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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 (two sentences maximum) emphasizing the most salient points of your article. The abstract will be included in the table of contents.
5. Include a brief biography (three sentences maximum) along with a picture (color or B/W). Please be sure to specify if you would like your photo returned. 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 or Wordperfect 8.0.
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; Column: 400-1,000 words

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Changes of address should be sent to The ATA Chronicle, 225 Reinekers 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.
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Minako O’Hagan is a freelance translation and localization consultant. She began her career in 1984 as a Japanese/English translator and interpreter at the New Zealand Department of Internal Affairs, and subsequently moved to a private translation company where she worked until 1993 as a senior editor/translator. Her interest in the application of information technology to translation led to postgraduate work at Victoria University in Wellington. Her doctoral research was partially based on her 1996 publication The Coming Industry of Teletranslation, but was primarily focused on a distributed virtual reality environment being developed in Japan to conceptualize the future of translation and interpretation. Her research interests include globalization, localization, machine translation, nonverbal communication in virtual reality, and, more recently, Internet-based instruction for translation and interpretation. Contact: minako.ohagan@xtra.co.nz.

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From the President

My Vision for the Next Two Years

Thomas L. West III
tom@intermark-languages.com

As most of you know by now, my term as president of the American Translators Association officially began on November 2, 2001, at our conference in Los Angeles. Since that time, I have given a lot of thought to the ways in which I can serve you as president over the next two years. ATA presidents bring their own backgrounds and interests to the table. My own passions are languages, excellence in accreditation and continuing education for translators and interpreters, and getting the word out about who we are and what we do. As a result, the areas that I want to focus on are as follows:

(1) Continuing Education for Translators and Interpreters. I am firmly convinced that the key to success for translators and to recognition of our profession is for translators to become subject-area experts. That we recognize this ourselves is demonstrated by the roaring success of our first specialized conference: the ATA Financial Translation Conference in New York last May. I would like to see us organize a similar conference for legal translators in 2003. Because of my background as a lawyer, I believe that I can be instrumental in inviting practicing attorneys to share their expertise with us. We are also fortunate to have an impressive number of members with solid expertise in legal translation who will undoubtedly be willing to teach seminars on advanced aspects of this vital field.

(2) Languages of Limited Diffusion. I am aware that translators of the so-called “languages of limited diffusion” (LLDs) often do not have the luxury of limiting their practice to one field such as medical documents or legal documents. Even so, I believe that we need to work hard to provide opportunities for LLD translators to increase their subject-area expertise. A key source of these opportunities is the translator association in the country where the LLD is spoken. Thus, for example, I am planning to attend the annual conference of the Swedish Association of Professional Translators (Sveriges Facköversättningsförbund—“SFÖ”) next April as ATA’s representative, to explore ways that translators to and from Swedish in the U.S. can learn from their colleagues in Sweden. I know, for example, that SFÖ has published a booklet entitled Pitfalls in Swedish-English Commercial Translation. I suspect that many Swedish translators in the U.S. may not even be aware that this booklet exists, and would be receptive to information about how to translate between English and Swedish since (to my knowledge) no training whatsoever in that combination is offered in our country. Other key sources of education and sharing of information for LLD translators are the translator associations in English-speaking countries such as the U.K., Australia, Canada, and South Africa. For example, the ITI in England has a very active Dutch Network, and I would be interested in inviting one of their members to our Atlanta conference to give our first-ever (to my knowledge) seminar for Dutch translators. Similar opportunities exist for translators and interpreters of Asian LLDs, and I hope that the interest in Vietnamese and Korean language divisions that was shown at our L.A. conference will lead to more continuing education sessions in these languages at future conferences.

(3) Public Relations. There are essentially two large groups of people who need to understand what professional translation and interpretation is all about: potential service providers and potential customers. Among the first group are foreign language students, i.e., the translators and interpreters of the future, many of whom are not even aware that careers in our field exist. For example, the Foreign Language Center at Ohio State University has a handsome web page on “Foreign Language Careers” (www.flc.ohio-state.edu/FLC_pages/careers_website/), but translation and interpretation are not listed among the career paths. At various times over the past 20 years I have been a member of the American Association of Teachers of German (AATG), the American Association of Teachers of French (AATF), and the American Association of Teachers of Spanish and Portuguese (AATSP), but only rarely have these organizations’ publications shown any awareness of the enormous potential market that students who enter our profession can tap. I would like to see us undertake a significant outreach to colleges and universities to let professors and their students know who we are and what we do. Education and Training Committee Chair Gertrud Champe and I have already begun discussing how to do this and would welcome your input.

Another target group for us is purchasers of translations who are not aware that the translations they have purchased are faulty. On a recent trek through the Atlanta airport, I noticed that the airport’s foreign language signage is a disaster—it is full of mistranslations, misspellings, and omissions.

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Chronicle Gets a New Look

To kick off the New Year, we have given The ATA Chronicle a new look. We have, among other things, changed The ATA Chronicle banner, made the contents page more attractive and readable, introduced a three-column format for the features, and freshened the look of the monthly columns. Please let Jeff or me know what you think (Jeff@atanet.org, walter@atanet.org).

Dues Renewals Mailed

2002 dues renewal notices have been mailed. Please renew your membership today. You may renew online in the Members Only section of the ATA website: www.atanet.org/membersonly. If you have not received your notice, please contact Maggie Rowe at ata@atanet.org or (703) 683-6100, ext. 3001. Don’t miss a day of your membership benefits including your listing in the Translation Services Directories. Thank you for your continued support of the American Translators Association.
From the Treasurer

2002 Budget Approved

It is a great honor to have been nominated and elected as treasurer of the ATA. As promised in my pre-election write-up and election speech, I intend to inform the ATA members regularly on the state of financial affairs within the ATA. First, I would like to thank my predecessor, Eric McMillan, for his guidance during the transition period, and to commend him as well as our Executive Director, Walter Bacak, for steering the ATA finances on a very steady course during the unsettling events of 2001.

I am happy to report that the 2002 budget was approved at the Board meeting held in November in Los Angeles. On behalf of the entire Board, I would like to thank the committee chairs and division administrators for supplying their budget information in a timely fashion, which made the budgeting process manageable. It is important to note that the U.S. economy was far from being stable and predictable at the time the budget was being prepared. Accordingly, the proposed income is on the conservative side, and the proposed expenses are as close to actual as possible.

As you can see on the diagram, the budgeted 2002 income is projected to match the budgeted expenses of $1,937,225, which represents an increase of $111,789 compared to last year’s budget. As in previous years, by far the largest source of income is from the membership dues, with conference revenues being a distant second. Income from accreditation comes in third. However, it is important to note that the expenses incurred by the accreditation program exceed the income it generates by a hefty figure. As the figures indicate,

*Figures adjusted to include estimated overhead (rent and salaries)
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<td>L’Arc-en-Plume</td>
<td>Phone: (514) 341-5304 <a href="mailto:74333.376@compuserve.com">74333.376@compuserve.com</a></td>
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<tr>
<td>Language for Industry Worldwide</td>
<td>Phone: (541) 766-1142 <a href="mailto:mmeperson@lfiww.com">mmeperson@lfiww.com</a></td>
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<tr>
<td>Language Line Services</td>
<td>Phone: (800) 532-4441 <a href="mailto:resume@LanguageLine.com">resume@LanguageLine.com</a></td>
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Language Partners  
Phone: (847) 492-1600  
bbriggs@languagepartners.com

Language Technology Centre, Ltd.  
Phone: 44 (20) 85492359  
asirjean@langtech.co.uk

LanguageWorks  
Phone: (212) 447-6060  
jlabati@languageworks.com

Lingo Systems  
Phone: (503) 244-2256  
info@lingosys.com

M2 Limited  
Phone: (301) 977-4281  
anoyer@m2ltd.com

Monterey Institute of International Studies  
Phone: (831) 647-4170  
rchristopherson@miis.edu

MultiCorpora R&D, Inc.  
Phone: (819) 778-7070  
dgervais@multicorpora.ca

MultiLing Corporation  
Phone: (801) 377-2000  
emargetic@multiling.com

Multilingual Matters, Ltd.  
Phone: 44 (1275) 876519  
tommi@multilingual-matters.com

NetworkOmni Multilingual Communications  
Phone: (805) 379-1090  
anette@networkomni.com

1-Stop Translation  
Phone: (323) 717-7235  
don@donshin.com

Peter Collin Publishing, Ltd.  
Phone: (708) 366-9553  
vicki@petercollin.com

ProZ.com  
Phone: (510) 839-5793  
henry@proz.com

Schreiber Translation, Inc.  
Phone: (301) 424-7737 x23  
spbooks@aol.com

SDL International  
Phone: 44 (1628) 416334  
swestover@sdllntl.com

Star-USA, LLC.  
Phone: (216) 691-7827  
mizti.fuerst@star-group.net

Smart Link  
Phone: (949) 852-8506  
smartlink@smartlinkcorp.com

TermSeek, Inc.  
Phone: (801) 294-7700  
christylewis@termseekinc.com

The Language Bank, Inc.  
Phone: (407) 894-3300  
angela@language-bank.com

TRADOS Corporation  
Phone: (703) 797-2636  
lakesha@trados.com

Translation Bureau  
Phone: (819) 997-3712  
therese.lessard@ewgsc.gc.ca

TransPerfect Translations, Inc.  
Phone: (212) 689-5555  
lelting@transperfect.com

United Postal Service  
Phone: (301) 618-4313 x8958  
vsavoy@ups.com

WordMagic Translation Software  
Phone: (506) 234-6029  
jason@wordmagicsoft.com

Job Exchange Participants

Bowne Translation Services  
Phone: (212) 229-7370  
lisa.dimeglio@bowne.com

Idem Translations, Inc.  
Phone: (650) 329-0170  
E-mail: idem@compuserve.com  
Sponsor: Job Exchange

J.D. Edwards  
Phone: (303) 334-1661  
noriko_nakazawa@jdedwards.com

Language Services Associates  
Phone: (215) 657-6571  
lscriv@lsaweb.com

Lexi-Tech International/HSN Linguistic Service  
Phone: (613) 234-5312  
nburgers@lexitech.ca

Rina Ne’eman Hebrew Language Services, Inc.  
Phone: (732) 432-0174  
rina@hebrewtrans.com

RWS Group  
Phone: (415) 512-8800  
info@translate.com

SH3, Inc.  
Phone: (816) 767-1117  
chubbard@sh3.com

Siemens Language Services  
Phone: 49 (89) 636-02  
language.service@mch20.sbs.de
The 42nd Annual Conference Pictorial
Coming Together

In spite of the very complex times we find ourselves, over 1,300 professionals travelled to Los Angeles to share in the community of friends and colleagues as well as reach out to newcomers.
This year’s conference offered another outstanding array of educational opportunities. The Job Exchange featured the biggest room to date for networking and marketing.

Close to 60 exhibitors were on hand this year, offering attendees a chance to learn about the latest products and services available to them.
Season of Change

This year marked Ann Macfarlane’s last as ATA president. She officially handed over her duties to Tom West during the Annual Meeting.

ATA’s new President-elect Scott Brennan.
In Closing...

The historic splendor of the Millennium Biltmore set the tone for first-class entertainment. Attendees were treated to a variety of special events, culminating with the ATA-Folia on Friday evening, followed by the Closing Banquet and dance on Saturday.
ATA Honors & Awards

ATA 2002 Lewis Galantière Award Call for Nominations

The American Translators Association invites nominations for the 2002 Lewis Galantière Award. This award is bestowed biennially in even-numbered years for a distinguished book-length literary translation from any language, except German, into English published in the United States. (A German translation award is awarded in odd-numbered years.)

To be eligible for the award, presented at the ATA Annual Conference in Atlanta, Georgia, November 6-9, 2002, the published translation must meet the following criteria:

• The work was translated from any language, except German, into English.
• The work was published in the U.S. in 2000 or 2001.
• The translator's name appears on the title page and preferably on the dust jacket. (Preference will be given to works that include a translator's biographical information.)
• The translator need not be an ATA member, however, the translator must be a U.S. citizen or resident.
• The nomination must be submitted by the publisher of the translated work.

The nomination must include the following:

• A cover letter with complete publication information for the work being nominated, together with a brief vita of the translator.
• At least two copies of the nominated work, plus one extra copy of the dust jacket.
• Two copies of at least 10 consecutive pages from the original work, keyed to the page numbers of the translation. This item is essential!

Nomination Deadline: May 1, 2002. Publishers are encouraged to submit nominations early!
Award: $1,000, a certificate of recognition, and up to $500 toward expenses for attending the ATA Annual Conference in Atlanta.

ATA Alexander Gode Medal Call for Nominations

The Alexander Gode Medal, the American Translators Association's most prestigious award, is presented to an individual or institution for outstanding service to the translation and interpretation professions. This award may be given annually.

Individuals or institutions nominated do not have to be members of ATA. However, a history of constructive relations with ATA and the language professions in general is desirable. Nominees do not have to be U.S. citizens. Petitions and letter campaigns are not encouraged.

Nominations should include a sufficiently detailed description of the individual's or institution's record of service to the translation and/or interpretation professions to enable the Honors & Awards Committee to draw up a meaningful short list for approval by the ATA Board of Directors.

Nomination Deadline: May 1, 2002.

ATA 2002 Student Translation Award Applications Now Open

In 2002, the American Translators Association will award a grant-in-aid to a student for a literary or sci-tech translation or translation-related project.

The award, to be presented at the ATA Annual Conference in Atlanta, Georgia, November 6-9, 2002, is open to any graduate or undergraduate student or group of students attending an accredited college or university in the United States. Preference will be given to students who have been or are currently enrolled in translator training programs. Students who are already published translators are ineligible. No individual student may submit more than one entry.

The project, which may be derived from any facet of translation studies, should result in a project with post-grant applicability, such as a publication, conference presentation, or teaching material. Computerized materials are ineligible, as are dissertations and theses. Translations must be from a foreign language INTO ENGLISH; previously untranslated works are preferred.

Applicants must complete an entry form (available from ATA Headquarters) and submit a project description not to exceed 500 words. If the project is a translation, the description must present the work in its context, along with a substantive statement of the difficulties and innovations involved in the project and the post-competition form the work will take. The application must be accompanied by a statement of support from the faculty member who is supervising the project. This letter should demonstrate the supervisor’s intimate familiarity with the student’s work and include detailed assessments of the project’s significance and of the student’s growth and development in translation.
AFTI Scholarship in Scientific and Technical Translation or Interpretation

Description of Award
This is a $2,500 nonrenewable scholarship for the 2002-2003 academic year for students enrolled or planning to enroll in a degree program in scientific and technical translation or in interpreter training.

Eligibility
Applicants must be graduate or undergraduate students enrolled or planning to enroll in a program leading to a degree in scientific and technical translation or in interpretation at an accredited U.S. college or university. Applicants must be full-time students who have completed at least one year of college or university studies. Generally, an applicant should present a minimum GPA of 3.00 overall, with a 3.50 in translation- and interpretation-related courses. Applicants should have at least one year of study remaining in their program, however, in certain circumstances, one residual semester may be accepted.

Selection Criteria
• Demonstrated achievement in translation and interpretation
• Academic record
• Three letters of recommendation by faculty or nonacademic supervisor
• A 300-500-word essay outlining the applicant's interests and goals as they relate to the field of translation or interpretation

Application Process
Application forms may be obtained by contacting ATA by mail at 225 Reinekers Lane, Suite 590, Alexandria VA 22314
Completed applications must be received by AFTI by March 1, 2002
A completed application consists of:
• Application cover sheet;
• Three letters of recommendation in a sealed envelope with the recommender's signature over the envelope flap;
• Essay; and
• A copy of the applicant's academic record with a copy of the major/minor or other program form, or a departmental statement of admission to the translation or interpretation program.

Award
A national award committee will announce the name of the scholarship award winner by the end of April 2002. The committee's decision is final. Disbursement of the award will occur at the beginning of the 2002 fall semester.
International Certification Study: OTTIAQ

By Jiri Stejskal

In the last issue we took a look at the so far unavailing, but promising, efforts of the new Czech certification body. In comparison, the Canadian Ordre des traducteurs, terminologues et interprètes agréés du Québec (OTTIAQ) not only administers a widely recognized certification process within the province of Quebec, but is also currently reviewing the possibility of mutual recognition of certification by other Canadian translator associations, as per the letter we received last year from Diane McKay, OTTIAQ executive director and secretary.

A little history first. The OTTIAQ was founded in 1940 under the name Société des traducteurs du Québec (STQ), making it the oldest association of its type in the province. In 1968, the members of the Cercle des traducteurs and the Corporation des traducteurs professionnels du Québec joined in to ensure the continuing pursuit of the common goals that had prompted the founding of all three associations. In 1992, the STQ became the Corporation professionnelle des traducteurs et interprètes agréés du Québec (CPTIAQ) and in 1994, in compliance with the Act to amend the Professional Code and other Acts respecting the professions, the CPTIAQ changed its name to the Ordre des traducteurs et interprètes agréés du Québec (OTTIAQ). Finally, in July 2000, the Quebec National Assembly approved the addition of the title “terminologues” to its name. Thus, the OTTIAQ officially became the Ordre des traducteurs, terminologues et interprètes agréés du Québec—the current OTTIAQ.

The OTTIAQ belongs to the Council of Translators and Interpreters of Canada, which comprises 11 associations (eight in the provinces and three in the territories—Yukon and Northwest Territories) and is affiliated with the International Federation of Translators. Further information on the OTTIAQ is available at www.ottiaq.org.

Certified members of the OTTIAQ are granted a license entitling them to use the title “certified translator,” “certified terminologist,” or “certified interpreter.” The candidates should have a degree in translation, terminology, or interpretation (or their equivalent) from a university program recognized under OTTIAQ regulations. Then, they must enter a six-month mentoring program organized and supervised by the OTTIAQ. This program enables candidates for certificates in translation, terminology, or interpretation to take advantage of the advice and supervision of an experienced mentor, who helps them integrate the standards, regulations, tools, and responsibilities of the profession, along with more formal skills, within a professional context. Candidates should also acquire two years of relevant full-time work experience in their profession (five years for those without a degree in translation, terminology, or interpretation). In addition, all candidates must attend a 12-hour course given by the OTTIAQ, covering the Quebec professional system and OTTIAQ regulations.

The regulations, the full text of which is available at www.ottiaq.org/en/index.html, describe the certification procedure in great detail. Candidates can initiate the certification process through the OTTIAQ website. The process consists of the following five steps:

1. The candidate selects whether he or she wants to apply as a translator, terminologist, conference interpreter, or court interpreter.

2. A list of Quebec institutions and B.A. degrees recognized by the OTTIAQ is presented to the candidate. If the candidate holds one of the listed degrees, he or she can proceed to the next step. Otherwise, he or she can contact OTTIAQ’s representative to obtain information about equivalency requirements.

3. Candidates enroll in the mentoring program or request equivalency credits after demonstrating that they have at least two years’ relevant full-time work experience in translation in the language combination. This combination must include English or French as the source or target language. “Relevant full-time work experience” is defined by the OTTIAQ as follows:

For translators:
- Work as a salaried full-time translator for at least two years.
- Work as a salaried part-time translator (at least two years of professional experience and at least 450 days of work experience).
- Translator in private practice or freelance. This requires the equivalent of at least two years of professional experience and translation of at least 220,000 words for the official languages, 160,000 words for Spanish, and 60,000 words for other foreign languages.

For terminologists:
- Work as a salaried full-time terminologist for at least two years.
- Work as a terminologist in private practice (freelance or salaried
part-time). This requires the equivalent of at least two years of professional experience and at least 450 days of work.

For conference interpreters:
• Work as a salaried full-time conference interpreter for at least two years.
• Work as a conference interpreter in private practice (freelance or salaried part-time). This requires the equivalent of at least two years of professional experience and at least 200 days of work as an interpreter.

For court interpreters:
• Work as a salaried full-time court interpreter for at least two years.
• Work as a court interpreter in private practice (freelance or salaried part-time). This requires the equivalent of at least two years of professional experience and at least 400 court sessions worked as an interpreter.

