in this issue
Adapting for Success
Don’t Let Summer Sizzle By Without Registering for

ATA’s 43rd Annual Conference

Hyatt Regency Hotel • Atlanta, Georgia

November 6 - 9, 2002

See page 52 for all the details.
Features

13 International Certification Study: Argentina
By Jiri Stejskal

16 Marketing Myself, I Can If I Want To
By Michael Klinger
How to succeed in developing your own freelance translation business by following principles based on business theories and matrices for individual achievement.

18 The Awesome Power of Asking the Right Questions
By Dr. Barton Goldsmith
Questions are meant to assist, not demean, and will help everyone involved work together to find the best answers.

19 The SSTI/NAJIT Translation and Interpretation National Certification Examination
By Dagoberto Orrantia
Court interpreting in the U.S. has not yet attained the level of licensure, but a number of governmental and nongovernmental entities are certifying court interpreters. One such exam, designed by the National Association of Judiciary Interpreters and Translators, leads to a Certificate of Competency in Judiciary Translation and Interpretation.

23 The Professional Association of Localization
By Nancy A. Locke
The Professional Association of Localization is dedicated to improving the work environment of all localization professionals, and to making sure that these professionals honor their promise to deliver quality to clients.

Columns and Departments

6 About Our Authors
7 From the President
8 From the Executive Director
9 Letters to the Editor
12 Conferences and Events
43 The Onionskin
45 Dictionary Reviews
48 The Translation Inquirer
50 Humor and Translation
50 Display Advertising Index
53 New Active and Corresponding Members
54 ATA Chapters and Groups
56 Marketplace

American Translators Association
225 Reinekers Lane, Suite 590 • Alexandria VA 22314
Tel: (703) 683-6100 • Fax (703) 683-6122
E-mail: Chronicle@atanet.org • Website: www.atanet.org
The ATA Chronicle Submission Guidelines

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

1. Articles (see length specifications below) are due the first of the month, two months prior to the month of publication (i.e., June 1 for August issue).
2. Articles should not exceed 3,500 words. Articles containing words or phrases in non-European writing systems (e.g., Japanese, Arabic) should be submitted by mail and fax.
3. Include your fax, phone, e-mail, and mailing address 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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The ATA Chronicle Editorial Calendar

January
Focus: Professional Practices
Submission Deadline: November 1

February
Focus: ATA Divisions: Past, Present, and Beyond
Submission Deadline: December 1

March
Focus: Marketing
Submission Deadline: January 1

April
Focus: Public Awareness
Submission Deadline: February 1

May
Focus: Literary Translation
Submission Deadline: March 1

June
Focus: Adapting for Success
Submission Deadline: April 1

July
Focus: Agencies, Bureaus, and Companies
Submission Deadline: May 1

August
Focus: Independent Contractors
Submission Deadline: June 1

September
Focus: Interpreting
Submission Deadline: July 1

October
Focus: Legal Translating/Interpreting
Submission Deadline: August 1

November/December
Focus: Training and Pedagogy
Submission Deadline: September 1

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24 **Simplified vs. Traditional Chinese: What Every Translation Agency Should Know**  
*By Jessie Lu and Claire Liu*  
Although the Simplified and Traditional Chinese characters used in Mainland China and Taiwan are based on the same writing system, variations exist which can be traced to cultural differences and the prolonged political separation of the two regions.

29 **The New (and Not So New) Words Bred by the Argentine Crisis**  
*By Rut Simcovich*  
The existence of a crisis magnifies the communications “gap,” and nowhere is this more prevalent than in cases where references to the events unfolding are absolutely alien to the target culture.

31 **Slavic Translation for the Determined: Reflections of a Polyglot Translator**  
*By Ursula Klingenberg*  
An interview with Joel Stern, a staff member of the Office of Language Services at the State Department, who translates from several Slavic languages into English for that institution.

38 **In Praise of the Ivory Tower**  
*By Marilyn Gaddis Rose*  
In the Ivory Tower of the Academy, practical training is the inner staircase of translation studies. However, in training classes the attention given to current practices must be balanced by disciplinary and research-oriented translation studies.

41 **The Writing Life**  
*By Howard Goldblatt*  
Confessions of a literary translator.

