • Fax: (703) 522-0882
E-mail: ttig@mindspring.com • www.ttig.org

Washington State Court Interpreters and Translators Society (WITS)
P.O. Box 1012
Seattle, WA 98111-1012
Tel: (206) 382-5690
www.witsnet.org

AUSTRALIA
Australian Institute of Interpreters and Translators Inc. (AUSIT)
P.O. Box A202
Sydney South, NSW 1235 Australia
Tel: +61-2-9745-1382 • Fax: +61-2-9745-5528
E-mail: national@ausit.org • www.ausit.org

CANADA
Association of Translators and Interpreters of Alberta (ATIA)
P.O. Box 2635
Station M
Calgary, Alberta, Canada T2P 3C1
Tel: (403) 243-3477(Alberta office) or (403) 434-8384 (Edmonton office)
www.atia.ab.ca

Association of Translators and Interpreters of Ontario (ATIO)
1 Nicholas Street, Suite 1202
Ottawa, Ontario, Canada K1N 7B7
Tel: (613) 241-2846, Toll-free: 1-800-234-5030 • Fax: (613) 241-4098
E-mail: atio@fox.nsn.ca • www.atio.on.ca

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

Ordre des traducteurs et interprètes agréés du Québec (OTIAQ)
2021 Union Avenue, Suite 1108
Montreal, Quebec, Canada H3A 2S9
Tel: (514) 845-4411, Toll-free: (800) 265-4815 • Fax: (514) 845-9903
www.otiaq.org

Society of Translators and Interpreters of British Colombia (STIBC)
Suite 2021, 808 Nelson Street
Vancouver, BC, Canada V6Z 2H2
Tel: (604) 684-2940 • Fax: (604) 684-2947
E-mail: stibc@vcn.bc.ca • www.vcnbcca/stibc

ENGLAND
Institute of Translation & Interpreting (ITI)
377 City Road
London, EC1V 1ND England
Tel: +44 (0)20 7713 7600 • Fax: +44 (0)20 7713 7650
E-mail: atio@fox.nsn.ca • www.atio.on.ca

Note: All announcements must be received by the
first of the month prior to the month of publication
(For example, 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
### Upcoming Accreditation Exam Information

<table>
<thead>
<tr>
<th>State</th>
<th>Date</th>
<th>City</th>
<th>Registration Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michigan</td>
<td>August 4, 2001</td>
<td>Novi</td>
<td>July 20, 2001</td>
</tr>
<tr>
<td>New Mexico</td>
<td>June 2, 2001</td>
<td>Albuquerque</td>
<td>May 18, 2001</td>
</tr>
<tr>
<td>New York</td>
<td>September 15, 2001</td>
<td>New York City</td>
<td>August 31, 2001</td>
</tr>
<tr>
<td>Oregon</td>
<td>June 9, 2001</td>
<td>Portland</td>
<td>May 25, 2001</td>
</tr>
<tr>
<td>Utah</td>
<td>July 21, 2001</td>
<td>Salt Lake City</td>
<td>July 6, 2001</td>
</tr>
<tr>
<td>Germany</td>
<td>June 30, 2001</td>
<td>Regensburg</td>
<td>June 15, 2001</td>
</tr>
<tr>
<td>Italy</td>
<td>June 15, 2001</td>
<td>Naples</td>
<td>June 1, 2001</td>
</tr>
<tr>
<td>Mexico</td>
<td>June 2, 2001</td>
<td>Tijuana</td>
<td>May 18, 2001</td>
</tr>
</tbody>
</table>

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

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.

### About Our Authors

**Richard N. Weltz** is president of Spectrum Multilanguage Communications, a New York City company providing translation and foreign language typography and prepress services. He has a degree in public and international affairs from the Woodrow Wilson School at Princeton University, has served as president of Typographers International Association, and has authored over 100 published articles on business management and print communications. He can be reached at SpectrumL.lang@compuserve.com.

### Order Today!

#### A Consumer’s Guide to Professional Translation

The ATA’s current edition of *A Consumer’s Guide to Professional Translation* is out and available. The guide is meant to facilitate a consumer’s search for professional translation and to increase the public’s awareness of how the translation profession can enhance business and communication.