4. The next step in the certification process is the filing of all supporting documentation with the Certification Committee. The documentation required in the process includes:

• Completed application form for OTTIAQ certification;
• Photocopy of the recognized degree;
• Proof of at least two years of relevant full-time work experience; and
• Academic records, including a description of the courses taken and marks obtained.

The candidate also has to pay the application fee of $120 CDN (plus applicable taxes).

5. Lastly, each candidate has to take a 12-hour training course on professional practice standards which covers the following:

• Professional Code;
• OTTIAQ Code of Ethics;
• Other regulations and standards governing professional practice;
• Civil Code of Québec; and
• Act respecting the protection of personal information in the private sector.

Clearly, these are rather stringent requirements, and the certification process is the most complex of the ones we have examined so far. However, criteria for certification have been designed so that the OTTIAQ can fulfill its mission to promote the quality and effectiveness of communication by ensuring that its members have the requisite skills in the fields of translation, terminology, and interpreting. In this way, the OTTIAQ is able to fulfill its mandate to protect the public. If you would like to find out more about the OTTIAQ certification process, please contact Pauline Pommet, OTTIAQ certification coordinator, at ppommet@ottiaq.org.

Next time, we will review the certification process in Finland and Sweden. As the editor of this series, I encourage readers to submit any relevant information concerning non-U.S. certification or similar programs, as well as comments on the information published in this series, to my e-mail address at jiri@cetra.com.
Do you now have or have you ever had a mentor? Those of us who have been fortunate in that area have received a priceless gift. If you have experienced the professional and personal growth that comes from a great mentoring relationship, then you will understand the value that comes from creating your own company mentoring program. On the other hand, if you have not yet lived this experience, keep reading—perhaps the following will inspire you.

A mentor’s job is to help us maximize our potential and our performance. The good ones see things in us that we are not able to see ourselves. Had my mentors not told me I could achieve my goals, helped me believe in myself, and encouraged me to take risks, I would not be successful today.

If your company team believed that they could and were encouraged to create more and better business, wouldn’t you be more successful? A company mentoring program will greatly assist you in achieving this goal.

The basic premise is elegantly simple: everyone in the company has some type of a mentor. The person who has been there one day can be mentored by the person who has been there two days. The CFO can be mentored by a board member, and the CEO by the chairman. The objective is to have everyone in the company supported by someone who shares the goal of helping the mentee maximize their potential. This will bring value to your team, your clients, and help you develop the skills your people need.

If you have experienced the professional and personal growth that comes from a great mentoring relationship, then you will understand the value that comes from creating your own company mentoring program…

10 Steps to Creating a Company Mentoring Program (CMP)

1. Decide that creating a CMP is right for you and your company.
2. Start small.
3. Ask for feedback about what your team wants in a CMP and find out what your people care about.
4. Get buy-in from your management team.
5. Get mentor training for yourself, your managers, and executive team.
6. Create a culture by being open about your own mentor/mentee relationships.
7. Build trust with those participating and listen to their experiences and ideas.
8. Celebrate small victories, spotlight mentor/mentee relationships.
10. Get your team-wide recognition and share the results with everyone you can.

Creating a good CMP or even an individual mentoring relationship is a process that takes time. If you integrate just one of the steps above every month you will be doing well, and will have a program in place in less than a year. Take the Kaizen approach: small, seemingly insignificant, but continuous bits of improvement.

It has been said that we learn best by teaching and teach best what we most need to learn. In that light, we become better mentors by being mentored. Look at who was a great mentor in your life. What was it that made them great? Understanding this will give you a good foundation to be a mentor, and remind you of how important your mentors have been to you.
What Freelance Translators Can Do to Ensure Payment of Their Work

By Marianne Dellinger

Throughout my years as a freelance translator and translation and interpretation business owner in the U.S. and Denmark, I have learned from both my own experience and from fellow translators that some American translation agencies and direct clients have a somewhat relaxed attitude towards paying translators’ invoices once the work has been completed. This article will explore some of the steps freelance translators can take to increase the likelihood of getting paid for their services.

Step 1: Reach an Oral Agreement

Most translation agencies will either call or perhaps e-mail you about your rates and availability for a project. I recommend that before you do anything else, you ask to see a sample of the actual text to be translated or edited to learn whether you are qualified to do the job in question. As you know, there is a big difference between translating or editing legal, medical, financial, or other texts, and being able to do one type of translation certainly doesn’t mean you can do all types. Since agencies often don’t even ask if the translator has experience within the area in question (or experience at all!), it is up to us to say no to the job if we believe we don’t have the background and skills to produce a text of outstanding quality.

Once you have seen the text and feel qualified to translate it, you will need to agree on a price and deadline with the translation agency or direct client. Be as specific as you can! Make sure you both agree on whether your price is per target word or per source word. If you charge by the hour, then you both need to agree on a timeframe (either a specific number of hours or at least a fairly narrow estimate) for delivery of the completed project. If you operate with a minimum fee, mention this fact. When you discuss the deadline, make sure you also specify what time of day the project is due and what time zone that applies to! Disclose your terms of payment (for instance, whether you expect payment within 30 days, 45 days, etc.). Mention any other things you feel are important to the performance of this job and your fees (for instance, if you are supposed to send hard copies of the document via a rush courier, don’t forget to mention the fact that you expect to be reimbursed).

…I have learned from both my own experience and from fellow translators that some American translation agencies and direct clients have a somewhat relaxed attitude towards paying translators’ invoices once the work has been completed.

Step 2: Get it in Writing

Even though you have discussed all the practical issues you feel are important to the performance of the job and to the payment of your services, you should make sure to always get either a purchase order from the client or a signed contract before starting work on the project. I always tell my clients that while I certainly do not mistrust them, unfortunately, I cannot even start a new job before I have a signed purchase order or contract in place. Since most translation jobs have to be performed in a hurry, it is tempting to just jump in and start the work. However, don’t fall for this temptation—it will take your client very little time to send you a purchase order or review and sign your contract, so make sure you get this formality out of the way at the very beginning of the process. You want to be 100% sure that they are serious about hiring you for the job and that possible misunderstandings have been cleared up.

Both a purchase order and a contract should describe all the details mentioned in Step 1. A purchase order (PO) is very commonly used by translation agencies, and is the simple form of a contract the agency issues. You will typically not need to sign and return this unless, of course, the translation agency wants you to do so. If you have any changes to the PO (for instance, if the agency has omitted facts you feel are crucial to ensure payment or to the work process in general), call the agency and ask them to reissue the PO with these details, or simply write these changes onto the PO, initial the changes, fax it back to the agency, and ask them to initial the changes you made. Again, I recommend that you do not start the actual work until you have this paperwork in place.

A contract tends to be a lot more detailed than a PO, and is something you issue and ask your client to sign. For a very good and easy-to-use example of a model contract for translation work, see ATA’s website at www.atanet.org (click on FAQ, then on the model contract). Of course, this is a standard contract that covers a wide range of issues that may or may not be relevant to the individual situation you may be in, but you can obviously change it to match your particular needs.

If you are going to be working on a large project where extensive work is to be done, if you are not familiar with the translation industry or perhaps a new professional in this industry, or if you simply want to be 110% sure that all aspects of contracting are...
included in your particular agreement, I strongly recommend that you use a contract very similar to the one you can download from the ATA website. This contract covers numerous items that you may not even have thought about before, and includes many items that frequently are not covered in a purchase order (which tends to be more general).

You should be very thorough when you write your contract or examine the PO you receive! Make sure all the details that are important to you are agreed upon in writing. Reputable, serious clients will not mind if you take this step. If a potential client does mind, it may be a danger sign indicating you should not work for them!

Remember that good business partners do not mistrust each other, but it is simply good business sense to have a written agreement in place for both parties. Should you need to sue your client for breach of contract, your position will be very weak if you do not have a PO/contract to prove your point (see below). Keep extremely good records of all the steps in your work process that pertain to the fulfillment of your agreement, and keep copies of all paperwork pertaining to the case! Finally, even though you have worked with a client several times before, I still recommend you get a purchase order or contract from them. I have had long-time paying customers all of a sudden stop paying my invoices for mysterious reasons, and, trust me, it is really nice to be able to prove that they did indeed order the work to be done!

3. Stick to the Agreement

It is now your turn to deliver! You are a professional translator, so make sure you take all the necessary steps to live up to your part of the agreement. Pay great attention to even the tiniest detail. Contact the client for clarification of any unclear points. (Needless to say, you should not bother your client with issues which you, as a professional, should be able to figure out on your own, but you should also not just ignore possible issues you need to have clarified in order to be able to produce quality work.) Make sure you translate and spell check all the text you are supposed to translate (I find that translators often forget these two points!). Deliver your work on time. Should any unforeseen events call for an extension of your deadline, make sure you contact your client about this in good time! You should never ask for an extension unless you really seriously need it (for instance, if you are waiting for the clarification of an unknown phrase by a third party, etc.). In short: make sure you deliver excellent work on time!

4. Issue an Invoice

I am sorry for sounding simplistic, but I have frequently heard translators say that they have not issued an invoice for their work. They received some paperwork from their client with details, such as the agreed upon price per word, and thought that if they signed and returned this to the client as requested, this would be enough to get paid. If you receive such a document from your client, it may seem like just signing it will be sufficient, but in my experience, it is not. You need to issue an actual invoice that includes a date, a due date for payment, the client’s job number (if they have given you this), and all other pertinent information.

5. Issue Reminders

If your client does not pay by the due date you have stipulated on the invoice, send them a friendly reminder! They may simply have forgotten. Do not only call them—you need to have a paper trail of all your attempts to get paid. Make sure you keep a copy of all paperwork relating to the case (this applies to all steps of this process).

If you still do not receive payment, exercise great tenacity and keep bugging the client! Do not be bashful about doing so in stronger and stronger terms. If you have performed your part of the deal, you have a right to get paid! Remember that the squeaky wheel gets the grease, so it will not help you to wait and simply hope for the best. It is my experience that if you keep contacting those clients that do not pay on time, they will, in most cases, eventually do so when they get tired of hearing from you.

6. Use a Collection Agency

If you are still not paid within a reasonable amount of time, you may want to transfer the case to a collection agency. As an ATA member, you can join a major collection agency at a very low rate (contact Mike Horoski of Dun & Bradstreet at 800-333-6497 ext. 7226; fax: 484-242-7226; horoskim@dnb.com). The collection agency will contact the client on your behalf to try to obtain payment from them. If the collection agency is successful at doing so, they will withhold a small amount of payment as a fee for their services (well worth the amount). That is the good news! The bad news is that if your client is truly not willing to pay, even the collection agency will not be able to make them do so. The collection agency may eventually transfer the case to a lawyer they cooperate with, but for smaller monetary amounts, this lawyer may not be willing or able to do much more than perhaps send one letter to your debtor. In other words, even a collection agency cannot make sure your client pays if they are unwilling to do so. You may then need to take the next step in this process.
7. Suing Your Client

If the outstanding amount is $5,000 or less, you may sue your client in small claims court.

A small claim action is a very simple process, and it only costs you $25 to bring your case before a court of law. You will not need a lawyer for this type of case, but you do need to be willing to defend your own case before a judge.

If you want to take this step, simply go to your local courthouse and ask for the small claims department. Most major courts should have one of these in-house, but if not, they can tell you where the closest one is. You will need to fill out a simple one-page form stating your name, business name, and address (ditto for your client), the amount you are suing them for, and a very brief description of why you are suing them.

You will then need to pay a small fee for filing the case and a small fee for having a copy of your claim served to the debtor. There are different ways of serving the client, among them having a sheriff do so, but the legal clerk will be able to tell you about these options. You may then choose a day of your choice for the hearing of your case.

When the day of the hearing arrives, you will, as mentioned above, need to defend your own case in front of the judge. You will be called upon to do so by the bailiffs, and will then get a chance to briefly present a summary of the case and why you believe you should get paid. This is where it is extremely important to have a very good paper trail to help defend your case, including unambiguous documents such as contracts, purchase orders, invoices, and faxes. Bring extra copies since the judge may ask to see these, and may keep them for review after you have presented the case.

The client, if present, will then get a chance to present their point of view. If they are not present that day to defend their case, don’t worry. This will most likely work in your favor since it indicates bad behavior on their part. The case will be heard even though they are not present.

For more information about how to bring a case before the small claims court, you may take a class on the subject. These are usually offered by a division of the court (simply ask the clerk for information about where and when such classes are held). The classes are free of charge and definitely worth your time and effort, since all the steps required to present a strong case in court will be explained.

The party you sue must, however, be located in the same state as you, so this could be a problem if you live and work in Florida, but your client is in Washington State. However, if you live and work in northeastern New Jersey and your client is in Manhattan, you will be able to bring your case before a New York City small claims court by going to New York to file your case. You cannot try a small claims case against an out-of-state client before your local court; small claims cases only work within one given state.

Unfortunately, the U.S. legal system is such that even if you do win the court case, you will still have to rely on the client to actually observe the court’s ruling and pay the amount you sued them for! If they simply do not do so, you will have to physically collect the amount, which can be done in different ways (for instance, by showing up at your client’s address and demanding payment) which you can learn more about if you take the above-mentioned class from your local small claims court.

If the outstanding amount exceeds $5,000, you could use a lawyer for your case instead of bringing the case before the small claims court. We know, lawyers tend to be rather expensive, so you have to seriously consider if your case is strong enough and the amount large enough to justify such an expense and the lawyer’s time. You risk losing the money you spend on a lawyer if you lose the case. Most legal secretaries will be willing to discuss this with you, so don’t be shy about calling up a couple law firms to find out where you stand.

If you deal with clients overseas, you may want to obtain help from a lawyer to create a legal contract that would be enforceable in a court of law in that country before starting to translate for your potential overseas client. If your client defaults on the payment(s) of your contract, you should contact a lawyer in that country to

Continued on p.35
Europeans not only have new banknotes and coins in their pockets, but they are also much more aware of the institutions responsible for their money. Along with these young institutions and concepts, euro-related terminology is still being coined and spread through translations. The media does not always use concise and official terminology, thus variants abound which should not be transferred into official (con)texts. A case in point are “euro zone” and “euroland,” which should be replaced by “euro area” in English. There are also a few recommended German translations, however, “Eurozone” is not among them, as this term has a negative connotation in German. Another common mistake in both English and German (and presumably in other languages) concerns the plural form of “euro” and its subunit “cent.” There is no plural “s” in English or in German (or any inflection in the latter case). Most euro glossaries offered are not up to date, as things are in flux. As such, they may also list terms as acceptable variants when in fact they are not recommended by the Eurosystem. This article is meant to raise translators’ awareness of terminological pitfalls and provide pointers, in particular, to English-German translators.

Translation in the European System of Central Banks

A very important fact terminology users should bear in mind is that almost all publications of the European Central Bank (ECB) in languages other than English are translations, a large portion of which are performed in a decentralized fashion (i.e., by the national central banks [NCBs]). In addition, many newspapers covering topical events translate ECB President Willem Duisenberg’s statements into their respective languages themselves (before the official translation is published), at times creating exotic variants.

As for German, the official translations of ECB publications are carried out by different language services:

- The language services division of the ECB. At present, there are two translators for each of the 10 official EU languages except English, for which there are more editing staff and two terminologists. ECB translation output includes market-sensitive texts.

…Along with these young institutions and concepts, euro-related terminology is still being coined and spread through translations…

- The “juristes-linguistes” of the ECB, of which there is, as a rule, one translator with a law degree for each of the 10 official EU languages except English. Their translation output includes guidelines and other legal documents.

- The language services division of the German central bank, Deutsche Bundesbank. Their translation output includes the monthly bulletin of the ECB and press releases.

- The language services section of the Austrian central bank, Oesterreichische Nationalbank (OeNB), where I work. Our translations include the annual report of the ECB and a few articles of its monthly bulletin.

- External freelance translators.

There is a great need for coordination among these translation units, especially given the differences between German and Austrian German, not to mention those between the technical terminology used by the ECB, Bundesbank, and OeNB. There are also varying style guide conventions. For example, German translators started to apply the new German spelling for ECB translations in March 2000.

The Road to an Economic and Monetary Union and the Euro

To understand euro terminology, it is necessary to take a brief look at how the euro came about. This is a simplified chronology of the most important events:

June 1988: The European Council sets up a committee to study the proposed Economic and Monetary Union under the chairmanship of Jacques Delors, the then-president of the European Commission. Its report, submitted in April 1989, proposes the introduction of the Economic and Monetary Union (EMU) in three stages.

June 1989: On the basis of the Delors report, the European Council decides to launch the first stage of EMU. This involves the full liberalization of capital movements in eight European Union (EU) Member States by July 1, 1990.

December 1990: An intergovernmental conference launched at the European Council in December 1990 examines what amendments need to be made to a proposed treaty in order to complete EMU. This work leads to the Treaty on European Union, adopted at the Maastricht European Council in December 1991. This was signed on February 7, 1992, and became effective on November 1, 1993. This treaty comprises the protocol on the Statute of the European System of Central Banks (ESCB) and the ECB.

January 1994: The transition to the second stage of EMU takes place. The
European Monetary Institute (EMI), the forerunner of the ECB, is to be established. Member States are required to have appropriate measures in place to comply with the regulation prohibiting central banks from granting overdraft facilities to public authorities and public undertakings, and from introducing privileged access for the latter to financial institutions. The purpose of the EMI is to strengthen cooperation between the NCBs and to carry out the necessary preparations for the introduction of the single currency.

**December 1995:** The European Council decides to call the single currency, to be introduced at the beginning of the third stage, “euro.”

**June 1997:** The European Council adopts the framework of the new exchange rate mechanism (ERM II). The European Council also adopts the Stability and Growth Pact (SGP), which provides countries in the EU, and in particular those which have adopted the euro, with a common code of fiscal conduct that is expected to uphold discipline in the management of government finances.

**May 2, 1998:** The weekend of May 1–3, 1998 will go down in history as the most important milestone on the road to the establishment of EMU. On the basis of a recommendation adopted by the Ecofin Council (Economics and Finance Ministers) and having consulted the European Parliament, the Council, after meeting with heads of state and government, unanimously decides that 11 Member States, namely Belgium, Germany, Spain, France, Ireland, Italy, Luxembourg, the Netherlands, Austria, Portugal, and Finland, have fulfilled the necessary conditions for adopting the single currency.

**May 25, 1998:** The governments of the 11 Member States adopting the euro appoint the president, vice-president, and four additional members of the Executive Board of the ECB. The appointments of Willem Duisenberg as president, Christian Noyer as vice-president, and Otmar Issing, Tommaso Padoa-Schioppa, Eugenio Domingo Solans, and Sirkka Hämäläinen as members of the Executive Board are confirmed on May 26, 1998.

**June 1, 1998:** The ECB is established. The ECB and the NCBs of the participating Member States make up the Eurosystem, which is responsible for formulating a single monetary policy in the third stage of EMU. The EMI is liquidated.

**January 1, 1999:** The transition to the third and final stage of EMU takes place. A single European monetary policy is entrusted to the ECB. The euro is the official currency of the participating countries—in scriptural or noncash form.

**January 1, 2001:** Greece joins the third stage of EMU. There are now 12 euro area countries.

**January 1, 2002:** The euro is introduced in its physical/fiduciary form (banknotes and coins).

For more information, see the ECB site (www.ecb.int) or the EU site (http://europa.eu.int/scadplus/leg/en/s01000.htm). For more specific information on the euro, see also the dedicated ECB site (www.euro.ecb.int) in all 11 official EU languages.

**Terminological Pitfalls**

So, let’s discuss what all this new financial terminology means for translators. While the pitfalls are geared towards German, translators working into or from other languages might also benefit from the issues presented here.

**Euro - cent**

The names of the common currency introduced by the 12 euro area countries on €-Day and its subunit are euro and cent. Note that it is 1 euro, 2 euro, and 1 cent, 2 cent in English, and 1 Euro, 2 Euro, des Euro, and 1 Cent, 2 Cent, and des Cent in German. It is incorrect to say 5 Euro-Cent in German (as I have seen written in native German), even though the common face of cent coins bears the words “Euro Cent.”