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<table>
<thead>
<tr>
<th>Document Number</th>
<th>Document Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Menu</td>
</tr>
<tr>
<td>20</td>
<td>Membership Brochure</td>
</tr>
<tr>
<td>21</td>
<td>Membership Application</td>
</tr>
<tr>
<td>22</td>
<td>Alternative Routes to Active or Corresponding Membership</td>
</tr>
<tr>
<td>30</td>
<td>A Guide to ATA Accreditation</td>
</tr>
<tr>
<td>31</td>
<td>ATA Accreditation Practice</td>
</tr>
<tr>
<td>32</td>
<td>Examination Registration Form</td>
</tr>
<tr>
<td>33</td>
<td>Request for Accreditation Review</td>
</tr>
<tr>
<td>40</td>
<td>List of Publications &amp; Order Form</td>
</tr>
<tr>
<td>50</td>
<td><em>Chronicle</em> Editorial Guidelines</td>
</tr>
<tr>
<td>51</td>
<td><em>Chronicle</em> Advertising Rates</td>
</tr>
<tr>
<td>52</td>
<td>1994 <em>Chronicle</em> Index</td>
</tr>
<tr>
<td>53</td>
<td>1995 <em>Chronicle</em> Index</td>
</tr>
<tr>
<td>54</td>
<td>1996 <em>Chronicle</em> Index</td>
</tr>
<tr>
<td>55</td>
<td>1997 <em>Chronicle</em> Index</td>
</tr>
<tr>
<td>56</td>
<td>1998 <em>Chronicle</em> Index</td>
</tr>
<tr>
<td>57</td>
<td>1999 <em>Chronicle</em> Index</td>
</tr>
<tr>
<td>58</td>
<td>2000 <em>Chronicle</em> Index</td>
</tr>
<tr>
<td>59</td>
<td>2001 <em>Chronicle</em> Index</td>
</tr>
<tr>
<td>60</td>
<td><em>ATA</em> Code of Professional Conduct</td>
</tr>
<tr>
<td>61</td>
<td>ATAware Order Form</td>
</tr>
<tr>
<td>70</td>
<td>Chapters, Affiliated Groups &amp; Other Groups</td>
</tr>
<tr>
<td>80</td>
<td><em>ATA</em> Annual Conference Information</td>
</tr>
<tr>
<td>90</td>
<td>Model Contract for Translators</td>
</tr>
</tbody>
</table>
Howard Goldblatt is one of the most widely respected translators of Chinese into English. He has authored or edited six books on Chinese literature and has published many articles, in English and Chinese, on modern and contemporary Chinese literature, culture, and literary politics. Besides professional journals, his essays have appeared in *Time Magazine*, *The New York Times*, *The Los Angeles Times*, *The Times of London*, and *World Literature Today* (one of several editorial boards, East and West, on which he serves). He is the translator of more than 30 Chinese novels and short story collections from Mainland China and Taiwan. He co-translated, with Sylvia Li-chun Lin, Chu T’ien-wen’s *Notes of a Desolate Man*, which was selected as a “Best Book of 1999” by *The New York Times* and *The Los Angeles Times*, and was chosen as “Translation of the Year” (1999) by the American Literary Translators Association. He was founding editor of the journal *Modern Chinese Literature* (1984). He is a research professor of Chinese at Notre Dame. Contact: gehaowen@aol.com.

**About Our Authors…**

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**Ursula Klingenberg** has been a freelance English<>Polish translator for over a decade. She is ATA-accredited (English-Polish) and specializes in business, finance, legal, marketing, media, and art translations. She holds a Master of Arts diploma in English from Poznan University, where she also taught English and translation. She is a court interpreter with the Minnesota State Court, and serves as an assistant editor to *SlavFile*, the newsletter of ATAs Slavic Languages Division. Contact: nankling@msn.com.

**Mike Klinger** has been in the globalization industry for 10-plus years as a translator, project manager, and business development manager. He presently manages the globalization division at Venturi Technology Partners (formerly InfoTech), which provides translation and localization outsourcing and staffing services. Contact: mklinger@venturipartners.com.

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**Dr. Barton Goldsmith** is an international speaker, author, and consultant who is considered an expert on leadership. He is a contributing author to numerous books and publications, including *The Los Angeles Business Journal*. Contact: www.BartonGoldsmith.com.

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**Nancy A. Locke** is a multilingual desktop publishing specialist with six years of experience and a freelance writer. Formerly the contributing editor of the Suite101.com localization topic, she was recently elected to the board of directors of the Professional Association of Localization. Contact: stopping@pal10n.org or nalocke@suite101.com.