What exactly is a professional translator? How is it done, and by whom? Is it worth it? These questions and many more are answered in the guide. *A Consumer’s Guide to Professional Translation* also provides information on where to find translators, translation services companies, regional and local translators’ associations, and much more.

To order, please contact: American Translators Association, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Phone, (703) 683-6100; Fax, (703) 683-6122; or E-mail, ata@atanet.org. The cost is $5 to ATA members and $7 to nonmembers.
Midwest to Northwest... 

Now two offices to serve you better!

Iverson is pleased to announce the opening of our new office in the Portland, Oregon area to better serve our West Coast clients. Since 1986, Iverson has been a leader in providing the highest quality and best service for translation and localization. We are ready to help develop a communication strategy that works in any language.

Remember... Language is our middle name!

PO Box 6, Government Camp, OR 97028
Tel: 503-272-3400 Fax: 503-272-3401
E-mail: evan@iversonlang.com

Corporate Office:
1661 N. Parrell Ave, Milwaukee, WI 53202
PO Box 511769, Milwaukee, WI 53203-0301
Tel: 414-271-1144 Fax: 414-271-0144
Website: www.iversonlang.com

Add to your favorite sites:
www.atanet.org

The Turkish Link
Specializing in Turkish Language

Reliable Translations
Certified Interpreters
Voice Over Talents
Experienced Editors
IBM & Mac Available
Special Rates For Agencies

The Turkish Link, Inc.
51 East 42nd St. Suite 407
New York, NY 10017
Tel: (212) 697 0509
Fax: (212) 286 8224
E-mail: ttlink@aol.com

is a website that:

- Randomly lists interpreters and translators in a comprehensive online index.
- Contacts lawyers, convention centers, and others through aggressive advertising.
- Creates a web page for you and/or links to your existing web page.
- Offers you a business e-mail account.
- Keeps you informed of relevant events and continuing education information.
- Allows you to update your own web page at any time.

To register log on to
www.InterpretersIndex.com

Our advertising campaign is underway, our ads have run in ATA’s Chronicle, NAJIT’s Proteus, ABA Journal, and we are listed online in ParkerDir.com and NAFTA’s Information Page.

Register NOW to reap the benefits of our advertising and maximize an investment on yourself!

Six month membership at $90.00 U.S. Dollars
Twelve month membership at $150.00 U.S. Dollars

Phone: (619) 975-7921 Fax: (619) 334-9473
Cellular: (619) 850-8279
A new committee chair, armed with fresh energy, a grand vision, and dynamic enthusiasm, will renew the energy driving the momentum for reform and improvement for the accreditation program. We are very fortunate that our president, Ann Macfarlane, succeeded in finding these qualities in Lili Van Vranken, whose willingness to serve at this demanding time in the development of the Accreditation Committee is commendable. We are also very fortunate because Celia Bohannon, who has been serving admirably as deputy chair, is willing to continue conducting workshops to help all graders working in all language combinations streamline and standardize grading practices and test selection procedures and criteria. Celia’s creativity in planning and conducting workshops for graders and setting up an administrative system for communicating with graders is going to be the solid foundation upon which the accreditation program will stand and continue to grow.

During the last few years the small steps forward that were taken by the Accreditation Committee could not have been taken without the hard work of all our dedicated and hard-working graders, some of whom also serve as language chairs and as members of the committee. We owe them all a huge debt of gratitude. Much credit for our forward movement during the last few years also goes to our very able administrator, Terry Hanlen, whose patience, good humor, and extraordinary organizational abilities and diplomatic skills make him an invaluable asset to the program.

Now that my term has ended with the appointment of a new chair, I wish to express my profound gratitude to Celia and Terry and to all the graders and language chairs for their dedicated hard work and for their support for the program and for me. I am also profoundly grateful to the ATA Board of Directors for their confidence, their support, and their willingness to accept my resignation at this time. To Lili: Thank you in advance, full steam ahead, and good luck!
Preconference workshops and pilot testing of certification examination
Friday, May 25 (9am-12 noon; 2:00-5:00pm)
Presented by Sandro Tomasi and Rogelio Camacho. All Spanish-speaking attendees are invited to take the pilot test.