**Euro area**

This is the only correct English term for the area covering the EU Member States that participate in the third stage of EMU. There is only one official term in German, namely “Euro-Währungsgebiet,” which is used in legal documents, while for general texts you may also use “Euroraum” and “Eurogebiet.” It is interesting to note that the German central bank sometimes uses style conventions for their own German publications (e.g., “Euro-Raum”) which differ from the conventions applicable to German translations of the ECB carried out by their in-house translators (“Euroraum”). Austrian translators hardly ever use Eurogebiet, but prefer Euroraum. Euro zone and euroland are big no-no’s both in English and German due to their rather unpleasant associations. In Germany, you frequently find the acronym EWU (Euräpische Währungsunion) as a translation for euro area/EMU, but this is not correct, as EMU stands for Economic and Monetary Union, and the only correct German translation is Wirtschafts- und Währungsunion (WWU).

**Euro area countries**

This rather concise term in English would translate into “an der dritten Stufe der WWU/am Euro-Währungsgebiet teilnehmende Mitglied-
staaten,” or “Euro-Länder” for short. The latter brief form should only be used in the plural form in German. Do not use “EWU-Länder” in German, as “EWU” is incorrect. You could also use “Euro-Staaten” or “Mitgliedstaaten des Euroraums/ Euro-Währungsgebiets.”

EMU
EMU stands for Economic and Monetary Union, which was implemented in three stages. EMU is frequently used to denote the third stage of EMU, which began on January 1, 1999 with the introduction of the euro. There is no such thing as European Monetary Union in German. The only correct form is “Wirtschafts- und Währungsunion,” or WWU. An EWU (Europäische Währungsunion) or EWWU (Europäische Wirtschafts- und Währungsunion) does not exist, however, these terms are used incorrectly even by central bank economists. You may, of course, refer to a European economic and monetary union, which would be “eine europäische Wirtschafts- und Währungsunion” in German.

ESCB, Eurosystem, Eurogroup
It is important not to mix up these fora. The ESCB stands for European System of Central Banks and comprises the ECB and the NCBs of the 15 EU Member States (12 euro area countries plus the U.K., Denmark, and Sweden). The Eurosystem consists of the ECB and the NCBs of the 12 euro area countries. The Eurogroup is an informal body composed of the finance ministers of euro area member states; the European Commission and, upon invitation, the ECB participate in Eurogroup meetings. The Eurogroup was previously called Euro X (before the number of countries to join the third stage of EMU was known), Euro 11, and Euro 12 (when Greece joined the third stage in 2001). In German, you should use ESZB (Europäisches System der Zentralbanken), Eurosystem, and Eurogruppe (previously: Euro-X-, Euro-11-, and Euro-12-Gruppe).

NCBs
NCBs stands for national central banks and, in the ESCB context, refers to the NCBs of the 15 EU Member States. An atypical plural form for an acronym, “NZBen,” is used in German (NZBs would be more natural, but usage now dictates NZBen). In German, the names of the various NCBs take on the gender of the original language: der Banco de España and der Banco de Portugal, die De Nederlandsche Bank, die Nationale Bank van België, die Banque Nationale de Belgique, die Banque de France, die Banque centrale du Luxembourg, die Danmarks Nationalbank, die Deutsche Bundesbank, die Bank of Greece, der Deutsche Bundesbank, die De Nederlandsche Bank, die Nationale Bank van België, die Banque Nationale de Belgique, die Banque de France, die Banque centrale du Luxembourg, die Danmarks Nationalbank, die Deutsche Bundesbank, die Bank of Greece, the Austrian National Bank, the Swedish National Bank, and the Bank of England.

Guidelines of the ECB
The ECB issues guidelines, which need to be rendered as “Leitlinie” in German; “EU-Richtlinien” are directives in English.

Frontloading and sub-frontloading
Frontloading refers to the physical delivery of euro banknotes and coins from the NCBs to credit institutions or their appointed agents between September 1, 2001 and December 31, 2001. This takes place according to any statutory or contractual arrangements set forth by the NCBs or between the NCBs and credit institutions. Sub-frontloading is the delivery of euro banknotes and coins from credit institutions or their appointed agents to third parties between September 1, 2001 and December 31, 2001. This takes place according to any contractual arrangements set forth between credit institutions or their appointed agents and such third parties. In German, you may use “vorzeitige Abgabe von Euro-Bargeld an Kreditinstitute,” “Frontloading,” “Vorabausstattung mit Euro-Bargeld,” or “Vorverteilung von Euro-Bargeld” for frontloading, and “Sub-Frontloading,” “vorzeitige Weitergabe von Euro-Bargeld an Geschäftskunden,” or “vorzeitige Weitergabe von Euro-Bargeld” for sub-frontloading.

“Household amounts”
In accordance with the European Commission recommendation of April 1998, banks should exchange, without charge to their customers, “household amounts” of the national banknotes and coins for euro banknotes and coins during the final period of the euro changeover. In 1998, the Commission requested banks to quantify “household amounts” by volume and frequency. In German, you may say “Haushaltsmenge,” “haushaltsübliche Menge,” or “haushaltsüblicher Betrag”; all these expressions are vague. In Austria, commercial banks
will exchange schilling banknotes and coins up to ATS 50,000 into euro free of charge until February 28, 2002 (i.e., the end of the dual circulation period).

**Hoarded coins**

All the euro area countries have launched so-called piggybank campaigns to encourage people to take their hoarded coins to banks well before €-Day. In Germany, the campaign slogan was “Her mit den Schlafmünzen.” Schlafmünzen is a pun on “Schlafmütze,” or sleepy head. The German central bank translated the campaign slogan as “Don’t sleep on it.” “hoarded coins” may be expressed in German as “gehörtete Münzen,” “Münzhort” (technical term), “Münzreserven” (neutral), “Münzen im Sparstrumpf/Gurkenglas/Sparschwein,” or “Spar-groschen.” The Austrian central bank distributed small paper bags to households to be used for transporting coins hoarded in cookie jars, piggy-banks, etc., to banks, referring to the “Schilling-Sammlung im Gurkenglas.” Such campaigns may be called “(Schilling-/DM-)Rückholaktionen.” The disappearance or loss of coins (e.g., through hoarding) is called “Schwund” in German (Schwund bezeichnet Banknoten und Münzen, die nicht in Euro und Cent umgetauscht werden, die sozusagen “ver-sickern”—dies betrifft vor allem geringe Münznominale).

**Dual circulation phase/period**

This refers to the period from January 1 to February 28, 2002, during which both the national currencies of the euro-area countries and the euro will be considered legal tender. In some countries, the national currency ceases to be legal tender before February 28, 2002. Germany is the only country that opted for a legal “big bang” solution (“juristischer Big Bang” in German. Sometimes this is referred to as “Stichtagslösung” or “Umstellung auf einen Schlag”). Big Bang means the withdrawal from legal tender status of the D-Mark and pfennig as of January 1, 2002. In German, you should use “duale Phase” (very common in Austria) or “Parallelumlauf(phase).” Back to Germany: you might read of the “modifizierte Stichtagsregelung,” which may be translated as “modified deadline arrangement.” The German Bundesbank explains: “The legal ‘big bang’ at the end of the year will toll the knell for the D-Mark and pfennig and ring in the euro and cent as legal tender. From January 1, 2002, there will cease to be any legal obligation to accept D-Mark in payment of goods. However, banks and shops will still accept D-Mark until February 28, 2002—although, in the interests of maintaining good customer relations, some will also accept D-Mark beyond that date. This decision is the subject of a joint declaration by the banking associations, the retail trade and comparable services, as well as the vending machine producers and operators (known as the modified deadline arrangement).”

**Psychological prices, price pointing**

In connection with the introduction of the euro, this is an important issue, as consumers fear that retailers will use the currency changeover to mark up their items. In German, a price like 9.90 or 7.50 is called “psychologischer (Schwellen)Preis.” Some consumer advocate groups are on the lookout for “Preisstübner,” (i.e., companies abusing the changeover for price hikes). Price increases as such are not prohibited, but during the dual pricing period (“doppelte Preisauszeichnung”), rounded up euro prices will be obvious (especially when the schilling price is stated next to the new euro price). Some large supermarket chains in Austria campaign on “Abrundungsgarantie” slogans, claiming that they will round off all their euro prices during the transition phase. Since October 1, 2001, all prices have to be displayed both in schilling and euro in Austria (according to the Euro-Währungsangabengesetz, EWAG).

**Starter kit**

This refers to a collection of euro and cent coins that were offered to consumers in December 2001 in order to familiarize them with the new coins and to supply them with some euro cash before €-Day. In Germany, starter kits are called “Starter-Kits” and “Euro-Münzhaushaltsmischungen.” (Die Starter-Kits enthalten 20 Euro-Münzen im Wert von 10,23€. Sie werden für 20 DM gebührenfrei abgegeben.) In Austria, we use the term “Startpaket”: In Österreich wird das Startpaket für Private eine Zusammenstellung von Euro-Münzen (in loser Schüttung) im Gegenwert von 200 Schilling und 7 Groschen sein—erhältlich für 200 ATS. The more comprehensive starter kits for businesses cost 2000 ATS and became available in mid-December 2001.

**English-German Glossary**

There are certainly many more interesting terms, which is why I also include a simple list of English and German terms without any explanations for a quick reference (see the following two pages).

For more information on the security features of this new currency, see www.euro.ecb.int/de/section/recog.html.

**Concluding Remarks**

If you need official euro terminology, I want to encourage you to access the website of the ECB (www.ecb.int), the dedicated euro site of the ECB (www.euro.ecb.int), the website of the Deutsche Bundesbank
<table>
<thead>
<tr>
<th>English</th>
<th>German</th>
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</thead>
<tbody>
<tr>
<td>adaptation/conversion of coin-operated machines, ATMs, etc.</td>
<td>Umrüstung von Automaten, Geld(ausgabe)automaten (Austria: Bankomaten!), Banknotenakzeptoren usw.</td>
</tr>
<tr>
<td>authentication features</td>
<td>Echtheitsmerkmale</td>
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<td>Broad Economic Policy Guidelines, BEPGs</td>
<td>Grundzüge der Wirtschaftspolitik</td>
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<td>cash changeover</td>
<td>Bargeldumstellung</td>
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<td>cash handler</td>
<td>Kassenpersonal, Kassierer (Germany), Kassier (Austria)</td>
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<td>CCBM, correspondent central banking model</td>
<td>CCBM, Korrespondenzcentralbank-Modell</td>
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<td>cent</td>
<td>Cent</td>
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<tr>
<td>convergence criteria</td>
<td>Konvergenzkriterien, auch Maastricht-Kriterien</td>
</tr>
<tr>
<td>Counterfeit Analysis Centre (CAC)</td>
<td>Falschgeldanalysezentrum</td>
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<td>Counterfeit Monitoring System (CMS)</td>
<td>Falschgeldüberwachungssystem/-bearbeitungssystem</td>
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<td>currency in circulation</td>
<td>Bargeldumlauf</td>
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<td>debiting model</td>
<td>Belastungsmodell/-regelung</td>
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<td>debt ratio</td>
<td>Schuldenquote</td>
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<td>deficit ratio</td>
<td>Defizitquote</td>
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<td>denomination</td>
<td>Stückelung, Wert</td>
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<td>deposit facility</td>
<td>Einlagefazilität</td>
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<td>dual circulation period</td>
<td>duale Phase, Parallelumlauf</td>
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<td>dual pricing</td>
<td>doppelte Preisauszeichnung</td>
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<td>dummy euro banknotes</td>
<td>Musterbanknoten</td>
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<td>ECB, European Central Bank</td>
<td>ESB, Europäische Zentralbank</td>
</tr>
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<td>ECU, European Currency Unit</td>
<td>ECU (die), Europäische Währungseinheit</td>
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<td>EMI, European Monetary Institute</td>
<td>EWI, Europäisches Währungsinstitut</td>
</tr>
<tr>
<td>EMU, Economic and Monetary Union</td>
<td>WWU, Wirtschafts- und Währungsunion</td>
</tr>
<tr>
<td>EONIA, euro overnight index average</td>
<td>EONIA</td>
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<tr>
<td>ESA 95, European System of Accounts</td>
<td>ESVG 95, Europäisches System Volkswirtschaftlicher Gesamtrechnungen</td>
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<tr>
<td>ESCB, European System of Central Banks</td>
<td>ESZB (das), Europäisches System der Zentralbanken</td>
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<td>EURIBOR, euro interbank offered rate</td>
<td>EURIBOR</td>
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<td>euro</td>
<td>Euro</td>
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<td>Euro 2002 Information Campaign</td>
<td>Euro-2002-Informationskampagne</td>
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<td>Euro made easy</td>
<td>Der Euro leicht gemacht</td>
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<td>euro proficiency</td>
<td>Euro-Fitness, Eurofähigkeit, Euro-Tauglichkeit</td>
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<td>Eurogroup</td>
<td>Eurogruppe</td>
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<td>Eurostat</td>
<td>Eurostat</td>
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<td>Eurosistema</td>
<td>Eurosistem</td>
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<td>Eurosystem staff economic projections for the euro area</td>
<td>von Experten des Eurosistem erstellte gesamtwirtschaftliche Projektionen</td>
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<td>excessive deficit procedure</td>
<td>Verfahren bei einem übermäßigen Defizit</td>
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<td>Executive Board of the ECB</td>
<td>EZB-Direktorium</td>
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<td>fine-tuning operation</td>
<td>Feinsteuerungsoperation</td>
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<td>first pillar of the monetary policy strategy</td>
<td>erste Säule der geldpolitischen Strategie</td>
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<td>foil hologram</td>
<td>Spezialfolie(nstreifen)</td>
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<td>frontloading</td>
<td>Frontloading (das), Vorverteilung, vorzeitige Abgabe von Euro-Bargeld an Kreditinstitute, Vorbausstattung</td>
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<td>General Council of the ECB</td>
<td>Erweiterter Rat der EZB</td>
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<tr>
<td>Governing Council of the ECB</td>
<td>EZB-Rat</td>
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<td>guideline of the ECB</td>
<td>Leitlinie der EZB</td>
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<td>HICP, Harmonised Index of Consumer Prices</td>
<td>HVPI, Harmonisierter Verbraucherpreisindex</td>
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<tr>
<td>English</td>
<td>German</td>
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<tr>
<td>hoarded coins</td>
<td>Schlafmünzen (Germany), Münzhort, Münzensammlung im Gurkenglas/Sparschwein/Sparstrumpf</td>
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<td>household amount</td>
<td>Haushaltsmenge, haushaltsüblicher Betrag</td>
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<td>intaglio print</td>
<td>Stichtiefdruck</td>
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<td>interlinking mechanism</td>
<td>Interlinking-Mechanismus (TARGET)</td>
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<td>iridescent stripe</td>
<td>Iridiinstreifen</td>
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<td>irrevocably fixed conversion rate</td>
<td>unwiderruflich festgelegter Umrechnungskurs</td>
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<td>key ECB interest rates</td>
<td>Leitzinsen der EZB</td>
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<td>launch stock/requirements</td>
<td>Erstausstattungsbedarf (an Euro-Bargeld)</td>
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<td>legacy currency</td>
<td>Altwährung, Vorgängerwährung des Euro</td>
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<td>legal big bang</td>
<td>Juristischer “Big Bang”, Stichtagslösung (Germany)</td>
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<td>M1, narrow monetary aggregate</td>
<td>eng gefasste Geldmenge M1</td>
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<td>M2, intermediate monetary aggregate</td>
<td>mittlere Geldmenge M2</td>
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<tr>
<td>M3, broad monetary aggregate</td>
<td>weit gefasste Geldmenge M3</td>
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<td>main refinancing operation</td>
<td>Haupt refinansierungsgeschäft</td>
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<td>maintenance period</td>
<td>Mindestreserve-Erfüllungsperiode</td>
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<td>minimum bid rate</td>
<td>Mindestbietungssatz</td>
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<td>modified deadline arrangement</td>
<td>modifizierte Stichtagsregelung (Germany)</td>
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<td>monetary aggregates</td>
<td>monetäre Aggregate, Geldmengenaggregate</td>
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<td>Monetary Financial Institutions, MFIs</td>
<td>Monetäre Finanzinstitute, MFIs</td>
</tr>
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<td>money market</td>
<td>Geldmarkt</td>
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<td>NCBs, national central banks</td>
<td>NZBen, nationale Zentralbanken</td>
</tr>
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<td>OeNB, Oesterreichische Nationalbank</td>
<td>OeNB, Oesterreichische Nationalbank</td>
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<td>open market operation</td>
<td>Offenmarktgcsäft</td>
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<td>psychological price</td>
<td>psychologischer Schwellenpreis</td>
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<td>price stability</td>
<td>Preisstabilität</td>
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<td>reference value for monetary growth</td>
<td>Referenzwert für das Geldmengenwachstum</td>
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<td>reference value for the fiscal position</td>
<td>Referenzwert für die Finanzlage</td>
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<td>required reserves</td>
<td>Mindestreserve-Soll</td>
</tr>
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<td>reserve requirement</td>
<td>Mindestreservepflicht, Mindestreserve-Soll</td>
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<tr>
<td>RTGS system, real-time gross settlement system</td>
<td>RTGS-System, Echtzeit-Bruttosystem</td>
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Idioms Under the Microscope

By Romina L. Marazzato

Approaching the Problem

Do you have a frog in your throat when it comes to talking about idioms?
Will you wait until pigs fly to address the issue?
Do you have other fish to fry right now?
Come on! Let’s get started.

A basic step in solving a problem consists of being able to identify, isolate, and define it. In the translation of idiomatic expressions, we need to understand what the semantic components involved are before setting out to translate the idioms. In order to do this, we will borrow Quine’s concept of “stimulus meaning” to break the content of idioms into two distinct areas: historic meaning and current stimulus meaning. First, we will discuss the relevance of understanding the literal translation without further explanation. Then, we will go through a translation sequence to obtain the literal, adapted, semantic, and (when-ever possible) idiomatic translation.

Finally, we will discuss when it is appropriate to use these different types of translations.

Zooming In

In an article entitled “Translation and Meaning,” Willard Van Orman Quine turns to what he calls “radical translation,” or the “translation of the language of a hitherto untouched people,” to understand meaning. He puts a linguist in a virgin community “untouched by civilization,” excludes all help from interpreters, and asks how we are to make sense of the native’s tongue. He proposes the following scenario:

A rabbit scurries by, the native says ‘Gavagai,’ and the linguist notes down the sentence ‘Rabbit’ [...] as a tentative translation, subject to testing in further cases. [...] It is important to think of what prompts the native’s assent to ‘Gavagai’? as stimulations and not rabbits. [...] In experimentally equating the uses of ‘Gavagai’ and ‘Rabbit,’ it is the stimulations that must be made to match, not animals. (Quine [1960], pages 51-53)

Indeed, when the native says “Gavagai,” he may mean “Lo, a rabbit!” or “We may have rabbit for dinner!,” or even, “The universe just turned into rabbitness in front of me.” Quine goes on to discuss how stimulus and, more precisely, “stimulus meaning” can help the jungle linguist...

...In the translation of idiomatic expressions, we need to understand what the semantic components involved are before setting out to translate the idioms...

...to understand the meaning of the utterance “Gavagai.”
A stimulus meaning can be affirmative or negative. The “stimulus meaning” of a sentence, such as “Gavagai,” is:

 [...] the class of all the stimulations that would prompt [the speaker’s] assent. More explicitly, [...] a stimulation σ belongs to the affirmative stimulus meaning of a sentence S for a given speaker if and only if there is a stimulation σ’, such that if the speaker were given σ’, then were asked S, then were given σ, and then were asked S again, he would dissent the first time and assent the second. (Quine [1960], page 55)

Quine stressed the importance of identifying the situations which can prompt the “speaker’s assent” (i.e., situations which can trigger the utterance). One of Quine’s conclusions is that “a stimulation must be conceived [...] not as a dated, particular event, but as a universal, repeatable event form.” He acknowledges that “sameness of stimulus” is a harsh condition, but that for all practical purposes it is effective. What Quine is trying to do with his mental experiment is to get at the heart of meaning—in any one language—by using translation as a means to expose the link between language, thought, and reality.