**Claire Liu** is an ATA-accredited (English-Chinese) translator born in Taipei, Taiwan. She received an M.A. from New York University. After a four-year career as a journalist in Taiwan, she moved to California in 1997, where she entered the translation field as a literary translator. Since then, she has translated more than 25 full-length books, including *The Century* and *How to Think like Leonardo da Vinci*. Two years ago she switched her focus to concentrate on business translations for the U.S. market. Contact: nyu@jps.net.

**Jessie Lu** is an ATA-accredited (English-Chinese) translator originally from China, with primary interests in scientific and technological translations. He was a co-founder and former language chair of the ATA English-Chinese accreditation exam. He worked as a senior engineer and an experimental scientist for several U.S. government agencies before becoming a full-time freelance translator. He has more than 10 years of experience in the translation industry. Contact: jessielu@richmond.infi.net.

**Dagoberto Orrantia** is an associate professor of Spanish at John Jay College and the Graduate School of CUNY, where he teaches court interpreting and legal translation. He is past editor of *Proteus*, the newsletter of the National Association of Judiciary Interpreters and Translators. He has lectured widely on the translation of courtroom discourse and specialized terminology, and has conducted workshops and seminars throughout the U.S. and in Brazil, Mexico, and Puerto Rico. He holds a Ph.D. from the University of Illinois at Urbana. He is an ATA-accredited (English<>Spanish) translator and a federally certified court interpreter. Contact: dorrantia@jjay.cuny.edu.

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**Marilyn Gaddis Rose**, 1988 Gode Medalist, is founding director of the Translation Research and Instruction Program (TRIP) at the State University of New York at Binghamton, where she is a distinguished service professor of comparative literature. TRIP, founded in 1971, shared the 1981 Gode Medal with Georgetown and Monterey. She was founding editor of the ATA *Series* and edits the biennial *Translation Perspectives*. Her most recent publication is *Translation and Literary Criticism* (Manchester: St. Jerome, 1997). Contact: mgrose@binghamton.edu.

**Rut Simcovich** is an Argentine freelance English-Spanish translator and interpreter. She has been running interpreter-training courses since 1986. She was the court-appointed interpreter in the trial of the Argentine Military Juntas, and currently works for clients such as the U.K. Embassy, the World Bank, and The Coca-Cola Company. She is the former president of the Argentine Association of Translators and Interpreters. Contact: rsimcovich@infovia.com.ar.
From the President

ATA Goes to Sweden

In April, I had the honor of representing ATA at the annual meeting of the Swedish Association of Professional Translators (Sveriges Facköversättarförening), known by its Swedish initials SFÖ. Two of my goals in attending the meeting were to explore the possibilities of developing a Swedish-to-English accreditation examination, and to look for a speaker to provide continuing education for Nordic translators at our conference. I am pleased to report that Robert George Dewsnap, an experienced medical translator who has taught translation at Lund University, will be presenting a half-day seminar in Atlanta on medical translation for Nordic translators (particularly those who translate between Swedish and English). On the accreditation front, I was able to procure the passages from the most recent examination administered by the Association of Authorized Translators in Sweden, and am hopeful that we can get the ball rolling on Swedish accreditation this year.

ATA was well represented at the conference. Our own Susan Larsson, who now heads up the English Network in SFÖ, gave one of her popular talks (in Swedish!) on how to search the Internet. Chris Durban brought down the house with film clips and a presentation on “Getting Intelligent Feedback: Translator Image and Interaction.” Also in attendance were ATA members Dan Lufkin, Mireille Key, Per Dohler, Tonia Tell-Cerexhe, Lisbeth Mejer, and Lars Wiggers-Jepessen.

I was invited to introduce ATA at a plenary session, and also gave a talk on legal language to the English Network. One of the exciting things I learned there is that the English Network has published two booklets that will be of great interest to anyone working in the Swedish-English language combination. One of them is a guide to Translating Names, and the other is entitled Pitfalls in Swedish-English Commercial Translation. I plan to see whether our Nordic Division can make these booklets available for sale to our members. I also received from SFÖ member David Kendall an annotated list of resources for translators working in Swedish. David has kindly given us permission to publish the list in a future issue of the ATA Chronicle.