Opening Reception
Friday, May 25 (6:00-9:00pm)

Educational Sessions
Saturday, May 26 (8:30am-6:00pm) and Sunday, May 27 (9:00am-12 noon)
Presentations by: Alee Alger-Robbins, David Mintz, David Deferrari, Johann Paolettu-Schelp, Ma. Cecilia Marty, Dr. Alexander Rainof, Sandra Morra, Nancy Schweda Nicholson, Kathleen Orozco, and many more

Annual Meeting and Luncheon
Saturday, May 26 (12:30-3:00pm)

There will also be an exhibition of book vendors and interpreter and translator technologies.

To be placed on our mailing list, contact us at (212) 692-9581. For more information please visit www.najit.org.

Help Start a Local ATA Chapter!

If you live in Minnesota, Utah, or Nevada and are interested in helping start a local ATA chapter, contact Christie Matlock at ATA Headquarters at Christie@atanet.org!

There has been interest shown in starting chapters in the above-mentioned states, but there is a need for ATA members, specifically Active ATA members, to get involved in the initial petition process.

Becoming an ATA chapter is a great way to increase the community’s awareness of the profession, and also provides a forum for a cohesive group to discuss and resolve common concerns. ATA chapterhood offers several other benefits such as:

- 10% dues rebate from ATA
- Input on ATA Board issues
- Eligibility for seed money for regional conferences
- Logistical support from ATA for mailings, meetings, etc.
- Free advertising of the chapter’s existence in the ATA Chronicle
- Free advertising of a chapter’s local events

Chapters get together to publicize the availability of local translators in the business sector, administer regularly scheduled ATA accreditation exams, and provide a forum for information on the profession. Chapters may also organize social, recreational, regional conference, and professional development activities for its members. So, contact Christie (Christie@atanet.org) at ATA Headquarters today to help start a chapter that will benefit you personally and professionally!
ATA Chapter Profiles:
The Carolina Association of Translators and Interpreters

By Christie Matlock

The Carolina Association of Translators and Interpreters (CATI), a local ATA chapter based in Durham, North Carolina, has been serving the professional needs of translators and interpreters since it was founded in 1985.

CATI is diverse in its membership, services, publications, and goals. What started out as a six-person establishing committee back in 1985 has since grown to encompass 223 professionals from North and South Carolina and beyond. Though the structure of the association has evolved through the years, the fundamental goals, including promoting the recognition of translating and interpreting as professions, defending and supporting the interests and concerns of T&I professionals, and facilitating mutual assistance among translators and interpreters, remain unchanged.

Back in 1985, the establishing committee's initial plans and stated goals included a services directory, a newsletter, monthly social meetings, an annual meeting, and providing support to its members. Judging from CATI's increasing membership, it seems apparent that these dedicated pioneers succeeded in meeting their objectives. One only needs to look at the broad range of activities and benefits CATI offers its members to find proof of the chapter's accomplishments.

Currently, local subgroups of the chapter meet in six areas. Activities include informative programs relevant to translating and interpreting, as well as social events. Networking is an important benefit of participation. Workshops, seminars, and conferences provide for professional development and contact with a wider circle of colleagues. CATI also sponsors referrals and regional conferences, such as the recent 2001 Annual CATI Conference, held at Meredith College in Raleigh, North Carolina, April 21-22, 2001. There are also ATA accreditation exams. But the best services, says Janet Austin, CATI president, are the postings of job opportunities via e-mail and the various publications that are informational, but also serve to market members' professional services.

The selection of publications include the Translation Services Directory, membership and translation brochures, “Translation: Your Access to the World,” a leaflet designed to help clients work with T&I professionals, and a newsletter, the CATI Quarterly. The chapter newsletter is an excellent resource containing articles about local T&I issues and the progression of the industry in the Carolinas. (Non-CATI members may purchase a year's subscription to the newsletter for $12.)

CATI's services and benefits are products of its dedicated members. According to Janet, the chapter administrators and membership are working together to enhance and maintain a positive image of translation and interpretation professionals in their communities by writing letters to the media, participating in job fairs, encouraging adherence to the ATA Code of Ethics, and having conferences and general meetings with professors and students of languages. CATI also plans to continue its work on the chapter Website (www.catiweb.org), in addition to helping increase and improve its, as well as the profession's, exposure and image at both the local and national levels.