In current linguistics terms, Quine is resorting to pragmatics. In a broad sense, pragmatics can be defined as the study of language usage in relation with our acting upon others or in response to others’ actions upon ourselves. It concerns the relationship between signs and users (i.e., how users manipulate signs for their own purposes), or, as John Austin put it, “how to do things with words.”

As translators, we are called upon to undertake the difficult task of unveiling what other people are doing with their words in order to convey their intent or action to speakers of other languages.

Taking Quine’s category of “stimulus meaning,” we could break it into two subcategories, historic stimulus meaning and current stimulus meaning, to analyze the translation of idioms.

The historic stimulus meaning of a term is composed of a set of diachronic stimulations (origin, etymology, and historical variations) that the speaker has either consciously or unconsciously present. These stimulations allow for a broader understanding of the term and the ability to draw from diachronic data and apply it to different contexts with different connotations.

The current stimulus meaning of a term is composed of a set of synchronic stimulations (current usage, register, and impact) that prompt the speaker’s assent to the term. These stim-
ulations allow the speaker to understand and apply the term in specific contexts with particular connotations.

The historic and current stimulus meaning of idiomatic expressions may seem hard to distinguish. However, it is important to keep them separate since, as we shall see, the two dimensions provide their own contribution when it comes to translation.

Before going on to apply these two categories, let us consider Danica Seleskovitch’s approach to translation. She argues that the more closely related two cultures are, the more translatable their languages will be. This is because their similar relationship will make the process of understanding the sense outside the language (“la saisie du sens hors langue”) easier, thus facilitating the re-expression of a similar sense in the target language. But, how do we know if two cultures are “close enough” so that their respective languages are translatable to each other?

We may not be able to establish proximity across an entire culture. Indeed, the technical aspect of one culture may be close to another, while their respective approach to, for example, male-female relationships, may be completely different. This may make some translations quite difficult to render without the help of the controversial translator’s notes.

In the translation of idioms, this means that, in order to evaluate the translatability of an idiom, we need to establish the proximity of the two cultures regarding the idiom. We may use the following formula to establish whether an idiom can be translated:

If the literal translation of an idiom is understood, with or without further explanation, in the target language culture, this means the two cultures are related in the domain pertaining to the understanding of the idiom, and the idiom may indeed be translated.

Now, we still need to determine to what extent, if possible, the idiom can be translated. In order to analyze this, let’s go back to the subcategories mentioned above.

In the process of linguistic crystallization that embodies the coining of an idiom, historic stimulus meaning seems to be compacted into current stimulus meaning. But the distinction of the two, and how those dimensions are understood in the target culture, will determine whether the cultures are more or less comparable, and therefore, whether a tight or loose fit can be found in the target language. Therefore, refining our previous definition, we can say:

If the literal translation of an idiom is understood in the target language culture without further explanation, this means the two cultures are closely related in the domain pertaining to the understanding of the idiom and the idiom may indeed be translated by an expression that will probably draw from the same or a comparable experiential world.

For instance, the literal translation of the French saying rire à ventre déboutoné can be linked to the English laugh yourself sick or laugh your head off. Both idioms resort to the same experiential world.

Now, what if, in order to understand the literal translation of an idiom, we do need an explanation. Here we have a different scenario:

If the literal translation of an idiom needs further explanation in the target language culture in order to be understood, this means the two cultures are not closely related in the domain pertaining to the understanding of the idiom and the idiom may, or may not, be translatable. If translatable, the target language rendering will either resort to a semantic solution (where the expression may be mentioned or explained rather than used), or draw from an experiential world different from that in the source language.

An example can be found in the translation of the Spanish saying dejarlo/me frío, which translates literally as “leave him/you/me cold.” Without any context, we may think it refers to the American expression leave someone cold, but, quite to the contrary, the Spanish expression means “to surprise someone” rather than “to leave someone unaffected.” Depending on the context, it may have a positive connotation, as in knock your socks off (meaning, “surprise you, perform better than you expect”). Other nuances include blow you down (meaning, “being very surprised, do not believe it”); floor you (meaning, “surprise you, shock you” [with a negative effect]); and, more neutrally, blow your mind (meaning, “amaze you, astound you, shock you”). In these examples, we can see that it is necessary to either explain or depart from the original, and that the various images draw from different experiential worlds depending on the circumstances.

In other words, when translating an idiom from one language to another, both the cumulative dimension adding to its meaning as well as its usage in the current state of the language need to be taken into consideration. Ideally, both the historic and current stimulus meaning should be present and prompt a comparable assent from speakers of both the source and target language.

Let us now look at a series of examples of translations from the English, French, and Spanish.
where the categories just set forth are included in the translation process.

**Under the Microscope From Colonial Times**

**Spanish Idiom**

*Me costó un Perú.*

Variation: *Me costó un Potosí.*

**Literal Translation into French/English**

It cost me one Peru.

Variation: It cost me one Potosí.

**Current stimulus meaning:** This idiom is used in situations that involve a great effort on the part of the speaker, usually more than the speaker thought was necessary when he set out to do a certain task.

**Historic stimulus meaning:** The first variation comes from the times when Spanish colonies in what is now Latin America were fighting for their independence during the first part of the 19th century.

Let’s remember that at the beginning of the Spanish conquest, the territories of what are now Argentina and Uruguay were accessed through the Andes route via Colombia, Ecuador, and Peru. They were nothing but outskirts to the Virreinato del Perú and its gold mines. Such an indirect path to otherwise easily accessible territories via the Atlantic Ocean was due to the priority given to the Andes countries as sources of silver and gold. This dramatically increased the cost of living on Atlantic shores. The Atlantic regions soon grew tired of such convoluted and expensive arrangements to obtain supplies, thus adopting piracy as their means of survival. Eventually, the Spanish crown established a direct link with Spain to recover control over the southern region, creating the Virreinato del Río de la Plata (which included Argentina, Uruguay, Paraguay, and Bolivia) in 1776.

By the turn of the century, the criollos decided it was time to seek independence from Spain, inspired by the liberation winds of the French Revolution. It was then that criollos and Spaniard colonists with revolutionary ideas united to fight the Spanish military forces in search of their independence. The criollos army went northwest to fight the Spaniards in Paraguay and Peru. After a mild victory in Peru, the criollos were defeated at the historic battle of Huaqui by the much stronger and more professional Spanish forces, thus losing control over Alto Perú. This loss debilitated their morale and limited their liberation goals. The criollos lost a chance of early freedom for a valued geopolitical area, which had consequences for their own strategies back in Buenos Aires, forcing them to sign a truce with Montevideo for fear of being attacked on two fronts.

The variation of the idiom comes from the same context. Potosí was one of the provinces of Alto Perú, very much coveted for its mineral resources. As it is obvious from the heavy historical load of this idiom, a literal translation may not say much to the English speaker. However, we can still try the indirect approach. We can resort to a comparable experiential world for the English speaker and say, for instance:

**Spanish Idiom**

*Me costó un Perú.*

**Adapted Translation into English**

It cost me a Waterloo.

In principle, this resource does the deed, in terms of its current stimulus meaning and due to the fact that it has a historic stimulus meaning comparable to the one in Spanish. However, the historic stimulus meaning brings to mind a series of connotations which differ from the Spanish idiom.

When Napoleon slipped away from his island prison and hurried northward, he was hoping to defeat his enemies before they could unite against him. A heavy rain the evening before the battle forced Napoleon to delay his attack, and that delay cost him the battle. Four days after the battle of Waterloo, Napoleon signed his second abdication in Paris, thus ending his rule in France forever.

Waterloo was a complete defeat due in part to poor timing, for which Napoleon was not entirely responsible, as weather conditions forced him to wait while he knew he had to proceed. As a result, the unfortunate influence of chance and the idea of a total loss are both present in English. In Spanish, chance is not an element; moreover, the idea of a strong will is present due to the fact that the criollo army was not professionally trained like the Spaniards. Therefore, they also hoped that their determination would be stronger than the Spaniards’. Also, the criollos lost that battle and this defeat held them back for a while, but in the end the war was theirs.

In terms of the juxtaposition of historic and current stimulus meaning, this solution may be suitable for some contexts. If national sentiment is involved in our translation context, Waterloo may be more controversial and further removed from the English speaker than Alto Perú is for the Río de la Plata speaker.

Let us now turn to our next resource, the semantic approach, where we only try to convey the current stimulus meaning:

**Spanish Idiom**

*Me costó un Perú.*

**Semantic Translation into English**

It took me a great effort.

We find that in this case, and in the context of daily conversation, the current stimulus meaning is adequately conveyed by a more idiomatic expression:
Spanish Idiom
Me costó un Perú.
Idiomatic Translation into English
It cost me dearly.

However, we need to be aware of the fact that this idiomatic translation lacks force, because the historic stimulus meaning is not rendered.

From the Times of Fables

French Idiom
Ne vendez pas la peau de l'ours avant de l'avoir tué.
Literal Translation into English
Don’t sell the bear’s fur before you’ve killed [the beast].

Current stimulus meaning: This idiom reminds you that you should not anticipate the results of an action that has not yet taken place.

Historic stimulus meaning: This variation is drawn from the moral of the fable “The Bear and the Two Friends” by Jean de La Fontaine (1621–1695), where two friends in need of money sell the fur of a bear before killing it. In the fable, these two friends go out to the forest determined to kill a bear, but when one finally approaches, they become frightened. One of them has just enough time to climb up a tree, but his friend does not, so he lays on the floor pretending to be dead. The bear comes closer and is not interested in the man, but whispers something in his ear and goes away. Once the bear is gone, the man in the tree anxiously asks what the bear said. The man on the floor says: “Il m’a dit qu’il ne faut jamais Vendre la peau de l’ours qu’on ne l’ait mis par terre.”

La Fontaine is indebted to several authors regarding this fable. First, to Aesop for his fable “The Bear and the Two Travelers,” from which he took the image of the bear whispering to the man who laid on the ground. Other authors La Fontaine is indebted to are the Renaissance humanist Abstemius, who gave La Fontaine the idea of the fur for sale, and the French historian Philippe de Commynes (1447–1511), in whose chronicles La Fontaine found the entire story. (According to Commynes, the story had been told by Frederic III, the German Emperor, to the ambassadors of Louis XI, who had traveled to propose that he share the fortune of Charles the Bald before defeating him).

All this historic background should lead us to an adapted translation that draws from an historic cultural experience pertinent to the English speaker. We may, for instance, resort to the conquest of the American West and the Gold Rush.

When gold was discovered in California, it changed the country. However, not everybody became rich overnight, and many made promises they could not keep. Therefore, in this context, we could try to convey both the current and historic stimulus meaning with:

French Idiom
Ne vendez pas la peau de l’ours avant de l’avoir tué.
Adapted Translation into English
Don’t sell the gold you have not yet found.
Idioms Under the Microscope Continued

However, the connotations of such an image may vary widely. Also, adapting the historic stimulus meaning for the audience may not be appropriate. Hence, we can turn to our next resource, the semantic approach. Here, we only try to convey the current stimulus meaning:

French Idiom
\textit{Ne vendez pas la peau de l’ours avant de l’avoir tué.}

Semantic Translation into English
Don’t depend heavily on plans you’re not sure of.

Once again, from this semantic translation, we find that the current stimulus meaning is adequately conveyed by an idiomatic expression that lacks the historic stimulus meaning.

French Idiom
\textit{Ne vendez pas la peau de l’ours avant de l’avoir tué.}

Idiomatic Translation into English
Don’t count your chickens before they’re hatched.

Zooming Out
The idiomatic translation may seem like the ideal that all translators (and interpreters) should go after. However, it may not necessarily be our final choice in any given situation.

Depending on the pragmatic purpose of the text (be it written or spoken), we may choose to use the literal translation when it is important to convey the imagery of the source culture. When such imagery is not key, but the weight of that imagery is, we may choose the adapted translation. Or, when the message of the expression is most important, a semantic translation may be the preferred way to convey it. Finally, we may find an idiomatic expression in the target culture appropriate in a context where we want to call the audience’s attention to it in their own terms. Sometimes, however, the message conveyed varies slightly with the context, and we may actually find different solutions to weigh and pick from.

Conclusions
In our analysis of different idioms, we should use the notion of historic and current stimulus meaning to determine both the driving (diachronic) force and the manifest (synchronic) force of the idiomatic expressions. Once these layers have been determined, we should go through a translation sequence, first obtaining the literal translation, which is the first step in determining whether the same experiential world is pertinent in obtaining an idiomatic translation.

Next, we resort to an adapted translation, drawing from a comparable experiential world. If this second step does not yield satisfying results, we proceed to a semantic translation, in which an explanation, rather than a translation, is given. This third step may sometimes be the culmination of the process. Or, we may find that the explanation leads us to an idiomatic translation that may draw from a different experiential world. If this is the case, the historic stimulus meaning of the idiom will probably be lost, and only its current form may be rescued.

As we can see, the more an idiom draws from peculiar aspects within a culture, the less its literal translation will be understood without further explanation. This makes it necessary to run through the various steps I have just described in order to obtain—or come closer to—an idiomatic translation that sounds right to the native speaker.

In the future, we should attempt to apply this model to other linguistic resources in order to determine the productivity of this approach.

Epilogue
When looking for a solution in translation, we should not lose sight of one key sense: “the ear in translation,” as the well known essay by Gregory Rabassa reminds us, or as William Weaver puts it: Faced with a choice between [two words], the translator does not put the words on trial and engage attorneys to defend and accuse. Most probably, he hears the words in some corner of his mind, and likes the sound of one better than the other. (Weaver [1989], p. 117)

Not only is it important to resort to our own ear in translation, but to remember the ear of the audience as well.

Notes:

2. Refer to the article for a detailed discussion on how the linguist recognizes the native’s assent and dissent. In Ludlow (1998), pages 49-57. (See Quine [1960])

3. In Ludlow (1998), p. 56. (See Quine [1960])

4. Note that there is an ongoing debate on the distinction between “language” and “thought.” A comprehensive discussion can be found in Ludlow (1998). See \textit{Quine} (1960). See also \textit{Bunge} (1985).

5. See \textit{Austin} (1975).

6. The terms “diachronic” and “synchronic” are used as defined in the compilation of Ferdinand de Saussure’s lectures in \textit{Cours de linguistique générale}. The synchronic study of a particular state of an expression within a language should be separate from, and seen as logically prior to, the diachronic study of changes from one state to another.

7. Seleskovitch proposes, in her article \textit{“De l’expérience aux concepts”} (in \textit{Lederer and Seleskovitch}. [1986]), a
tri-fold structure in the translation process: the discourse in the source language, the understanding of the sense outside the language, and the re-expression of the same sense in the target language. (See Lederer and Seleskovitch, [1986], p. 73)


9. See Magnuson site.

10. His plan was to get between the British and Dutch, who were grouped near Brussels, and the Prussians, who were east of the road from Charleroi to Brussels.

References


What Freelance Translators Can Do to Ensure Payment of Their Work Continued from p.23

carry your case for you. Again, remember that without the proper paperwork, your chance of enforcing payment is very slight.

8. Payment Up Front

As you can see from the above, it may be very difficult to enforce payment of your outstanding invoices, even by including collection agencies, going to court, using lawyers, and so forth. If you want to be 100% sure that you will indeed be paid for the services you have performed, you might simply have to ask your client for payment up front, or possibly payment of part of the amount up front and the rest upon completion of the job.

You can collect payments up front in two different ways. You can sign up with one of the major credit card companies and start accepting actual credit card payments, like a store does, or you can sign up with PayPal.com, which will let you accept major credit cards online.

If you sign up with a credit card company directly, you will be able to directly charge the credit card number you are given by your client. You will have to pay a monthly fee for this service. If you sign up with PayPal.com, you will not be able to use the client’s credit card number directly, and will have to wait approximately one day for your client to process the payment to you electronically via PayPal.com. However, there are also no monthly fees! PayPal.com only charges a very small amount for processing the payments made to you, and all you have to have to use their services is an e-mail address.

I should mention that most agencies probably do not, or at least not yet, completely approve of this practice. The ones I have talked to say that their comptrollers will not let them pay for translation services without inspecting the invoices first and having a period of time to pay. Of course, hopefully this situation will change over time if enough translators insist on this procedure so that we, like numerous other businesses, will be able to collect our payments up front at our discretion instead of having to rely quite so heavily on our clients being willing to live up to their end of the agreement. In many other industries it would be unthinkable to order products or services without partial or full payment ahead of time.

However, if you work with direct clients (i.e., not through a translation...
Translation-Mediated Communication on the Internet

By Minako O’Hagan and David Ashworth

(Note: This article is based on our forthcoming publication Translation-Mediated Communication in a Digital World [O’Hagan & Ashworth, in print].)

The continually evolving Internet now provides the context for communication across countries and cultures. By creating a website or webpage, an individual or institution automatically establishes visibility with an international audience—an opportunity to reach anyone with access to the Internet from anywhere. In this way, the Internet is accelerating the process of globalization. Despite this instantaneous global reach, however, language continues to be one of the principal obstacles to full globalization. For instance, if an individual or organization (the “sender” of the message) wishes to reach a speaker of another language (the “receiver” of the message), then the contents of the message they send must be in the receiver’s language and be sensitive to the cultural background of the receiver.

The traditional forms of language support (i.e., translation and interpretation) face new challenges arising from the new contexts for human communication and interaction that technology has created. Furthermore, new modes of communication over the Internet are continuing to develop, ranging from interactive text and voice chat on the computer to text messaging on cell phones and personal digital assistants. These emerging communications environments and the need for multilingual support are redefining the roles of translators and interpreters, both in terms of their abilities to provide required language support and in the kinds of knowledge and skills this new digital communication requires. These are the environments in which new types of multilingual language support, such as teletranslation and teleinterpretation, are developing. This article explores the transition of translation and interpretation towards teletranslation and teleinterpretation on the basis of a new framework: translation-mediated communication (TMC).

CMC and TMC

With the prevailing use of the Internet, computer-mediated communication (CMC), such as e-mail and chat, have now become commonplace for international communication. In CMC, unlike face-to-face communication or communication by traditional mail, there is a computer mechanism needed for language support to convey the message as well as the mechanisms needed for language support to process, store, and transmit a message. TMC also enables us to analyze the relationship between the key parties involved in the given communication (i.e., the “sender” and “receiver” of the message—the “translator” or “interpreter” and the “client” [who may be the sender or the receiver of the message subject to language support]). In what follows, we will explore the changing role of language support and the new knowledge and skills required for translators and interpreters moving into teletranslation and teleinterpretation.

TMC in the Context of Globalization and Localization

Globalization has been an ongoing process since well before the widespread use of the Internet in the latter half of the last decade. Market globalization has been a driving force in the new demands for language support. For example, the development of international markets for the software industry led directly to the creation of software localization businesses in the early 1990s. According to the Localization Industry Standards Association (LISA), the 20 largest information technology (IT) companies are currently leveraging around $1.5 billion annually in localization spending to generate sales of around $50 billion a year (LISA, 2000). In the case of Microsoft, one of the biggest localization service users, in the 1998 fiscal year, over 60% of the company’s total revenue was generated from mar-
The Internet has emerged as a further booster to the globalization process by eliminating the impact of geographical distances. Now language and culture form the immediate and greatest barrier to globalization taking place over the Internet. This barrier has generated demands for website localization, which involves a combination of technical and cultural adjustments in addition to linguistic conversions. Web localization has been the fastest growing area within the translation market during the last few years. With localization tangibly a major contributing factor to the globalization process, TMC is becoming an integral part of globalization.

In particular, TMC on Internet-based infrastructure differs from that within the conventional language support environment, where translators mostly deal with asynchronous print-based text and interpreters work in face-to-face situations. First, the nature of the message is changing, since it begins and ends as a digital document. In a web-generated document, the lifecycle begins with authoring directly on the computer. The content gets distributed in a digital format and frequent updates also take place digitally. Similarly, at the receiving end, people view webpages on the screen, try to comprehend the information, and take some sort of action in the digital environment. This document cycle affects translation workflow, which needs to be optimized for digital environments.