Finally, one of the exhibitors, Wordfinder AB (www.wordfinder.se), produces a CD-ROM that contains almost every significant dictionary in the Swedish-English language pair. This means that a translator can click in one place and search for a term in

**Announcing**

**ATA’s The Business of Translating and Interpreting Seminar**

**Wyndham Hotel**

**Boston, Massachusetts • August 10, 2002**

This seminar features an in-depth look at the business of translating and interpreting. More information on the program will be e-mailed to all members and posted on the ATA website. All presentations will be in English.

Plus, an ATA accreditation exam sitting is scheduled for Sunday morning, August 11, in the hotel. (A separate registration is required for the exam. Please contact ATA Headquarters for more information.)

Space is limited. To register, contact ATA Headquarters at 703-683-6100 or visit the ATA website—www.atanet.org—on the home page, click on the Business Seminar link. A few rooms have been reserved at $169 a night, plus tax. To reserve a hotel room, contact the Wyndham at (617) 556-0006. Be sure to mention that you are attending the ATA seminar.

See page 57 for complete information.

Fee: $165 ATA members; $245 nonmembers • After August 1: $235 members; $330 nonmembers

**Plan Ahead:**

**Court Translating and Interpreting Seminar • San Francisco, California • September 14, 2002**
I wrote in my March column, “Past feedback has told us that ATA members want more professional development opportunities than just the Annual Conference.” I can now take this a step further and say more than 100 members registered for the ATA Medical Translation and Interpreting Seminar held in Chicago, May 18. While I don’t have the feedback yet from this seminar, it was a success by the numbers.

ATA Professional Development Seminars are one-day educational sessions that focus on a specific area (e.g., medical translation and interpreting). The sessions feature subject-matter experts with real-world experience.

Building upon the success in Chicago, we have scheduled the next seminar: The Business of Translating and Interpreting, Wyndham Hotel, Boston, Massachusetts, August 10, 2002. ATA Professional Development Chair Marian S. Greenfield, who coordinates the content for the seminars, says this seminar will have something for everyone: freelancers, small business owners, and even in-house employees.

The final content reflects the results of a broadcast survey we conducted. We asked you what topics you would like to see addressed. We were pleasantly surprised with more than 500 responses filled with great ideas. While we can only focus on a handful of topics, at most, during a one-day seminar, we will definitely be able to use these ideas for future seminars.

Following The Business of Translating and Interpreting, we are finalizing the details for Court Translating and Interpreting, in San Francisco, California, September 14, 2002. Mark your calendar and be sure to watch the ATA Chronicle and the ATA website for more information and to register for these ATA Professional Development Seminars.

Watch your mailbox!

The ATA Membership Directory will be mailed this month. Be sure to check your listing and let us know of any changes or corrections. The Membership Directory is only mailed to ATA members and is designed to facilitate communication among members. (The online directories are for marketing members’ services to companies and the general public.)

The ATA 43rd Annual Conference Preliminary Program will be mailed in late July. The information will also be available online. Plan now to attend this year’s conference in Atlanta, Georgia, November 6-9.
NSA/CSS Responds to Terrorism

Members of the ATA, the premier U.S. professional association for translators and interpreters, should know the truth about their government’s fight against terrorism, so I would like to respond to Rina Ne’eman’s article, “Translating Terrorism” (ATA Chronicle, March 2002, Volume XXXI, Number 3). I answer both as the National Security Agency/Central Security Service Senior Language Authority and as a language professional myself.

Ms. Ne’eman is correct in stating that “intelligence is the most critical link in the prevention of international terrorism, . . . [that] uncompromisingly accurate translation is one of the most critical components of intelligence,” and that those in the U.S. translation industry are in a unique position to help in this fight. However, she bases her article on erroneous assumptions and unsubstantiated assertions about the language professionals who are on the battle lines now. First, she assumes that the U.S. Intelligence Community (IC), in particular the FBI and the National Security Agency, is waging the war against terrorism using contracted, untrained, and uninformed translators who happen to be native speakers, like the Arabic-speaking welder whom she mentions. Second, she states that government language proficiency tests are “ridiculously easy, and do not constitute any real indication of suitability to the mammoth job.” And third, she says that the government pay for translators is far below what expert translators earn. These statements are far from the truth.