CATI continues to work diligently to further the T&I profession. Through its services, CATI is helping to foster and encourage the highest possible professional and ethical business practices among members and to educate and disseminate information to the public about translating and interpreting.

For more information, please contact the CATI office at (919) 577-0840, or send e-mail to C.A.T.I.@pobox.com.
American Translators Association
Pilot Mentoring Program
Print Application Form

Please complete the following items if you are interested in becoming either a mentor or a mentee in the Pilot Mentoring Program. Please print clearly in pen or download the electronic application from www.atanet.org.

A. Background Information

Name __________________________________________________________________________________________________
Phone __________________________________________________________________________________________________
Fax ____________________________________________________________________________________________________
E-mail __________________________________________________________________________________________________
Address _________________________________________________________________________________________________
City ____________________________________________________________________________________________________
State/Province _______________________________    Country _________________________    Zip/Postal Code ____________

The following information will be used in the selection and matching process:

Language pairs
Primary language pair: __________________________ into __________________________
Secondary language pair: __________________________ into __________________________

ATA membership information
Joined (year) ______________________
Chapter membership __________________________________________
Division memberships ______________________   ______________________   ______________________

ATA-accredited?  yes  no
If yes, language combination __________________________ into __________________________
__________________________ into __________________________
__________________________ into __________________________

Focus of work?
☐ Mostly translation
☐ Mostly interpreting
☐ More or less equally occupied with translation and interpreting

Translating/interpreting professionally since:
Year __________

Employment (check all that apply)
☐ Academia  ☐ Self-employed translator/interpreter
☐ Company owner  ☐ Full-time
☐ In-house translator/interpreter  ☐ Part-time
☐ Project manager

Degree or certificate in translation/interpreting?  yes  no
If yes, state type and institution: ___________________________________________________________________________
B. Program-specific Information

1. I’d like to be a (check only one) ☐ mentor ☐ mentee

2. Why do you think you should be selected as a participant in the Pilot Mentoring Program?

3. What specific characteristics (e.g., same language pair I have, freelancer, subject specialist) are you looking for in a mentor or mentee?

4. What types of paid and volunteer positions have you held?

5. Please review the following examples, and check the appropriate boxes.

<table>
<thead>
<tr>
<th>I can help</th>
<th>Knowledge or skill area</th>
<th>I need help</th>
</tr>
</thead>
<tbody>
<tr>
<td>✐</td>
<td>Knowledge areas</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ATA (accreditation, divisions, history, politics)</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Computers</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Source language expertise</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>(language) _____________________________</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Subject area expertise in</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>(subject) _____________________________</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Target language expertise</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>(language) _____________________________</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Skill areas</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Balancing work and outside priorities</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Changing careers</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Communicating persuasively</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Conducting research</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Dealing with difficult people</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Editing</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Giving presentations</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Handling clients</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Interpreting</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Localizing</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Managing projects</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Managing time</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Marketing freelance services</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Negotiating fees and services</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Proofreading</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Resolving work-related conflicts</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Running a business</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Setting up a home office</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Taking risks</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Translating Websites</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Working on a team</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>Writing effectively</td>
<td>☐</td>
</tr>
</tbody>
</table>
a. (Prospective mentors): What other skills, knowledge, or opportunities could you provide in this mentoring program?

b. (Prospective mentees): What other skills, knowledge, or other benefits do you hope to gain by participating in the program?

6. What special interests or hobbies do you have that might be of interest to a prospective mentoring partner?

7. Any additional comments or information you wish to add:

Are you planning to attend the Pilot Mentoring Program events on October 31, 2001 at the 2001 ATA Conference (Oct. 31–Nov. 3) in Los Angeles (mandatory for participation in the Pilot Mentoring Program)?

☐ yes  ☐ no

__________________________________________________________
Signature Date

Please e-mail or fax this application to the Mentoring Task Force no later than June 30, 2001 to Courtney Searls-Ridge at Courtney@GermanLanguageServices.com or fax to 206-938-8308. Please use e-mail if you have any questions about your application.
Job Announcements:

Seeking experienced translators and interpreters (mentors)
Candidates must have the following minimum qualifications: expertise to share and the ability to inspire less experienced colleagues.
Compensation: free training, satisfaction of giving something back, fun!