Second, in this electronic lifecycle, TMC can occur at any point between authoring and revising/updating of the content. Conventionally, translation occurs after authoring the source document and prior to its distribution, so that the message reaches the receiver already translated into the target language. Alternatively, if the text is delivered in its original (source) language, the receiver may request a translation. All this has been done essentially in an asynchronous manner. In today’s Internet-based communication, however, receivers may need language support at any point where they access information, such as web-searching and taking action on the information (for example, sending e-mail to purchase a product from an online store). These actions call for real-time and interactive language support. Similarly, the importance of the freshness of the information provided makes the lifespan of the digital document very short, thus strengthening the demand for rapid translation delivery. To this end, translation as an asynchronous service needs to be reconsidered.

Third, in order for translators to adequately process these new kinds of messages in the new digital environment, they must acquire digital literacy. This involves an understanding of such technical aspects as character encoding, document tags (e.g., HTML), as well as the use of appropriate IT tools and other characteristics of digital content, including nontextual components. For example, the designers of graphical user interfaces (GUI) for bidirectional languages, such as Arabic (involving reading from right to left), may need to consider having frames and functional buttons oriented towards the right-hand side rather than the left and placing scroll bars on the left. The design of e-commerce sites for different cultures may need to incorporate different local cultural practices, such as preferred payment methods for online shopping. For example, many Japanese consumers prefer a cash settlement at a ubiquitous convenience store to online credit card transactions (O’Hagan, 2000). On the mechanical side, an address field where customers enter their information on an American e-commerce site needs to allow for non-U.S. addresses to be accepted without zip codes, names of states, and with a varying number of digits for telephone numbers. These cultural design elements are now often dealt with during the process called “internationalization.”

**Internationalization: Upstreaming of Translation**

Internationalization (abbreviated as “I18N”) means to build in an allowance for different language requirements right from the very beginning of a product’s development cycle in order for it to be marketed internationally. This process has been applied to software products and is also becoming an integral part of website globalization. It typically involves engineering processes (for example, allowing for double-byte character encoding if the product is to be localized into Chinese, Japanese, and Korean). Internationalization also includes cultural considerations such as avoiding the use of icons (which may be considered offensive by certain cultures) and metaphors (whose meaning may be obscure in some countries). In another approach, internationalization sometimes means using a single design for all markets (i.e., using plain English). In a wider sense, this approach also relates to documentation using an in-house style sheet or controlled language to ease subsequent localization (or translation) of the given content to different markets. Controlled language produces text with consistent terminology and phraseology with little ambiguity, thus facilitating the processing of the text by machine translation (MT).

An important implication of internationalization is the upstreaming of the translation process,
in which the sender already has translation in mind when producing the original source document. This prioritizes the consideration of TMC and contrasts with the conventional approach, where translation is often an afterthought and the problematic source text is left for the translator to deal with. The upstreaming of translation will have an impact on the translation process, as the starting text becomes more amenable to the ensuing process by the translator.

The application of extensive internationalization to content which is subject to translation means that the language facilitation process starts well before the actual translation process. Internationalization requires input from cross-cultural communication experts at the onset of a message’s creation, be it the design of GUI, content, the layout of webpages, and so forth. This in turn demands a systematic approach to language facilitation on the part of the language service user. In the next section, we discuss a streamlined approach taken by some users in an effort to achieve globalization in an efficient and effective manner.

Language Management

As businesses shift from a “bricks-and-mortar” approach (based primarily on the physical transportation system) to a “clicks-and-mortar” approach (supported at least partially by electronic communications networks), businesses need to be able to communicate and interact with customers in cyberspace. In particular, cyberspace communication means anywhere and in any language. However, providing an e-commerce structure in a number of multilingual sites demands significant management with extensive use of IT. Although initially it was believed that the Internet or the World Wide Web as a platform for globalization was expensive and simple, some of the world’s largest companies are finding that keeping complex globalization and localization processes as well as costs under control is by no means simple. This has led some organizations to take a more proactive and streamlined approach to dealing with language support requirements—language management.

As we mentioned earlier, Microsoft has extensive markets outside of English-speaking countries and serves as an example of a language management model. Microsoft products have varying levels of language facilitation applied to them according to the commercial significance of the target market (Brooks, ibid). When they create regional versions of their software products, they apply language facilitation consisting of what they call enabling, localization, and adaptation. When their products are “enabled,” users can compose documents in their own language, but the software user-interface and documentation remain in English. With the second level, “localization,” the user interface and documentation are translated, but certain linguistic tools are available only in English. With the third level, “adaptation,” the products have the linguistic tools, content, and functions of the software all revised and recreated to suit the given language. For example, one of the authors uses a Japanese version of MSWord 2000 which has been fully adapted to the Japanese-specific language environment, including sorting of Japanese words according to the Japanese phonetic alphabet, a Japanese thesaurus, and counting of Japanese characters.

Differentiated language facilitation is a novel approach compared with traditional translation, which performs a single-tier conversion of the source text into the target language. Similarly, in the case of website localization, many organizations have adopted a gradual migration from partial localization of a given site to full localization, where every aspect of the content is customized to the cultural context of the target market.

Organizations seeking to globalize on the Internet are gradually implementing language management as part of their globalization strategies. This is a significant departure from the typical attitude of language service users who consider language service as something ad hoc—a last minute decision with no serious consequences. The fact that the user of language services is becoming aware of the significance of language and of the need for a systematic approach will in turn affect language service providers in their response to change. Providers need to accommodate a similar level of sophistication in handling increasingly complex language management in the digital environment. This is why many advanced teletranslation providers are finding IT-based solutions essential. This is also where an understanding of customer-specific TMC by the language support providers becomes critical. As demonstrated by internationalization practice, TMC is applicable from the very beginning of the product development cycle. Furthermore, the type of product which becomes subject to language support will increasingly contain multimedia components apart from the text. In particular, the need for real-time language support for spoken communication on the Internet will require teleinterpretation.

The Path to Teleinterpretation

So far we have concentrated on the world of translation. This is simply because interpreting has not been affected by the Internet to the same extent as translation, as the Internet has been primarily a text-centric medium. For example, attempts to use the Internet for a PC-based telephone service on a commercial basis have not yet succeeded in any signif-
significant manner. PC-to-PC calls based on packet switching (known as voice-over Internet protocol [VOIP]) are used for hugely discounted long-distance calls typically of inconsistent quality. During September to November 2000, we used one such platform on a weekly online lecture session, linking a number of participants from different locations in cyberspace. We found that the voice quality was dependent on such factors as the speed of the computer each person was using, the transmission quality of each server in the given location, and the current Internet traffic. Overall, the technology in its current form is patchy and simply not reliable enough to consider as a technical platform for interpreting. The rationale for using the Internet for telephony has been mainly for cost-cutting purposes, and this is exactly the wrong direction in terms of developing interpretation services, as they demand high quality voice transmission as a minimum requirement.

Remote interpreting based on landline telephones has been in existence for a couple of decades or longer and is now well established (Ozolins, 1991). It was an innovation for interpreting when it started and has its place, but cannot be effective for all cases of interpreting. This is because some situations requiring interpreters demand full nonverbal communication cues to be available. And yet, so far no telecommunications technology has been able to support the full range of nonverbal cues present in face-to-face interactions. Interpreting practice has developed as presence-based communication facilitation, which is why the Internet has not yet been used as an interpreting platform on a commercial basis. However, over the next few decades, broadband telecommunications will gradually incorporate multimodal communication to allow nonverbal cues, even including tactile senses, to be conveyed at a distance. Until such infrastructure is in place, we cannot expect teleinterpretation in its fullest sense to develop. In the meantime, the imminent arrival of new broadband-based wireless communications technology, known as third generation, may have an impact on remote interpreting. With better transmission quality and the capability to transmit moving images as well as text messaging capabilities, telephone interpreting may well need to be available for this wireless platform.

Conclusions
Teletranslation is fast maturing due to changes in communication technologies and the accompanying shift in people’s communication behaviors. Sending translation text over the Internet is commonplace with many providers offering express services via websites. MT-based online translations have also become part of standard functionality, and are often available with search engines and other information portals. Tele-translation will take longer to develop due to its technical requirements and accompanying psychological issues on the part of the interpreters who are trained to work in face-to-face contexts. However, the advancement of wireless technologies may drive a new remote interpreting service in the near future on mobile devices, depending on how people choose to use the technology.

We have already witnessed the development of a new domain of translation called localization. The localization industry is today considered to be a high value-added service that integrates engineering inputs into the conventional text-to-text translation services. Organizations with sophisticated language management systems are now beginning to seek comprehensive globalization services incorporating internationalization and culturalization of content as well as translation and localization. In time, conventional translation services, which we call POTS (Plain Old Translation Services), will only be considered as having minimum value if one-level conversion without any engineering inputs is all they offer. The path to the successful transition from language services to globalization services seems to lie in two key factors. First, understanding the nature of TMC specific to the given organization as a user of language facilitation, and, second, the optimal integration of IT tools into human language facilitation. Such services will be able to deal with a wide range of messages created in the digital environment, which in turn require efficient use of IT in addition to human expertise. Translators and interpreters will be required to develop their digital literacy if they are to move into teletranslation and teleinterpretation and fully participate in the Internet era to achieve a true sense of globalization.

To this end, we believe that the framework based on TMC can be beneficial when analyzing both the needs of the user and the response required from the provider of language support.

References:


Continued on p.44
A Nostalgic Look at the TCs before the Age of PCs

By Sedef Olcer

At the risk of sounding ancient, I would like to take all of you on a journey down memory lane. We are going back in time when translation bureaus functioned without computer-aided translation tools, high-speed Internet access, or even sophisticated computers. During those days, word processors with meager features were regarded as technological wonders.

It all started the moment my parents saw my unimpressive report card at the end of the ninth grade. Always true to their democratic roots, they let me choose my punishment. My choices were either to stay home with my mom and help out with domestic chores or to assist at my father’s translation bureau with the office tasks. Neither of the options offered pay. Between two equally undesirable choices, my strong dislike for housework steered me towards the other option. So, I started a three-month journey that would change my life forever.

The office work option was initially very appealing, as translation was not in my job description. My father was (and still is) a perfectionist, and would never trust a bilingual teenager with professional translation work. There were three in-house translators and dozens of freelancers to take care of the translation work, along with two translation directors who ran the show. What else was there for me to do? All day long I would be free to daydream and read my comic books under the table.

My first day on the job brought my dreams of an easy summer to an abrupt end. I became the assistant of a kind, elderly gentleman. Once a top translator, his title was now translation director for lack of a better term. His job description and daily activities fit those of today’s project managers. Instructed by my father not to give the boss’s daughter any slack, he nevertheless guided me gently through the maze of office procedures. From dealing with unsubstantiated client complaints to finding a replacement for a translator who had just been taken into the delivery room, this indefatigable gentleman fielded every imaginable situation with admirable grace and professionalism.

Our days were filled with many different tasks: coordinating seven-language brochure translations, compiling glossaries, retyping undecipherable original documents, and writing checks for translators were just a few of them. I was amazed to observe how much work went into the management aspect of the business. There were times when the translation director had to play the referee between feuding translators and editors. Other days, we offered refreshments to freelance translators who routinely came to consult the shelves of dictionaries in our office library.

In hindsight, my father’s translation bureau and mine seem as different as day and night. Certain things were simple back then. The only equipment breakdown they had to worry about was related to their typewriters or simple word processors. When they talked about an outage, it always meant a power outage, as e-mail was unheard of. Typing required diligence, since mistakes could not be corrected with a simple press of a button.

However, a closer look brings out many similarities between our two bureaus. In the absence of electronic terminology databases, my father’s translation bureau kept detailed paper glossaries in different languages. Strict quality assurance measures were in place, leaving no room for errors. They had long conversations with clients explaining why culture-biased marketing materials would thwart their international sales efforts. Just like us, they also had to battle with the same problems, ranging from impossible deadlines to disappearing freelancers, from clients “who just don’t get it,” to ever increasing marketing costs.

Contrary to my initial expectations, that summer I developed a passion for the language translation business. I observed firsthand how each player brought something valuable to the table. I came to respect professional translators for their experience and their insatiable appetite for information. Translation directors amazed me with their dexterity in handling multiple tasks. I gained a newfound respect for my father because of his entrepreneurial spirit and ability to take risks. But more than anything else, I was fascinated with the synergy between different players in this business.

I encourage you to share your personal trials and triumphs in this business with readers of the Chronicle or at the conference. Thanks to each and every one of you for making this industry so great!
The founding of the People’s Republic of China in 1949 represents a turning point in modern Chinese history in every way. The most important reason is that the overall political arena in Mainland China began to be dominated by the Communist-led government. In order to consolidate its rule, the new government organized various mass movements to eradicate all opposing forces. Such movements became a part of Chinese life from the late 1950s until the late 1970s, when the Opening-Up Policy and other reforms were implemented. At first, these movements proved to be effective in bringing political and social stability, as well as stimulating economic development. At that time, they did not affect the general public.

The achievements in the early years of the young republic made its leaders place more and more emphasis and rely more and more on such movements. All these political movements, including ones to root out “hidden counter-revolutionaries” and the Anti-Rightist Movement, culminated in the devastating 10-year long Great Cultural Revolution in the summer of 1966. This marked a time when the entire nation was plunged into chaos. “All should serve politics” and “Politics should take the first priority” were not only popular slogans, but also served as guidelines for how to conduct one’s daily life.

Translation also followed these dictates, although it began to take a new course after the liberation. Beginning in the early 1950s, political, as well as social, cultural, and economic forces had a great impact on the field of translation—determining what should be translated and what was suitable for publication.

The impact these forces had on the field of translation in Mainland China becomes evident if we examine how certain translators were treated by the reigning political and cultural establishments. Two representative figures in illustrating this are the indefatigable husband-and-wife team of Yang Xianyi (Yang Hsien-yi, 1915–) and Gladys Yang (1919–1999). They have been considered leading translators in Chinese-English literary translation in Mainland China since the early 1950s. I say “leading” because, to use the definition given by Lawrence Venuti on the first page of his Rethinking Translation: Discourse, Subjectivity, Ideology, they produced “translations that are highly accom-

...Beginning in the early 1950s, political, as well as social, cultural, and economic forces had a great impact on the field of translation—determining what should be translated and what was suitable for publication...

plished, favorably reviewed, and award-winning.” They are also seen as doyens, to quote Venuti again, in “sheer quantity, executing numerous projects, practicing translation as a steady, if meager, source of income….” In a word, they embody in a single career the main translation trends of their age.

The Yangs were Oxford-educated and had worked as professional translators for more than 30 years for both the Foreign Languages Press and the Chinese Literature Press before retiring from the latter. From their published translations, it is estimated that Yang Xianyi has produced about 10 Chinese translations from different foreign languages, including Greek, Latin, English, and Medieval French. Together, they produced more than 50 English translations of Chinese works, most of which are literary in nature. During her lifetime, Gladys Yang completed more than 20 English translations of modern Chinese novels. The Yangs also have had numerous translations published in Chinese Literature, the sole official periodical that dealt with Chinese-English literary translations. These translations have been acclaimed in both quantity and quality, and have greatly contributed to the introduction of Chinese literature and culture in the West. Among all their translations, perhaps the most well-known include A Dream of Red Mansions, The Scholars, and Selected Works of Lu Hsun (Lu Xun), all of which are English translations of Chinese literature. In the next section, I will investigate how political and other forces influenced the Yangs, how they responded to these forces, and what factors played a decisive role on what they translated and published. Their experiences reflect, to a large extent, the overall activities associated with the translation field in Mainland China. To illustrate, let’s look at several important translations by them from 1949 to 1978.

Decisive Factors in the Yangs’ Translation Choices and Publication Decisions

Selected Works of Lu Hsun (1956–1960)

As I mentioned in the previous section, mass movements became one of the major themes of social life in Mainland China. However, the 1950s and 1960s were still the Yangs’ most prolific years for translation despite all this activity. In the literary circle, the government called on writers, artists,
and others to devote themselves to the praise of the accomplishments of socialist transformation and construction. In 1954, Mao Dun (head of the Ministry of Culture, the chairman of the state-supported Chinese Writers’ Union, and editor-in-chief of *Chinese Literature*) advocated that: “literary translation should be organized and planned. It should be conducted under the leadership of the Party and the government, and there should be an organization overseeing the overall planning and organizing of literary translation in order that this could be done systematically.” To comply, the editors at the Foreign Languages Press, who were in charge of the translation choices, drew up a plan of works to be translated every year and demanded that all translations should suit the political tastes of the period. As a result, works were chosen for their “ideological” or political content.

Just after the Liberation, the government decided to encourage its people to learn Lu Hsun’s works and promote them to the western world. Lu Hsun was, according to the government, a great “cultural banner” who fought for the left-wing (thus, revolutionary and progressive) literature, and his language is one of the bases of modern Chinese (vernacular). To answer this call, Feng Xuefeng (1903–1976), Lu Hsun’s close friend and vice-chairman of the Chinese Writers’ Union, who later became director of the People’s Literature Press’, suggested that someone translate Lu Hsun’s works based on his selections. There was an editor at the Foreign Languages Press who was very familiar with Feng. He mentioned Feng’s idea to the leader of the Press. The Foreign Languages Press, where the Yangs were working at that time, agreed to let the Yangs translate Lu Hsun’s works. The editor introduced them to Feng so that they could discuss the details. Feng, with the help of Yang Xianyi, decided that it was impossible to translate all the works by Lu Hsun based on the sheer number of them. So, Feng, the veteran communist, made the choices and the Yangs began to work on the four volumes, entitled *Selected Works of Lu Hsun*. As these translations were done by the order of the Press and in answer to the Party’s call, the Yangs didn’t need to worry about whether or not they would be published.

Another example of how politics influenced the translation of Lu Hsun’s works is that during the Great Leap Forward of 1958, it was decided that as many of his works as possible should be translated as quickly, satisfactorily, and economically as possible. The Yangs had to translate books like mad, churning them out day and night. They were required to translate a certain number of words every day. Consequently, there wasn’t enough time for them to think too much before putting the words into English. Yang Xianyi had to dictate and Gladys Yang typed because she could do it faster. Naturally, the quality of the translations was affected. One book, *Lu Hsun’s A Brief History of Chinese Fiction* (1959), a very good book of 314 pages in the original, was turned into a 462-page English version in only 10 days. According to Yang Xianyi, there is much room for improvement, and he feels they could have done a better job if they had been allowed more time.

### A Dream of Red Mansions (1964–1978)

In the early 1960s, Yang Xianyi wanted to work on translating *The Three Kingdoms*, but the leader of the Foreign Languages Press didn’t agree. Zhou Yang (1908–1989) was a very influential writer and head of the government’s Ministry of Culture. He once mentioned that Homer was very important, and that there should be a good Chinese translation of Homer’s works, including the *Odyssey* and *Iliad*. He then learned that Yang Xianyi knew Greek and Latin, so he suggested that Yang Xianyi undertake this project. Yang Xianyi was then holding a position as senior research fellow (part-time) within the Institute of Foreign Literature at the Chinese Academy of Social Sciences, so the Institute invited him to come and work on his translations of Homer. The Press, though quite unhappy, dared not refuse this request. Yang Xianyi finished Homer’s *Odyssey* in a year and was going to work on *Iliad* when the Press came up with an idea to get him back to work for them. They said that now that he had finished the translation of a foreign classical work, he should begin to work on the translation of a Chinese one. However, that work was not *The Three Kingdoms*. Instead, it was *Hongloumeng* (*A Dream of Red Mansions*).

Though *A Dream of Red Mansions*, *Outlaws of the Marsh*, *The Three Kingdoms*, and *A Pilgrimage to the West* have been traditionally regarded as four classical masterpieces of Chinese literature, none of them had a good English translation at the time. Moreover, even though Yang Xianyi himself preferred to translate *The Three Kingdoms*, there was no bargain for him.

*Hongloumeng* is a very popular Qing Dynasty (1644–1911) novel. The original consisted of 80 chapters by Cao Xueqin (ca.1717–ca.1763), and 40 more chapters were added to it later on by Gao E (ca.1738–ca.1815). Before Yang Xianyi started the translation, a decision had to be made on which version of *Hongloumeng* was to be chosen, as there were many. Wu Shichang (1908–1986), a widely-recognized authority on this novel and a professor at the Academy of Social Sciences, helped Yang Xianyi to decide. According to him, the Yangs...
should translate only the first 80 chapters. But then, Chairman Mao Zedong’s wife, Jiang Qing, who held a high position in the Ministry of Culture, interfered and said that all 120 chapters should be translated. They had to be in agreement, so they chose the first 80 chapters of Hongloumeng annotated by Yu Pingbo (1900–1990), another authority on Hongloumeng, and the next 40 chapters in the popular version published by the People’s Literature Press.

When they were translating this novel, the Yangs were already under suspicion. Though Yang Xianyi was not very happy then, he had to do the task. He finished a rough draft of the first 100 chapters by 1964, and Gladys helped to make corrections for the first 30 to 40 chapters. But then they were told to stop. In 1968, the Yangs were put into prison because they were suspected of “spying” for foreign countries. The work only resumed four years later, when they were released from jail. If they had not been imprisoned, they could have finished the translation in 1966. But as things turned out, they spent about 10 years on it. When they finally finished it in 1974, they had little difficulty in publishing it in 1978, because Yang Xianyi’s name was politically cleared.

More Examples

More examples can be found of the political and cultural impact in the Yangs’ translating experiences. Again, in the 1950s, they were translating Song Dynasty (960–1279) and Ming Dynasty (1368–1644) stories. Because the popular Chinese editions were expurgated, they had to go to Beijing Library to make copies from an early Ming edition. There was a story called The Pearl Vest, the original edition of which contains some well-written erotic passages. Though the Yangs were using the original unexpurgated edition, their English edition was censored and these passages were deleted. Another story from the same collection mentioned Japanese pirates during the Ming Dynasty. They had to cut that reference because the editors were afraid that this would annoy their Japanese friends. There was also a good Song Dynasty ghost story called Ghosts of the Western Hills. The story was nicely written, full of humor, and expertly translated by the Yangs, but because Chairman Mao had just made his famous dictum, “We should not be afraid of ghosts” (meaning foreign imperialists), the story was purged from the collection. Instead, the Yangs began to work on a series called Stories about Not Being Afraid of Ghosts (1961).

During the 1950s, the Yangs translated two of the three most popular novels of that period: The White-Haired Girl (1954) and The Sun Shines over the Sanggan River (1954). They also took part in the translation of the third novel, The Hurricane (1955). These three novels were chosen on the recommendation of the Chinese Writers’ Union, because the government of the former Soviet Union decided to award the three novels the Stalin Prize in Literature. The Yangs translated these works not because they liked them, but because this was a political task.

Later, in the early 1960s, the government moved towards a more radical development, which had already started with the Anti-Rightist Movement and the socialist transformation of industry and agriculture in the mid-1950s, with its nationwide witch-hunt, struggle meetings, big-character posters, and the like. Before 1960, the Yangs had started on the translation of a historical classic. The book is very well-known and its author, Sima Qian (ca. 145–ca. 86 B.C.), is considered the father of Chinese historical writing. This time, the Foreign Languages Press agreed to let Yang Xianyi make selections from this monumental work, and he finished the translation of the selected parts by 1962. After he submitted the manuscript, he waited a long time but the book was not published. In 1964, after making various inquiries about it, he was told that it had long since been sent to the printers, but there was an order from above that the book was not to be printed. This decision was made not because the publishers felt the quality of the translation was poor, but because they had decided that no books bearing his name as the translator should be printed for the time being. No more was heard about the manuscript until the Cultural Revolution. After he came out of jail with his name politically cleared in 1972, Yang Xianyi was told that he could resume his translation work.

But when he asked about this manuscript, they told him that it must have been lost as there was no record of it. Then someone from Hong Kong told him that the book had been published there in 1974 with his name on it. Though the Foreign Languages Press republished this book, called Records of the Historian, in the 1980s, it is not clear who has the copyright to this translation even up to this day.

Since then, the Yangs have translated other Chinese literary works. Many editors were very helpful and cooperated fully. Of course, there were hard times when Yang Xianyi had to argue with some editors, and sometimes he was not at all happy about their decisions.

It is also important to note here that as hired translators, the Yangs have lived solely on their monthly salaries, and did not receive any pay for their translations in the Foreign Languages Press. The only exception was their work on Hongloumeng (A Dream of Red Mansions), because at that
time (around 1975), Chinese Literature, where the Yangs worked as translators, was separating from the Foreign Languages Press, though they both belonged to the newly-established Foreign Languages Bureau. The translation of Hongloumeng was considered a piece of work done for an outside organization. However, Yang Xianyi still has no idea about the rates paid for their work. It is also because they were hired translators that there are no concrete sales figures of their translations, as the publication and distribution of translations are dealt with by the China Publications Center (Guoji Shudian), another organization within the Bureau. The Yangs never even retained any of the copyrights, and their translations were published anonymously in many issues of Chinese Literature until the early 1980s.

Conclusion
Since 1979, with the implementation of the Opening-Up Policy and Reforms, Yang Xianyi has received many laurels. He became chief editor of Chinese Literature, and had more of a say on the translations to be published. He has been elected executive committee member or adviser to many academic and political societies, including the Chinese Writers’ Union, the Chinese Pen Club, the Society for the Study of Foreign Literature, The Chinese Encyclopedia, and the Society for the Study of Hongloumeng. His name is also on the advisory committee of many other organizations without his knowledge. This leads one to note an interesting social phenomenon in today’s China. This is the fact that intellectuals are judged not by their academic or artistic merits, but by their political or social status. In this article, it can be seen that if a person is suspected politically, “he becomes a social outcast, a good-for-nothing, but once he is exonerated and honored, he is given all sorts of honorary titles and is considered a good-for-everything.” Yang Xianyi and Gladys Yang’s ups and downs attest to that. From the examples cited above, it is also clear that under the policy upheld by the government (“All should serve politics” and “Politics should take the first priority”), professional translators in Mainland China, at least before the late 1970s, had little say in the translation choices and other related issues. The Yangs’ translation experiences are good illustrations.

(I wish to thank Professor Yang Xianyi for providing some details and Professor E. S-P. Almberg and Professor Chan Sin-wai for their comments.)

Notes:
1. A major press in publishing translations in 11 foreign languages on materials about China’s politics, economy, culture, education, history, geography, etc. It was the only central press that dealt with translations from Chinese into foreign languages before 1980. Chinese Literature was first a sub-branch of the Foreign Languages Press. In the late 1970s, it became an independent press.
5. A leading press in the publication of literary works.
6. The Yangs were both Oxford-educated and got along quite well with many foreigners, including some diplomats of Western nations.
8. An official organization in the Ministry of Culture. It is in charge of publishing various kinds of materials on China.
The Bible is the most translated book in the world. In 1994, the United Bible Societies recorded that, of the estimated 3,000 languages in the world, 341 had complete Bibles, 822 had some parts of the Bible, and Bible translation was in progress in an additional 1,000 languages (Institut perevoda Biblii: 1996, 227). The lack of ability to speak the languages in which the Bible was originally written and continual changes in the languages we speak have created the need to translate the Bible. Therefore, throughout the years there have been many who have, or tried to, translate the Bible.

However, translating the Bible is not an easy task, since there are many problems inherent in Bible translation. If we think about how hard it is to translate modern languages into English, then think of how much more difficult it must be to translate 3,000-year-old Hebrew and 2,000-year-old Greek! The purpose of this article is to consider some of the basic problems of Bible translation that have been encountered in the past and which will certainly be encountered in the future.

One basic problem inherent in Bible translation is that we do not have the original manuscript of the Bible, but copies of copies of copies. This causes many problems because translators do not know which of all these copies is correct and which is not, since none of them are identical. The differences are not very significant in the Old Testament, but they are in the New Testament. According to research: “about three percent of the Bible’s texts varies across all the manuscripts. Nowadays, we have about 1,500 complete or partial manuscripts of the New Testament” (http://ourworld.compuserve.com/homepages/robert_beecham/whichbib.htm).

There are two main approaches to solving this problem. The more common one is called the eclectic approach. Scholars put together a text from all the available manuscripts using various rules to sort out the differences. For example: What do the oldest manuscripts say? What do the majority say? What do the best say? Which reading is more likely? But this approach is not accepted by many people, for it gives too much scope to human judgment. Another approach that has been used in the past is the one used by Ivan Panin. In 1890, Ivan Panin, after his conversion from atheism, discovered that the entire Bible was full of hidden numerical patterns largely based on the number seven. This discovery had two major implications. First, it gave striking proof of the inspiration of the Scripture. Every sentence, every word, and even every letter had the divine seal upon it. The patterns could never have been placed there by human wit. Second, it gave him a method of deciding in every instance which was the correct text. This numerical theory even enabled Panin to resolve ambiguities of punctuation (ibid). However, Ivan Panin’s work has been almost entirely ignored by academics.

As most people know, the Bible in its original untranslated form is a collection of ancient writings: the New Testament is written in Greek (though parts may have been previously written in Hebrew or Aramaic and then translated into Greek) and the Old Testament is in Hebrew and Aramaic. Some passages of the Old Testament, mostly in Daniel, span many cultures and more than a thousand years. The 66 books into which the Bible is divided represent “a greater variety of literary styles (e.g., historical narrative, prophecy, poetry, instructions, exhortation etc.) than any other piece of literature in the history of mankind” (Snell-Hornby et al.: 1998, 275). This variety of text types makes Bible translation a hard task for the translator, especially when translating into languages which do not have a long literary tradition.

Another problem that many translators of the Bible face is that it is addressed to a huge variety of people (e.g., theologians, adults, children, believers and nonbelievers, etc.). And, as Snell-Hornby states, the Bible is written for different uses, i.e., for both readers and listeners (ibid, 275). Thus, we could say that it is very difficult for a translator to translate the Bible since she or he must “reproduce” an equivalent text in the target language, which can be “used” for the same purposes as that of the source language.

Eugene Nida points out that: “since no two languages are identical, there can be no absolute correspondence between languages. Hence, there can be no fully exact translations. The total impact of a translation may be reasonably close to the original, but there can be no identity in detail” (cited in Venuti: 2000, 127). It is accepted that an exact translation is “impossible,” since meanings of words and
grammatical structures in any two languages do not generally correspond. We can illustrate that with the Greek word ἔχω. No one English word is exactly equivalent to it. It can mean a word, a thought, a saying, a discourse, a narrative, a matter, and many other things. The translator must choose the best equivalent in each situation.

To illustrate grammatical problems we can consider tenses. English has two present tenses whereas most other languages only have one. ἔχω in Greek or ich esse in German can mean “I eat” or “I am eating.” Pronouns are also full of problems. Hebrew has four words distinguishing between masculine and feminine and singular and plural. English has only the one. In the Song of Solomon, in the Hebrew it is always clear from the gender whether the bride or bridegroom is speaking, but some English versions lose the distinction (See “Notes” at the end of this article for a discussion of specific biblical passages). So, from the above examples we can see that it is impossible to take a document in one language and make an exact word-for-word equivalent of it in another. The translator must frequently grasp the meaning of the original as best he can and then seek to reproduce that meaning in the target language. This, however, can be done if the Bible translator “respects the features of the receptor language and exploits the potentialities of the language to the greatest possible extent” (Nida and Taber: 1974, 4).

Another problem inherent in Bible translation is comprehension of the intended meaning. Here, in fact, there are at least three problems. First, there is the problem of understanding the ancient languages in which the Bible was written. No one who spoke those languages is around to tell us what they mean. We all know that languages continually change over time. New words are always being added and others take on different or added meanings. For example, only recently have we begun using the word “Internet” as part of the everyday speech. And when we hear the word “cool” in a conversation today, it is not always in reference to the weather. Therefore, it is obvious that words do not have only one meaning, and many are not used in the same way that they were used in the past. It is also well known that even modern Greeks and Israelis cannot understand the Bible from its original manuscripts; they need a translation. However, to understand the Bible, words must be studied in all the places where they occur in available writings and be compared with similar words in related languages. Only then might we be able to understand or guess their meaning.

Nevertheless, we should bear in mind that the Bible was expected to be understood by readers. The Bible is not a collection of cabalistic writing or of Delphic oracles. As Nida says: “the writers of the Bible were addressing themselves to concrete historical situations and were speaking to living people confronted with pressing issues” (ibid, 7). Thus, we should assume that the writers of the Bible expected to be understood, and also that they intended one meaning and not several, unless an intentional ambiguity is linguistically “marked.”

There is also the problem of cultural understanding. With an imperfect knowledge of ancient cultures it is not always possible to understand references of various kinds. Bible scholars are continually learning things about ancient Israel and the Near East that can help us understand the historical and cultural context out of which the Bible emerged. For example, we understand much more clearly today the way the various social classes interacted in the ancient world, as well as the more intimate workings of families, clans, and tribes in ancient Israel. Such discoveries sometimes affect how we understand the words and the stories of the Bible. In addition, archeologists continue to find documents and libraries that can help translators understand the ancient Hebrew and Greek languages better, and so help them translate the Bible more accurately.

For instance, the King James Version translates 1 Samuel 17.22 like this:

“And David left his carriage in the hand of the keeper of the carriage, and ran into the army.”

The translators had difficulty with one of the Hebrew words in the manuscripts they used, and translated “his carriage” and “keeper of the carriage” based on the context of the narrative. As translators learned more about the Hebrew language and its vocabulary they understood that the verse did not talk about David’s “carriage,” but about the “carried things” or “baggage” that he had with him for the soldiers in the army. And so the translators of the Revised Standard Version (published in 1952) were able to translate the same verse more accurately:

“And David left the things in the charge of the keeper of the baggage, and ran to the ranks” (http://www.biblelearning.org).

At this point, we should mention that even if translators know the cultural setting of the biblical era, it is very hard for them to reconstruct this
cultural setting in which the writing first took place, since there are great differences between it and the current one.

The third and most important problem in understanding the Bible is the spiritual problem. “The natural mind does not receive things of the Spirit of God” (1 Cor 2:14). Anyone who knows God has had the experience of reading a Bible passage a hundred times and then suddenly seeing what it means. As we grow in spiritual understanding, the Bible continually reveals its deeper meanings. The Holy Spirit guides us into all truth. Who then would claim to understand every word of the Bible? Hidden gems may well lie beneath the surface of its every sentence (http://ourworld.compuserve.com/homepages/robert_beecham/whichbib.htm).

Finally, another problem facing the translator is having a proper understanding of his or her own role. Is translation, for example, an art or a science? Is it a skill which can only be acquired by practice, or are there certain procedures which can be described and studied? Nida claims that the truth is that the practice of translating: “has far outdistanced theory; and though no one will deny the artistic elements in good translating, linguists and philologists are coming increasingly aware that the processes of translation are amenable to rigorous description” (Nida: 1964, 3). When we speak of the “science of translating,” we are, of course, concerned with the descriptive science, so the transfer of a message from one language to another is likewise a valid subject for scientific description. According to Nida, those who have insisted that translation is an art, and nothing more, “have often failed to probe beneath the surface of the obvious principles and procedures that govern its function” (ibid, 3). Similarly, “those who have espoused an entirely opposite view have rarely studied translating enough to appreciate the artistic sensitivity which is an indispensable ingredient in any first-rate translation of a literary work” (ibid, 3).

To conclude, we should admit that the task of the Bible translator is not an easy one, since there are many problems inherent in Bible translation. The Bible is a book that was written long ago in three ancient languages, which are unfamiliar to present-day laymen. It involves a greater variety of literary styles than can be encountered in any other piece of literature in the history of mankind. The Bible is addressed to a huge variety of people and was written for different “uses” (e.g., listening, reading, etc.). This makes the Bible hard to translate since it is very difficult—impossible for some people—to transfer all these features from the source languages into the target language. Because of all the above-mentioned problems (as well others which were not mentioned in this essay) inherent in Bible translation, we have many dozens of Bible translations today. Nevertheless, no one translation (for instance, The King James Version) can be declared the “correct” one, since each of them has contributed to our knowledge and understanding of the Bible. Finally, it should be added that in the future we should expect more translations, for languages continually change and Bible scholars are continually learning from archaeological findings and newly discovered documents that help translators understand the ancient Greek and Hebrew better. It is certain that there will always be a need for new translations of the Bible because we still have a lot to learn about it.

Notes:
Many words found in the Bible have lost or changed their meaning, and some of them no longer have modern-day counterparts. The Greek of the first century uses verb tenses and prepositions that have no real English equivalent. Biblical Hebrew often uses word repetitions and a poetic structure, which are difficult to convey in another language.

For example, Genesis 32:20-21 is translated in most English versions like this:

“...For he said ‘I will appease him with the present that it goes before me. Then afterward I will see his face; perhaps he will accept me.’ So the present passed on before him, while he himself spent that night in the camp.”

But the Hebrew original reads something like this:

“...For he thought ‘I will pacify his face with the gift going ahead of my face; and after that I will see his face; perhaps he will lift up (or ‘receive’) my face.’ The gift crossed over ahead of his face, but he spent that night in the camp.”

Peneh, the Hebrew word usually translated as “face,” occurs five times in the original of this passage, not just once as implied by the English translation. That this deliberate repetition of peneh is not a mirror detail, but a key word in this passage, can be seen a few verses later in Genesis 32:30, which reads:

“So Jacob named the place Peniel [from peneh = face and el = God], for he said, ‘I have seen God face to face, yet my life has been preserved.’”

Few English translations convey this, however.

Another example is Genesis 2:25-3:1. English versions read something like this:
“And the man and wife were both naked and were not ashamed. Now the serpent was more crafty (or ‘subtle’) than any beast of the field which the LORD God had made...”

What is not apparent in this English version is that the Hebrew words translated “naked” (arom) and “crafty” (arum) are identical in spelling and pronunciation in this passage, and serve to connect the two verses. The best attempt I have seen to convey this aspect in an English translation was to make the words rhyme:

“And the man and his wife were nude...Now the serpent was more shrewd...”

As these two examples show, the translator often has to choose between translating the original text word for word at the risk of being unclear (as with the phrase “he will lift up my face”), and translating the meaning of the passage at the expense of losing the richness and poetry (and, hence, even some of the meaning) of the original (http://home1.gte.net/eweiss/translat.htm).

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Euro Proficiency for Translators
Continued from p.27

(www. bundesbank.de), which offers the German translations of the ECB’s monthly bulletin, press releases, and other ECB documents, and also the website of the Oesterreichische Nationalbank (www.oenb.at). The OeNB is currently prototyping an Internet dictionary solution for English-German-English central banking terminology (http://dictionary.oenb.at). The ECB is a young institution, thus you might find inconsistent terminology even on the official sites. Please feel free to contact me and send me feedback at ingrid.haussteiner@oenb.co.at.
Translation Support Software: The Next Generation Replacement to CAT Tools

By Timothy R. Hunt

T
ranslation is one of the oldest professions in the world, but it is still in its infancy in comparison to many others. Only a handful of universities in the world offer degrees in language translation. Translators struggle to have their talent, skill, and value recognized. They struggle to make money and work long hours to please customers. Speed and the quality of translation have not improved significantly. Some translators with exceptional skill can translate or interpret almost anything they read or hear with incredible accuracy. Still, unlike other professions, we have yet to see improvements across the board in our field.

Unlike other professions, many computer programmers seem to think that they can develop enough artificial intelligence to replace translators through machine translation. Most people firmly believe that someday computers will replace translators. Dr. Ray Clifford said it best: “Computers will never replace translators, but translators who use computers will replace translators who don’t.” Still, if most of the money spent in developing translation software is spent on machine translation, how will translators ever get software built to support them?