Also seeking less experienced translators and interpreters (mentees)
Candidates must have the following minimum qualifications: enthusiasm, career goals, and initiative.
Compensation: free training, skill and knowledge development, fun!

Interested candidates should read the following description of the ATA Pilot Mentoring Program and apply.

The American Translators Association is initiating a pilot mentoring program for members interested in finding and working with a mentor to help them improve their skills and knowledge about the translation and interpreting profession.

Twenty-five volunteer mentors will be paired with 25 members seeking a mentor. After receiving training and coaching materials at the 42nd Annual Conference in Los Angeles on October 31, 2001, the pairs will confer regularly by e-mail and telephone over an 11-month period. This pilot effort will be evaluated at the half-way point (April 2002) and at the end of the project (September 2002). The Mentoring Task Force will then decide what changes need to be made, and whether the program should be continued and/or expanded to the local chapter level.

The pilot program is limited to 25 pairs, which will be matched up based on individual needs assessments. You must be willing to commit one to two hours a month to your mentoring relationship and be able to attend the training session on October 31, 2001 at the conference in Los Angeles. We welcome your interest, but cannot guarantee placement in the program. There will be a mini-training session at the conference for applicants for whom there is no perfect match in the pilot program.

If you are interested in participating in the Mentoring Pilot Program, complete the three-page form and fax it to Courtney Searls-Ridge at 206-938-8308. Or if you prefer to complete the form electronically, download the electronic file from www.atanet.org and e-mail your completed appli-
Highly experienced, reliable, fast translator / conference interpreter. Any work volume. Quality control. (303) 530-9781; Fax: (303) 530-5600, ireznicek@aol.com.

Harvard Translations, a technical translation company with Fortune 500 clientele, has openings for staff linguists 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 of 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.htrans.com. No calls.

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.

Medical Translating

MEDICAL TRANSLATING / ABSTRACTING / EDITING from German, Dutch, Spanish, Italian, French, Portuguese, Russian into English. William B. Gallagher, MD, FACS, ATA ph. (520) 290-5734 fax: (520) 296-0352 E-mail: gallagherdgbill@gateway.net

Technical Translator sought by company in Denver, CO specializing in business software solutions to work in Denver & other unanticipated job sites in the US. Translate technical documentation, particularly software products, including on-screen computer documentation, user documentation, technical manuals, & hard-copy documentation, from English into French. Manage translation files using translation manager software products. Create styles formats & standards & coordinate implementation in translated products. Act as Lead Translator. Make sure that translations comply with customary linguistic & cultural norms. Use computerized translation tools. Requires Bachelor’s or foreign equivalent in for. lang. & translation; 1 yr. in translation of technical documentation; must be fluent in French & English; working knowledge of translation of technical documentation; must be able to pass standard technical translator test administered by company. 8am-5pm, M-F; $50,000/yr. (2 openings.) Respond by résumé to James Shimada, Colorado Department of Labor & Employment, Employment & Training division, Tower II, #400, 1515 Arapahoe, Denver, CO 80202, & refer to Job Order Number JL1117225.

Don’t Let Another Issue Pass You By!

Call Megan today to book yourself a spot in the next issue of ATA’s Marketplace! Call 800-394-5157 ext. 19
An Open Letter from the CEO of Crimson Language Services, Inc.

Dear Colleague,

Crimson Language Services is a growing, 9-year-old language services company with offices in Boston, Denver, and San Francisco. We translate and format documentation in the major European and Asian languages specifically for the Financial Services and Medical Device industries. Working with a select group of freelance technical translators, our in-house team of Project Managers, Production Specialists, and Language Professionals manages a sophisticated process involving a wide range of challenging linguistic and technical tasks. Currently, we are searching for talented individuals to serve in key roles with the company.

**Into-English Translators/Editors, (Boston):** You will provide a key link in our quality control process by reviewing translated and edited documents for consistency and any potential errors and omissions (70%). You will also provide project management support on selected projects (30%). This position offers you the chance to develop valuable, industry-specific knowledge, important editing and translation skills, and hands-on project management experience.