Other professionals, such as accountants, receive prestigious degrees and are paid handsome salaries, and yet no one is trying to create enough artificial intelligence to replace them. This doesn’t make sense. I believe that someone should be able to develop a software program to replace accountants, especially with all the Generally Accepted Accounting Principles (GAAP) rules and Financial Accounting Standards Board (FASB) regulations, not to mention the fact that accounting principles and standards are fairly uniform. Just think about it. Accountants deal mostly with numbers and reports, and computers handle numbers very well. I think it would be a lot easier to replace accountants than translators.

I am not trying to promote the idea that we should replace accountants with computer software. I am trying to point out that the idea of software programs replacing translators is illogical. Programmers don’t try to replace accountants with computers because accountants are treated like professionals who add value. Programmers understand that there is an element of human decision needed in accounting, so I don’t know why they miss this fact when they think about translators.

...“Computers will never replace translators, but translators who use computers will replace translators who don’t…”

Translation is more art than science. Translators, by their very nature, are excellent writers and very creative. They have to form sentences in their native tongue to represent thoughts foreign to their audience. They frequently have to create new terminology and expressions. People who don’t know another language may think that translation is simply replacing one word in their language for a word in the next language. This notion has hurt the profession, but is slowly beginning to diminish.

Someday computers may be programmed to provide a higher level of artificial intelligence. When they develop computers smart enough to write prize-winning novels that everyone would love to read, then maybe the computer will have enough skill to do the work of a human translator. After all, the translator is nothing more than a skilled writer who takes ideas from one language and creates them anew in another.

This notion that translators can be replaced and that computers will have enough artificial intelligence to translate has harmed the profession for many years. As translators and translation software developers, we need to demand that our profession be treated like any other field. Software should be developed to assist us in our work, not do our work for us.

CAT Tools

Computer-aided translation (CAT), or computer-assisted translation as it is also known, has been developed over the years by combining machine translation with human translation. It has improved both the quality and speed of translation in specific environments. Quality has been improved by adding a level of consistency with previously translated materials, especially at the sentence level. Speed has been increased by not having to retranslate the same words or sentences over and over again in a text. CAT tools are divided up between human-assisted machine translation and machine-assisted human translation.

Human-assisted machine translation (HAMT) involves having the computer do the first translation, which is then reviewed by a human to improve the quality, meaning, and expression. Speed is typically improved more with HAMT than with machine-assisted human translation (MAHT), however, quality is often sacrificed.

If, however, you translate documents that are denotative in meaning and closely follow the prescribed grammar of a given language, then these tools do a pretty good job. By denotative, I mean that the words in a sentence have the same meaning in the sentence as they do in isolation. For example, if I said the word...
“floor,” you would think of the surface under your feet commonly found in buildings. If I said, “you have the floor,” then you would think of the meaning associated with the idea that it is your turn to speak. The latter meaning is referred to as connotative meaning. Computers do well with denotative meaning, but struggle with connotative meaning. With connotative meaning the computer has to provide a similar expression in the next language, like “the light is on you,” or it has to take the connotative meaning and express it with a denotative one. As a result, machine translation does well with technical documents that are, by their very nature, denotative.

Machine-assisted human translation has been most effective at maintaining some level of quality and improving performance. Most of the CAT tools on the market today use this form of computer assistance. In this process, the human does most of the work. The computer only makes a few decisions. The computer helps with terminology management, finds previously translated sentences for reuse (called translation memory), and allows the translator to look for terms and phrases in context, like a concordance. Because the human translator does most of the work, the quality is seldom diminished and the speed is improved to some degree.

These CAT tools do an excellent job of providing exact matches to previously translated sentences. This process, however, makes two assumptions. First, it assumes that any previously translated sentence is already perfect and can be reused without change. Second, it assumes that if there are multiple matches with different translations that the computer can choose the best match. A few programs will let the user know that there are multiple matches and allow them to see the options to determine if there is a better translation.

Both assumptions are weak. I have been working with translators for more than 20 years in over 60 languages, and have seldom seen translations that couldn’t be improved. Most translators change their work multiple times before they are satisfied. It is acceptable to have the computer paste in the exact sentence when the source text of both is the same, but the translator must be careful not to assume that it doesn’t need to be reviewed. Agencies should not assume that a translator does not have to be paid for segments of a translation that were stored in a translation memory (because, they reason, those passages were already translated). The program should also allow the translator to quickly change the translation in the translation memory if it is wrong. As far as the second assumption is concerned, computers seldom know how to distinguish between a good and a bad translation, so the program should, by default, show translators all the possible translations and let them choose.

Translation Technology Design Paradigms

So what can we learn from the past and how should we proceed in the future? First, I believe we need to abandon the concept that to improve speed we need the computer to make decisions. We need to stop combining machine translation with human translation. We need to leave translation decisions up to the human translator and have the computer be more of a tool to simplify our work. Diagram 1 illustrates the current thinking of the translation technology industry.

On the continuum between machine translation and human translation, CAT tools have taken sides. On the left are the HAMT tools, which allow the computer to do the first translation and then have the human translator clean it up. On the right are the MAHT tools, which allow the computer to make only nominal decisions. This marriage of machine translation and human translation comes with a trade-off. To get performance gains, you sacrifice quality.

We need a new design paradigm. We should not have to sacrifice quality to increase performance. I would like to suggest that we abandon the current design philosophy of combining machine translation with human translation. Instead, we need software built to support translators. The design paradigm for translation
support software is illustrated in Diagram 2. Because the computer never makes decisions, quality is never sacrificed to increase speed.

In any other profession, if the software is going to make a decision it is because the software can do it with greater, not less, accuracy than a human. Many of the CAT tools on the right side of the continuum include translation memory at the sentence level. These tools do an excellent job of retrieving previously translated sentences that are exact matches. In these situations the computer increases accuracy, because it is unrealistic to think that a human could remember every sentence previously translated and translate it again with 100% accuracy.

These same tools get into trouble when they move into fuzzy matches. Here, they have the computer provide a previously translated sentence, which may or may not be related to the current sentence. They allow the user to set the threshold for fuzzy matching as a percentage, like 80%. That means that if the sentence is less than an 80% match, the computer won’t identify it. However, this also means that the computer selects and pastes into the text the best fuzzy match sentence from those sentences with match rates of 80% or more. My personal experience is that if it was an exact match, then it was great, but if the threshold was set too low I got matches that wasted my time. On the other hand, if the threshold was set high, I got the exact matches and had to wait unreasonable amounts of time for the computer to come back and tell me “No Match” for everything else.

In defense of these tools, they have to move into fuzzy matches because exact matches of sentences are rare. Translators should be provided with more reusable memory. These tools excel when a translator is working on a project that is closely related to a previously translated document.

For instance, when segments of the same information provided in the translation of a software manual for version one can be reused in the translation of the manual for version two. It is unlikely that the entire manual would be different (perhaps 65% of the manual is the same from the previous translation). If this were the case, then translating the manual for version two with one of these tools would save 65% of the cost and effort it took to translate the first manual. However, these programs are of no use when the document to be translated has no sentences in common with previously translated documents in memory.

The fact is that only about 5% of the jobs an agency or translator gets are in this category, unless they only specialize in these jobs. If they do, then these translators have to be willing to accept that as they translate the next manual they will only be paid 35% of what they made on the first job. The agency or translator has to buy the software and the client gets the benefit. Most documents are not closely related at the sentence level, so these tools don’t provide any significant help for 95% of an agency’s work.

Some tool providers try to convince an agency or translator that they should use their software for all their jobs because they stress that you never know if the same sentences you are translating now may be needed again someday. This is foolish. Sentences, by their very nature, proliferate in number and uniqueness.

Sentence Level Memory versus Word and Phrase Level Memory

Until now, translation memory segments have been at the sentence level. The early industry developers choose this level because it was easier for programmers to provide fuzzy matches for sentences. If developers went down to the word level, then it would be difficult for the computer to provide fuzzy matches for the translation of words. If they went up to the paragraph level, then they would likely have fewer exact matches.

The basic translation unit of any language is the paragraph. A sentence in one language could become two in the next and vice versa. It is rare that a paragraph in one language would be translated as two in the next. There are many differences at the word level. What is one word in one language could be several in the
next and vice versa. The word level provides much more redundancy and reusable memory. If an idiom, phrase, or word has an appropriate translation in a specific context, it is very likely that the same translation could be used in thousands of other sentences with the same context.

Here is the dilemma that faced early programmers. Reusable memory is more useful at the word and phrase level, however, the natural translation unit is the paragraph. As a result, programmers had to comprise and choose sentences.

I suggest that this logic should be re-evaluated. If a software package actually indexed translation memory at the word level and made the translation unit a paragraph, it would have the best of both worlds. This means that the software must have a drive engine capable of indexing every word and provide reusable memory of words, phrases, partial sentences, whole sentences, and even paragraphs. It also needs to be fast.

Words are Defined by the Company They Keep

I could summarize all my studies in linguistics at the master’s level with the following: Words are defined by the company they keep. All grammars leak and all dictionaries are incomplete. Context is everything. When we look at reusable translation memory, we need a software package that instantly finds exact matches of words, phrases, and sentences in context. Fuzzy matching, though it gets lucky sometimes, is insufficient.

Developers will not improve performance gains across the board on all projects until they abandon this idea of fuzzy matching. Just think about it. If the software provided reusable memory of words and phrases in context, you could use the software to translate even unrelated documents that may have some words and phrases in common. If this were the case, then it would be practical for you to use this software for all your work, and not just for those jobs where you have a closely related document in translation memory.

Translation Support Software

The idea behind translation support software is simple. Only let the software “make decisions” when the quality is equal to that of a human or better. The user interface has to be simple and designed for how a translator works. You shouldn’t have to get a degree in computer science to use it.

The translator should be allowed to work in a natural word processing environment and have all the database functions of indexing memory done in the background. Finding relevant translation memory should be instantaneous at the word, phrase, partial sentence, whole sentence, and paragraph level. When the computer searches the memory it should show the translator all the translations, and not just the one the computer “thinks” is the best match.

If desired, the translator should be allowed to translate without the assistance of tools, and should be able to ask the computer to provide any information he or she needs instantly. The software should allow all previously translated materials, regardless of size or number of documents, to be searched simultaneously. It should be designed around what the translator does and not what is easiest to program.

Many professions have increased their performance with the help of specialized software. Some professions can now do the same work in an hour that took them a day to do before. The quality of their work increased as well. Software should be developed to provide similar gains for the translation profession. I believe as long as the old CAT tool mentality of combining machine translation with human translation holds that these gains will not be seen. If we let the computer provide fuzzy matches that the translator has to fix we slow down the process. It usually takes more time to fix a problem then to do it right the first time.

As a former translator and project manager for translation projects, I have seen and used many of the CAT tools currently on the market. They are helpful and increase productivity in certain situations, but I feel we need a tool for all jobs that increases productivity and leverages expertise across the board. Such a tool should be designed with this translation support software philosophy. Products should be designed on the premise that if a translator has instant access to concordant information for any word or phrase previously translated, that they will be able to make better decisions faster. We should have tools that give us the productivity increases found in other professions without sacrificing quality.
Online Language Resources

By Alexandra Russell-Bitting

(Note: The following appeared in the August issue of Chasqui, the newsletter of the Inter-American Development Bank in Washington, DC.)

Chasqui reader Sara Atala of INT/INT noticed a reference in our last language column to online glossaries and terminology databases. She wanted to know what Internet glossaries we recommend. And by the way, she asked, how would you say “policymaker” in Spanish? Let’s see if a few of our favorite online dictionaries can handle the question.

IMF Glossary
(www.imf.org/external/np/term/index.asp?index=eng&index_langid=1)

For a multilingual financial institution like the Inter-American Development Bank, one of the most useful online resources is the IMF Terminology Database. This “Multilingual Directory” contains 4,500 records of terms, phrases, and institutional titles commonly found in banking, public finance, and economics, along with acronyms and currency units, in English, French, German, Portuguese, and Spanish.

Let’s see if it can help us with “policymaker” by entering the term in the box at the bottom of the page and clicking on “Search.” Bingo! The IMF Glossary got us a direct hit, with four suggestions for Spanish.

Policymaker
French: autorité
French: décideur
French: responsable de la politique (économique)
French: dirigeant
German: politischer Entscheidungsträger
German: politisch Verantwortlicher
Portuguese: autoridade decisória
Portuguese: autoridade
Portuguese: responsável de la política econômica
Spanish: autoridad responsable de la política
Spanish: autoridad
Spanish: encargado de formular la política
Spanish: responsable de la política

...How would you say “policymaker” in Spanish? Let’s see if a few of our favorite online dictionaries can handle the question...

Eurodicautom
(http://eurodic.ip.lu/cgi-bin/edicbin/EuroDicWWW.pl)

Our second favorite source is the European Union’s Translation Service database, called “EuroDicAutom.” If you thought we had it rough here at the Bank with four official languages, imagine the European Union with 11! Eurodicautom was developed to tackle the challenges of translating to and from Danish, Dutch, English, Finnish, French, German, Greek, Italian, Portuguese, Spanish, and Swedish.

The database contains over 5.5 million entries in the 11 official languages, plus Latin, and is constantly updated. It covers a broad array of fields, although with a focus on EU topics. Bear in mind, though, that precisely because it is European, it reflects continental usage in terms of spelling and lexicon. Also, it is sometimes a victim of its own success and may be difficult to access due to system overload (trying again later usually works).

Let’s put it to the test by typing in the term “policymaker” under “Enter Query” and selecting English under “Source Language” and Spanish under “Target Language.” Drat! No dice. But if we change “policymaker” to the hyphenated British spelling “policy-maker,” we get the following three hits:

Term: policy-maker
Spanish: política urbana
Spanish: responsable de política energética

Term: policy-maker within government
Spanish: funcionario encargado de la adopción de políticas

These results are perhaps not quite as on target as the IMF (creador?), but definitely helpful (responsable, encargado).

Warning
Proceed with caution when someone suggests a term saying “Oh, I found it on the Internet.” Just because you can find a given term on the Internet doesn’t mean it’s the right one, so always carefully screen your sources. For example, according to the machine translation program Babelfish on AltaVista.com, “policy-maker” in Spanish is—brace yourselves—policymaker.

Log on to ATA’s website at www.atanet.org/membersonly for special features for members!
The Writer’s Digest Flip Dictionary
Author: Barbara Ann Kipfer
Publisher: Writer’s Digest Books, an imprint of F&W Publications, Inc.
Publication date: 2000 (first edition)
ISBN: 0-89879-976-6
Price: $24.99 (Can. $38.99)
Number of pages: 693, hardcover
Number of entries: Approximately 65,000

The Roget’s Thesaurus of Phrases
Author: Barbara Ann Kipfer
Publisher: Writer’s Digest Books, an imprint of F&W Publications, Inc.
Publication date: 2001 (first edition)
ISBN: 0-89879-999-6
Price: $22.99
Number of pages: 373, hardcover
Number of entries: Approximately 8,000

The Flip Dictionary
This is a reverse monolingual dictionary intended, as its dust jacket says, “[f]or when you know what you want to say but can’t think of the word”—it “offers a method for finding the right word for thousands of words and phrases describing people, places, and things” as it “takes you from a ‘meaning’ [called “cue/clue words”] you are aware of to the ‘word’ you need” [called “target words”]. This is an interesting concept.

In addition to thousands of definitions (e.g., “bosom friend” [alter ego]; “ends touching” [abutting]; “pursuit of pleasure” [hedonism]; “sigh of relief” [phew]; “wool fat” [lanolin]), the dictionary contains dozens of tables of terms covering a broad range of subjects, from two pages of “Academic Degrees” (including the abbreviations) all the way to “Zodiacal Signs and their dates,” sprinkled in between with “Beers,” “Cardiovascular Diseases,” “Types of Noses,” “Vines and Climbers,” and the like. It also has numerous lists of “Related Terms”—from half a column of advertisement to over two pages of word-related terms. And, of course, there are lists of dictionary-, interpretation-, language-, translation-, and writing-related terms. This terminology bonanza ranges from art and entertainment to anatomy and medicine, from religion to sports, from science and technology to wines (the latter list starting with amontillado and ending with zinfandel).

Most cue/clue words/phrases offer several, sometimes dozens, of target words. For instance, circumference offers 15 target words, among them such not so immediately obvious ones as ambit and verge; flag has over two dozen; time has 50, plus 32 phrases containing the word time; and wrong has 60.

One can learn a lot from this book: “bottom facet of a gem” (culet); “inscrutable one” (sphinx) [good to know for crossword puzzles]; “outside angle of wall” (coign, quoin); “wooden shoe” (sabot); but also “disturbance of the mind, sudden” (brainstorm [?]); “kissing with eyes closed” (typhlobasia) [Wow, it’s not even in my Merriam Webster® New Collegiate Dictionary! I had to go to the Web to check this one out].

With all these features, it is definitely a source to turn to when one hasn’t been able to find the target-language (TL) term in the “straight” dictionaries. Flip Dictionary’s clue words could point the way to the elusive TL term if one knows what field the source-language (SL) term pertains to and/or when an explanation of the SL term is available.

A large, though not explicitly stated part of the dictionary is actually a thesaurus (“bonkers” [bats, gaga]; “countertenor” [alto]; “pharmacist” [apothecary, chemist, druggist]; “superannuate” [retire]). This is a good news/bad news situation. The bad news is that one should be careful to tell a cue word-target word entry from a thesaurus one, so as not to mistake a target word for a

<table>
<thead>
<tr>
<th>Cue/Clue Phrases</th>
<th>Target Words</th>
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</thead>
<tbody>
<tr>
<td>compensate for damage or loss</td>
<td>indemnify, recompense, reimburse</td>
</tr>
<tr>
<td>light inside car</td>
<td>courtesy light, map light</td>
</tr>
<tr>
<td>prevent from continuing</td>
<td>abort, arrest, balk, curb, frustrate, thwart</td>
</tr>
<tr>
<td>urge a view, action</td>
<td>advocate, champion, induce, lobby, solicit, supplicate</td>
</tr>
</tbody>
</table>
synonym. Probably this is why the introduction cautions the reader to use the Flip Dictionary “in conjunction with a good...preferably a college-sized or unabridged dictionary” so that “you can be sure that you have found the right term.”

Some cue/clue phrases are listed “noun first” or “verb first,” even if the phrase does not start with a noun or verb. For example, “bread, crescent-shaped” (croissant); “waterway, deep-en” (dredge). However, this principle is not applied consistently (“castrated rooster” [capon]: “good reputation, having” [honorable, reputable, sterling]; “human settlements, study of” [ekistics]; “reading desk” [lectern]), which makes one hunt for a phrase in several places. This can be even more aggravating when a phrase has several nouns and the entry does not start with the most obvious one (granted, the concept of obviousness is subjective): “authority, rod or staff carried as emblem of” (verge)—I would try to look it up first under “emblem, staff, or rod”; disturbance of the mind, sudden vertigo in, (brainstorm)—I would look under mind; “throat by coughing loudly, attempt to clear” (hawk)—I would look under coughing. Another example: “indulgence in sensual pleasures” is entered as sensual pleasures, indulgence in, while headwords for “excessive indulgence” and “immoral indulgence” start with indulgence.

Unfortunately, I have run into three typos (there might be more): polygot (in dictionary, polygot); facetitious (a target word for jesting) and organizatin (in prevent from joining social organizatin).

The Thesaurus of Phrases

This “book for the twenty-first century,” as proclaimed by the author’s introduction, attempts to fill a void in the available library of reference works. While existing thesauri do include some phrases as headwords, they “are well over 75% devoted to offering synonyms for single words...” In contrast, Barbara Ann Kipfer’s book is a thesaurus for multiword combinations, “devoted entirely to the synonyms of phrases.” Its purpose is to simplify the process of finding such synonyms. It achieves this goal, although not without a few misses—more on this later.

Most thesaurus entries are two- or three-word phrases with an article or a preposition. They range from abdominal muscle to zoot suit. Usually a head phrase has more than one, and sometimes numerous synonyms (as many as two dozen each for beautiful people and done for, 29 for hard-core, and 32 for in vogue). Like the Flip Dictionary, the Thesaurus contains phrases from different fields: biology and medicine, religion and sports, science and technology, and finance and law.

A very useful part of the Thesaurus is the addendum, Phrase Maker—“a list of words that can be used with various synonyms interchangeably.” It is a short compendium of word collocations, from “abandon” (reckless, wild) to “year” (banner, good); “peak” (record); “bad” (lean); “financial” (fiscal).

Synonyms for some phrases can be easily found in other general (like OED or Merriam-Webster®) or specialized dictionaries, or in “regular” thesauri: above all, baud rate, hard coal, man-made. But it’s nice to have them included anyway.

And now to what I consider misses. By definition (or is it by default?) a book like this can never exhaust the subject. However, I would have expected to see there synonyms to such often heard/used phrases (clichés?) as bully pulpit, cut to the chase, gloom and doom, healing process, jump sideways, money pit, out to lunch, political hack, pompous ass, truth of the matter.

Bat mitzvah and bar mitzvah are NOT EXACTLY synonyms (the former is a Jewish girl of about 13, the latter is a Jewish boy of 13); neither are grass widow and grass widower.

Some “synonyms” are just acronyms of the head phrases: “cash on delivery” (COD); “central nervous system” (CNS); “dead on arrival” (DOA); “energy efficiency ratio” (EER); “gross domestic product” (GDP); “gross national product” (GNP); “high-occupancy vehicle” (HOV); “International Standard Book Number” (ISBN); “management information system” (MIS); “multiple sclerosis” (MS); “random-access memory” (RAM); and “sport utility vehicle” (SUV). These and others like them are the ONLY synonyms of the respective head phrases. It probably does not hurt to have them in the book, but do they bring anything to the party?

Unfortunately, the Thesaurus also contains incorrect or misleading synonyms. Here are several examples: light-emitting diode photoemission (a diode is an item, photoemission is a process); power pack amperage, commutator, transformer, wattage (none of these is a “pack,” and “amperage” and “wattage” are not even items); United Nations League of Nations; Union of Soviet Socialist Republics; Russia (could be a moot point now, but still, one should know the

Continued on p.58
The Translation Inquirer  

By John Decker

Address your queries and responses to The Translation Inquirer, 112 Ardmoor Avenue, Danville, Pennsylvania 17821, or fax them to (570) 275-1477. E-mail address: JDecker@uplink.net. Please make your submissions by the 25th of each month to be included in the next issue. Generous assistance from Per Dohler, proofreader, is acknowledged.

The Translation Inquirer recently did a job that only emphasized what he has written repeatedly concerning the prevalence of abbreviations. That is, that the text he was working on seemed to exist only for the purpose of propagating monstrous numbers of new abbreviations in dense, untranslatable clusters. However, in the few instances when he did decipher these abbreviations, the phrases they stood for turned out to be so dull and forgettable that it was almost enough to make one cry with frustration. Why couldn’t there have been at least some intrinsic interest in them, as in William Steig’s ingenious 48-page illustrated work entitled CDB! (“See the Bee!”). Mr. Steig has turned the hated clusters into an endearing kind of shorthand for real speech. Example: K-T-S-X-M-N-N-D-N-6 (“Katie is examining the insects.”). No cryptologist worth his salt would ever have to struggle with this material, but at least the deciphering of it can be fun!

Abbreviations used with this column:
E-English; F-French; G-German; H-Hebrew; I-Italian; Pt-Portuguese; R-Russian; Sp-Spanish; Sw-Swedish.

New Queries

(E-Sw 1-02/1) A ProZ correspondent wanted to know what gate condition means, as in Risk analysis is a gate condition, and how it might be rendered into Swedish.

(E-H 1-02/2) Perhaps the two words that make up this query may have been inverted, but blue Hawaiian is how it was initially posed by a ProZ correspondent wanting a rendering of it into Hebrew. This is a language that surely is extraordinarily rich in terms of all things having to do with tropical Pacific islands.

(E-Sp 1-02/3) Aaron Ruby wants good Spanish for Office of Homeland Security. To show that he does his homework, he finds initially that there are three permutations: homeland, Office of Homeland Security, and homeland defense. For the first of these, his research leads him to believe that “patria” comes closes. Simply because the de facto function of the organization is internal security is no reason not to tackle the translation of homeland with all of its overtones, though “patria” historically has been associated with the Great Powers. Internet searches revealed such usages as “Departamento de la Seguridad de la Patria (El País, Spain); Oficina de Seguridad Interior (El Mercurio, Chile); Oficina de Seguridad Interna (La Nación, Argentina); Oficina de Seguridad del Territorio (La Nación, Argentina, Fuente: EFE); Oficina de Seguridad Interna (Granma, Cuba); Oficina de Seguridad de la Patria (La Jornada Mexico); and Gabinete para Seguridad Interna (Reforma, México).”

(F-E 1-02/4) When a ProZ correspondent posted a query about “a l’image de sa clientèle,” as in “A l’image de sa clientèle, le Groupe XXX peut se prévaloir d’une dimension internationale avec des filiales à Monaco, Luxembourg et Nassau, ainsi que des bureaux de représentation à Sao Paulo, Montevideo et Nicosie,” the responses were quite varied, leaving the matter unsettled, at least at the time of intercept. What does it mean?

(G-E 1-02/5) J. Walter Loeb wants to know what an English equivalent might be for “Adresseausfallrisiko” (from the area of granting credit to customers). One translation he saw centered on counterparty risk, but he had doubts about that.

Replies to old queries

(E-F 9-01/2) (work closely with = “collaborer?”): Paulette Carroll is not too warm about “travailler avec,” since it misses the idea of closeness. To use “collaborer” involves little risk of negative World War II connotations, she says. First, the verb was never as tainted as the noun (we correct its feminine form to “collaboratrice” from what appeared on page 62 of the September Chronicle). Second, its bad reputation survives only in very specific contexts like: “c’était un collaborateur pendant l’occupation.” Third, in the press, television, and movies in France, it is used constantly and obviously innocuously.

(E-G 9-01/3) (celebrity chef): Better even than “Starkoch,” says Volkmar Hirant, is “Promi-Koch,” indicating that the chef is not only famous (prominent), but also cooks for celebrities and very important persons (“Prominente”). The combination of these two gives “Promi-Koch” an ambiguous feel that makes it the perfect expression of what sort of chef he is. It is very in.

(E-I 9-01/4) (stipulated default): Berto Berti would translate this legal term as “inadempienza concordata” or “debito concordato.”

(E-Pt 10-01/2) (soccer mom): Rachel Vanarsdall has a friend who found nothing that fit exactly, but suggested “mãe galinha” (chicken mom)—a mother that cares too much about her kids, or “mãe coruja” (mother screech owl = proud mother). Another of Rachel’s friends added “supermãe” or “supermamã,” one who multiplies herself in many activities and schedules, does it successfully, and has no time for herself.

(E-Sp 9-01/5) (college, university): Carola Borda Beckrich answered at
length, for which we thank her, with extensive information about Bolivia’s system of higher education. Each Latin American country has its own taxonomy, but in Bolivia the word “Mayor” (not “mejor”) in the title of some state universities there derives from the colonial period, starting as early as 1600, and carries no implication that a “universidad menor” exists within the nation’s system.

Higher education (“Educación superior”) has two levels or categories, one being the five-year academic syllabus, resulting (if successfully completed) in a “licenciatura” degree, and the other being a four-year syllabus, producing a “técnico superior universitario” degree. Beyond that, institutes do exist outside the “universidad” framework that are authorized to teach students in two-year technical programs, the outcome of which is a “técnico medio” degree.

In Bolivia, the “colegio” level corresponds to our kindergarten through twelfth grade (with the same three stages, divided in the same way), producing a student who is prepared to attend a university. Therefore, the false English friend college is best equated in Carola’s view, with “universidad.”

Randi Sanders suggests “educación post secundaria” as a catch-all term for anything studied after high school; another possibility is “enseñanza alta.” “La facultad” means a general field of university studies: “Estoy en la Facultad de Letras y Filosofía.”

(E-Sp 10-01/3) (commuter): Marina Orellano, by way of Susana Greiss, implies that no special word exists for this in Spanish, and provides this lengthy equivalent: “viagero frecuente o usuario de los servicios públicos, abonado a un billete de ferrocarril, trabajador frontizero.” But, depending on the specific case, you could say “los pasajeros regulares,” “los abonados” (if referring to those purchasing commuter tickets), “los usuarios regulares de los servicios…..,” “los usuarios cotidianos,” or something to that effect.

(G-Sw 8-01/11) (“...um das Problem der Scheinselbstständigkeit mit einhergehenden Unterlaufen der Beschränkungen der Arbeitszeit zu lösren”) First of all, says Gunter Strumpf, we must clarify the meaning of “Scheinselbstständigkeit.” It is not illusory independence, but rather a falsely claimed independent contractor status. Work hours are not being cut down, but rather the statutory limitations on them are being ignored, disregarded, or not respected.

Therefore, no reference in the Swedish should be made to “arbeitstidsförkortning.” Contrary to what was suggested in the proposed solution on page 57 of the October 2001 Chronicle, the individuals performing the work were putting in longer hours and getting no benefits. And, indeed, it is that last item that matters most: work relationships being created that permit employers to avoid insurance coverage and other benefits and protections.

More about the legal background of these shenanigans in the February issue of this column.

(R-E 9-01/8) (человек с умом, а потом—они!): Surprisingly, only William Derbyshire has tried this one so far. Literally, he goes with At first he drank sensibly, and then by himself. More freely, it is He drank sensibly until he was by himself. More generally, and now going beyond any reference to alcohol, it is possible to translate it as He could not be trusted to behave sensibly when alone.

The Translation Inquirer believes there may be a logical link between this aphorism and the “social norms” approach developed by Northern Illinois University in 1989 to combat binge drinking on American campuses: we administrators might as well admit we can’t totally get rid of booze, so we will encourage students to drink alcohol responsibly (с умом).

(Sp-E 10-01/7) (“subdiario de caja”: Susana Greiss says this could be called a subaccount, a subsidiary journal or account, perhaps included in controlling accounts.

(Sp-E 10-01/8) Renato Calderón sorrowfully reports that Mexican slang is trashing “padre” and “madre,” the former becoming a synonym for the best there is, while the latter is negative. To contrast the two, one only need compare “¡Está padrísimo!” (It’s really great!) with “Le dieron en la madre” (He got clobbered, the worst thing happened to him). Other dismal uses of “madre”: “Esto es un desmadre, (This is awful) and “—Me han desmadrando!” (I’ve suffered the worst there is!) Screen and television writers could put a stop to this misuse in Mexico, but currently there appears to be no end to it.
Once again we turn for material, as we did in the November-December 1998 column, to Robert Silverberg’s “Reflections” column in Asimov’s Science Fiction Magazine. Silverberg’s entry for December 2001 concerns a rare dictionary, 1,021 pages long, first published in 1886, and filled with the argot the British conquerors of India evolved to communicate with the natives. Composed largely of mispronounced native words and British slang, it offers a glimpse into a bygone colonial era when conquerors unabashedly proclaimed their superiority over the conquered.

Despite many Indian words having made it into the standard English vocabulary—calico, chintz, gingham, bungalow—many of the words in this dictionary evaporated along with the British empire. The title of the book itself, Hobson-Jobson, refers to a native festival and especially to the Moharram ceremonies, the Shiite Moslem festival named for and held during the first 10 days of the first month of the year. The Moslem lunar year, and the month and festival of Moharram, start earlier each year with respect to the solar year, cycling once through the solar year every 32.5 years. Hobson-Jobson is in fact a mispronunciation of the wailings of Moslems beating their breasts in the Moharram procession: “Ya Hasan! Ya Hasan!”

Words listed in Hobson-Jobson include:
- moorpunky (peacock-tailed or winged, referring to a pleasure boat);
- chuprassy (the bearer of a chapras, a badge-plate of office);
- bobbery-bob (a Hindu exclamation of surprise or grief, literally meaning “O father”);
- bobachee (a male cook, from bawarchi, and a term indicating a high official at the Mongol court);
- lall-shraub (red wine);
- grunthee (a native chaplain attached to Sikh regiments);
- gubber (a gold ducat or sequin); and
- gudge (about a yard, i.e., 18 to slightly over 52 inches, depending on the district).

It would be interesting if a comparable dictionary were available, written from the point of view of the conquered. Perhaps a comparison of the exact words used on both sides, together with their derivations, would shed light on how the viewpoints of people living in close proximity for generations can be so different.

Humor and Translation

By Mark Herman

Herman is a librettist and translator. 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. Discussions of the translation of humor and examples thereof are preferred, but humorous anecdotes about translators, translations, and mistranslations are also welcome. Include copyright information and permission if relevant.

Hobson-Jobson

Finally, I have a problem with some of the suggested synonyms, such as American dream material wealth (is this ALL the American dream is about?) and SWAT team Gestapo (?????).

But the few shortcomings mentioned in no way diminish the value of these two books, which deserve a prominent place on the translator’s general dictionaries shelf. However, when the time comes for the second edition, I think it would help to:

- Combine both books under one cover;
- Move Flip Dictionary’s thesaurus entries to the Thesaurus part;
- Add the index, so: a) it is easier for the reader to find what he is looking for, and b) some “double” entries can be eliminated, thus reducing the size of the combined book.

What Freelance Translators Can Do to Ensure Payment of Their Work

Continued from p.35

agency), I very strongly urge you to ask them for either partial or full payment up front. This is not only sound business practice in my opinion, but a practice which most clients are very used to and fully understand.

As you have learned, it is hard to ensure payment of your services, but if you follow the easy steps mentioned here, you will have a much better chance of actually receiving your hard-earned money. However, in the cases where you are simply not able to collect your payment, you should also remember that being in business means being willing to run a certain risk—but you should always minimize this risk. Good luck!
We need to put our heads together as an association and come up with a way of constructively letting purchasers like this know that their translations have gone awry. By the same token, we need to find ways to praise companies whose translations are first-rate. I would be interested in hearing ideas on how to go about a “buyer awareness” campaign of this sort.

Yet another group of people who need to know about professional translators and interpreters is made up of folks who do not even realize that we exist. This group is undoubtedly the biggest challenge of all, and I believe that it is time for us to consider investing serious money in an ongoing public relations campaign. The ATA Board will be discussing this at its March meeting, and we would be happy to receive suggestions from the membership as to ways to proceed.

(4) Accreditation. I believe that the accreditation program is one of the most valuable services we offer. The most frequent question I get from lawyer colleagues is whether there is a professional examination for translators, and I am always pleased to tell them about ATA accreditation. I have been a full supporter of the Hamm Recommendations ever since Past President Ann Macfarlane and I commissioned the study from Mr. Hamm, and I look forward to working closely with ATA Accreditation Committee Chair Lilian Van Vranken, Deputy Chair Celia Bohannon, and Accreditation Program Manager Terry Hanlen to continue with implementing the Hamm Recommendations. Member input regarding the recommendations has been very helpful and will continue to shape the ways in which we carry them out.

I am interested in hearing your vision for the next two years and would love to receive comments at president@atanet.org. Please know that I read all my e-mail, but am unable to answer every communication personally.

Looking for a freelance job or a full-time position?

Need help finding a translator or interpreter for a freelance job or a full-time position?

Check out ATA’s online Job Bank in the Members Only section of the ATA website at www.atanet.org/membersonly

From the Treasurer Continued from p.9

the accreditation program is far from being a “money-making device,” which was a concern raised by several members during the accreditation survey conducted in early 2001. The membership dues remain unchanged for 2002 for individual members. While we had approximately 8,200 members in all categories at the time the budget was being prepared, the number exceeded 8,500 by the end of the year.

Conference attendance revenues for Atlanta 2002 are based on 1,600 registrants, an increase of 100 over the budgeted figure for the conference in Los Angeles. The projected income from the Atlanta conference is based on the same fee structure as that of last year’s, with the exception of a reduction in early-bird exhibit fees. Speaking of conferences, I would like to mention the tremendously successful Financial Translation Conference organized by Marian Greenfield, ATA director and chair of the Professional Development Committee, which was held in New York in May 2001. This conference falls under the heading of Professional Development Seminars. While this item was budgeted to bring in about $50,000 with expenditures of about $27,000, thanks to a great turnout, the actual income was nearly at $80,000 at the end of the third quarter of 2001. However, as no event of such magnitude is scheduled for 2002, the budgeted revenues and expense for Professional Development Seminars are below the levels of the 2001 budget. Another significant change concerns the ATA divisions, as it was decided that the divisions overhead charge be discontinued as of the 2002 budget. In effect that means that all contributions collected by individual divisions will remain with the divisions.

As I further familiarize myself with all the facets of ATA finances through meetings with our broker, members of the Investment Committee, and ATA staff involved in financial matters, I will be presenting you with more information at regular intervals. Meanwhile, you are always welcome to contact me at jiri@cetra.com.

For ATA Retirement Programs
Washington Pension Center
(888) 817-7877 • (301) 941-9179
ATA Chapters, Affiliated Groups, and Other Groups

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)
318 Bandock Drive
Durham, NC 27703
Tel: (919) 577-0840 • Fax: (919) 557-1202
CATI@pobox.com • www.catiweb.org

Florida Chapter of ATA (FLATA)
P.O. Box 14-1057
Coral Gables, FL 33114-1057
Tel/Voice: (305) 274-3434
Fax: (305) 387-6712
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
translate@kc.rr.com • www.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
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.nyc connaît.org

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

Northern California Translators Association (NCTA)
P.O. Box 14015
Berkeley, CA 94712-5015
Tel: (510) 845-8712 • Fax: (510) 883-1355
ncta@ncta.org • www.ncta.org

- Telephone/online referral service. See searchable translator database on website.

- NCTA Directory of Translators and Interpreters available on CD-ROM or diskette for $15. Accept MasterCard/Visa.

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

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

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

Upper Midwest Translators and Interpreters Association (UMTIA)
Coordinator,
Minnesota Translation Laboratory
218 Nolte Center
315 Pillsbury Drive SE
Minneapolis, MN 55455
Tel: (612) 625-3096 • Fax: (612) 624-4579
Laurence.h.bogoslaw-1@tc.umn.edu

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

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 ATA.

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

Austin Area Translators and Interpreters Association (AATIA)
P.O. Box 13331
Austin, TX 78701-3331
Tel: (512) 707-3900
president@aatia.org
www.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
ccia345@earthlink.net
www.ccia.org

Chicago Area Translators and Interpreters Association (CHICATA)
P.O. Box 804595
Chicago, IL 60680-4107
Tel: (312) 836-0961
74737.1661@compuserve.com
www.chicata.org
Colorado Translators Association (CTA)
P.O. Box 295
Eldorado Springs, CO 80025
Tel: (303) 554-0280 • Fax: (303) 543-9037
eldorado@ares.csd.net

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

Delaware Valley Translators Association (DVTA)
606 John Anthony Drive
West Chester, PA 19382-7191
devinney@temple.edu
www.fortunecity.de/lindenpark/kuenstler/dvta.htm

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

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

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
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
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
uweschroeter@prodigy.net
www.cybermesa.com/~nmtia

- 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.

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
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

International Groups
FIT
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
secretariat@fit-ift.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
national@ausit.org • www.ausit.org

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 Mary David, ATA Chronicle, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Tel: (703) 683-6100; Fax: (703) 683-6122; Mary@atanet.org.
ATA Accreditation Exam Information

Upcoming Exams

California
April 27, 2002
San Francisco
Registration Deadline: April 12, 2002

Colorado
March 16, 2002
Denver
Registration Deadline: March 1, 2002

September 14, 2002
Boulder
Registration Deadline: August 30, 2002

Michigan
May 11, 2002
Kalamazoo
Registration Deadline: April 26, 2002

Minnesota
March 9, 2002
Minneapolis
Registration Deadline: February 22, 2002

Texas
April 21, 2002
Austin (2 sittings A.M. & P.M.)
Registration Deadline: April 5, 2002

Canada
May 11, 2002
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Registration Deadline: April 27, 2002

Spain
March 2, 2002
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Registration Deadline: February 15, 2002

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Christine M. Drake
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Jersey Springs, NM

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Csaba Ban
Budapest, Hungary

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