You must be detail-oriented, have a good command of two or more European languages (preferred languages are Portuguese, Dutch, Swedish, Danish, Finnish, Italian, French, Spanish). Experience with TM tools and DTP applications such as Quark and PageMaker is helpful, but not mandatory. This would be an excellent position for an experienced into-English translator who is looking to make a contribution to, and enjoy the benefits of, a growing organization.

**DTP Specialists, (San Francisco & Boston):** You will provide technical DTP support and assist with project management (40%), complete hands-on document formatting assignments (50%), and use your skills and creativity and insights to improve our production systems and processes (10%). The position offers hands-on involvement in a variety of challenging, complex multilingual projects (print & web). If you can demonstrate an aptitude for leadership, there is an opportunity to develop into a management-level role.

You must have at least 1 year FT work experience in a DTP production environment (translation industry or advertising/print/publishing), Advanced skills in Quark and/or PageMaker, and an expert knowledge of DTP issues (file formats, fonts, graphics, etc.). This would be an excellent opportunity and an excellent fit for an experienced print production person with a language background or for a translation project manager with strong technical DTP skills.

If you are a practical, results-oriented professional, I am certain that you will appreciate our approach to business and management. John Connors, Crimson's co-owner, and I remain very involved in the company's day-to-day operations. We share your enthusiasm for language, your intellectual curiosity, and your dedication to quality. The staff at Crimson enjoys a pleasant, supportive, and non-bureaucratic work environment, competitive salaries, full medical coverage (from day 1), 401k, profit sharing, and the occasional after-work get-together. In short, Crimson is a great place to learn, work, and grow.

If you want to be part of a first-class team of professionals who love what they do, and if your skills and experience match well with one of the positions above, please send your resume to our Recruiting Manager, Jason Kirkfield (j*kirkfield@crimsonlanguage.com). I look forward to working with you in the future.

Best regards,

Marc H. Miller, CEO
Crimson Language Services, Inc.
Plan now to attend ATA’s Annual Conference. Join your colleagues for an exciting educational experience in Los Angeles, California.

ATA’s 42nd Annual Conference will feature:
• Over 150 educational sessions offering something for everyone;
• The largest Job Exchange yet for individuals to promote their services and for companies to find the translators and interpreters they need;
• Over 60 exhibits featuring the latest publications, software, and services available;
• Opportunities to network with over 1,500 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 July to all ATA members. The conference rates are listed below. 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 October 1)</td>
<td>$245</td>
<td>$335</td>
<td>$110</td>
</tr>
<tr>
<td>One-day</td>
<td>$125</td>
<td>$170</td>
<td>n/a</td>
</tr>
<tr>
<td>After October 1</td>
<td>$305</td>
<td>$420</td>
<td>$130</td>
</tr>
<tr>
<td>One-day</td>
<td>$160</td>
<td>$220</td>
<td>n/a</td>
</tr>
<tr>
<td>On-site (after October 26)</td>
<td>$380</td>
<td>$525</td>
<td>$150</td>
</tr>
<tr>
<td>One-day</td>
<td>$195</td>
<td>$270</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 Biltmore Hotel, the host hotel, is conveniently located in downtown Los Angeles at 506 South Grand Avenue. The hotel is 30 minutes from Los Angeles International Airport. Conference attendees can register at the discounted rate of $150 single/double, plus tax ($175 single/double, plus tax, for the Club Floor) per night. This rate is good until October 9, 2001, or until all rooms in the ATA block are reserved, whichever comes first.

To make your hotel reservations, contact the Biltmore at 1-800-245-8673 or 213-624-1011. Be sure to specify that you are attending the ATA Annual Conference.

Travel Arrangements

ATA offers the services of Stellar Access to help you with your travel arrangements. Conference attendees are eligible for the following:
• American and Delta Airlines: Save 5-10% on lowest applicable fares with an additional 5% off with a 60-day advance purchase. All rules and restrictions apply. Travel between October 26 and November 8, 2001.
• US Airways: Save 7-12% on lowest applicable fares with an additional 5% off with a 60-day advance purchase. All rules and restrictions apply. Travel between October 26 and November 8, 2001.
• Avis Rent A Car: Rates start as low as $34/day for economy models and $145/week with unlimited free mileage.

Call Stellar Access at 1-800-929-4242, and ask for ATA Group #505. Outside the U.S. and Canada, call (619) 232-4298; fax: (619) 232-6497. A $10 transaction fee will be applied to all tickets purchased by phone. Reservation hours: Monday-Friday 6:30 am — 5:00 pm Pacific Time.

New this year, BOOK ONLINE and pay NO TRANSACTION FEE! Go to www.stellaraccess.com and book your reservations from the convenience of your home or office anytime! First-time users must register and refer to Group #505.

If you call directly or use your own agency, refer to the following codes:
American: 1-800-433-1790, File# 14003
Delta: 1-800-241-6760, File# 173451A
US Airways: 1-877-874-7687, GF# 63661836
Avis: 1-800-331-1600 or www.avis.com, AWD# J949146

Mark Your Calendar Today!
October 31–November 3, 2001
Register Today for this Exciting Opportunity from ATA
ATA Financial Translation Conference

New York University Law School • New York, New York
May 18-20, 2001

Taught by financial translation experts from around the world.
Hosted by NYU School of Continuing and Professional Studies Translation Studies Program

Name: ____________________________________________________________

Last                                                    First                            Middle

ATA Membership #: ______________________  or NYU T&I Student/Faculty I.D. #: _____________________

Employer/School Affiliation: __________________________________________________________________
(Only list employer or school affiliation if you want it to appear on your badge. Students should give their school.)

Address: _________________________________________________________________________________

City: _________________________________________  State/Province: ______________________________

Zip/Postal Code: ________________ Country: ___________________

Telephone Numbers: Primary: ___________________________  Secondary: ___________________________

Fax: ___________________________  E-mail:___________________________________________________

Please indicate the primary and secondary language pairs you are interested in. If there is insufficient reg-
istration or speaker availability in your primary pair, you will be offered a full refund. Please note that the
first day features general sessions in English. The second and third days will be language specific.

Preferred pair: Source language: _________________ Target language: _________________

Alternate pair: Source language: _________________ Target language: _________________

Conference Registration Fees: 

<table>
<thead>
<tr>
<th>ATAA Member/NYU Student/Faculty*</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>After February 28</td>
<td>$275</td>
</tr>
<tr>
<td>On-site (after May 11)</td>
<td>$375</td>
</tr>
</tbody>
</table>

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

*Individuals who join ATA when registering for this conference qualify for the ATA member registration fee.
(Please contact ATA or visit the ATA Website, www.atanet.org, for a membership application.)

Cancellations received in writing by May 11, 2001 are eligible for a refund. Refunds will not be honored after
May 11. A $25 administrative fee will be applied to all refunds except for the cancellation of a given language pair.

Charge my:  □ VISA  □ MasterCard  □ American Express  □ Discover
Card No. ________________________________________________
Expiration Date: ___________________________ Signature:________________________

Please make your check or money order payable to ATA, in U.S. funds through a U.S. bank, writing in the
memo section Financial Translation Conference, and return it with this form to American Translators Association •
225 Reinekers Lane, Suite 590 • Alexandria, VA 22314

OR, if paying by credit card, fax your completed registration form to: (703) 683-6122 (Please do not mail this
form if you are faxing it to ATA.)

_____ Please check here if you require special accessibility or assistance. (Attach a sheet with your requirements.)

Please visit the ATA Website, www.atanet.org, and click on “Conferences” for more information.

Photocopy registration form and return to ATA.
By the time you’ve read this ... you’ve already forgotten something else!

Given that you forget something every 20 seconds how can you be expected to remember what you translated last week or even last year? Well, maybe you don’t need to!

With the TRADOS Translation Solution, an industry-leading translation memory database memorizes all past work and recycles identical or similar texts at the click of a button. Who needs to work on their short term memory when TRADOS never forgets?

Talk to us at (703) 683 6900 or visit www.trados.com

TRADOS Corporation
113 South Columbus Street · Suite 300 · Alexandria, VA 22314