To be more specific, first, Ms. Ne’eman’s not-too-polite statement that “it is no secret in the translation industry that the finest translators and interpreters are not often to be found in [these] government agencies...” is completely unfounded. A statement such as this, with no reference to any research or survey, is surely suspect at any time. The truth is that the IC employs thousands of full-time language professionals as salaried, regular civil servants and military personnel. In fact, the IC’s civilian agencies are our nation’s largest employer of language professionals, and these include the best and the brightest, who do not stop at translation, but rather synthesize and report a wide variety of materials. Many hold high-level security clearances which enable them to translate, process, analyze, and report on sensitive, classified information vital to our nation’s security. They are largely unknown to Ms. Ne’eman and to other commercial and freelance translators because they do not need to network and search out translation jobs. If they hold security clearances, they do not put themselves in the spotlight when they attend conferences and other public meetings. They do not, and must not, discuss their work in public. It is true that government agencies contract for translators, but the number of contractors is quite small compared to the size of the full-time workforce. The work these contractors do is often limited in scope; as nongovernmental assets, they are generally not the analysts who interpret the information for policymakers and generals within the language intelligence context. That “next step” of language work is left to full-time government resources precisely to avoid Ms. Ne’eman’s high school math scenario. One problem the IC has encountered is that security clearances require U.S. citizenship, which many expert translators do not have.

Second, regarding government language testing, Ms. Ne’eman is also far from the mark. Many U.S. government language professionals hold ATA accreditation in their language pairs. They have found the government test batteries as challenging, or even more difficult than, the ATA accreditation exam. The latter has five texts, geared to a variety of topics but not to a specific level of difficulty, of which two must be translated very well. An aspirant for ATA accreditation may be able to chose two lower-level texts and become accredited. In contrast, U.S. government exams are calibrated to the Interagency Language Roundtable (ILR)/ACTFL Proficiency scales (0 to 5 in Reading, Listening, Speaking, and Writing). The ILR/ACTFL scale describes the difficulty and complexity that language professionals must be able to handle at each level and between levels. The government’s professional level proficiency is at least 3/3+, which is just under that of highly educated native fluency. The following is a quote from the description of Level 3+ Reading proficiency:

Can comprehend a variety of styles and forms pertinent to professional needs. Rarely misinterprets such texts or rarely experiences difficulty relating ideas or making inferences. Able to comprehend many sociolinguistic and cultural references Able to comprehend a considerable range of intentionally complex structures, low-frequency idioms, and uncommon connotative intentions. . . .

(For complete ILR Proficiency Scale descriptions, see www. fmc.utm. edu/~rpeckham/ilrhome.html.) A language specialist with Level 3/3+ understands the technical complexities of the war against terrorism.

Ms. Ne’eman’s third unfortunate statement is that trained translators who could work in the highly specialized fields needed for the translation war against terrorism would not work for the low government wages offered. It is true that no one gets rich working on the federal government’s pay scale, and also that highly trained private sector translators in specialized fields and in less-commonly available languages may earn a lot of money. However, the federal salaries are not so bad, and our language professionals go home every night...
An Insider’s Point of View  
A Response to “Translating Terrorism” by Rina Ne’eman

The role of the FBI translator is highly specialized and dedicated to a field that is unknown to the outsider.

FBI translators are, first and foremost, selected for their trustworthiness and loyalty. This selection takes precedence in light of the nature of the work and national security issues. The second priority in selecting FBI translators is the ability a prospective employee has in a foreign language. A generalized test is given which reflects well-roundedness in the foreign language as well as a good command of the English language. At this point, the specialization process begins. The FBI translator is introduced to all jurisdictional cases, Bureau terminology, and idiosyncrasies of government work. Through experience, the novice translator becomes a highly specialized weapon against any threat to our national security.

The government’s need for translators is great, but no amount of outside experience or specialization can effectively prepare a translator for the nature of FBI work.

E.S. Morgan

Machine Translation Misunderstood

After reading the article, “Kevin Hendzel Sets PBS Viewers Straight...” (March 2002 issue), I felt I needed to respond as my “outreach activity for client education.”

As a professional translator (with a master’s degree from the Monterey Institute) turned machine translation (MT) insider (I’ve worked for a leading MT provider), I quickly learned that MT is easily misunderstood by those who are not educated about its abilities or its limitations. As such, MT has suffered from exaggerated claims and impossible expectations.

First, you must realize that MT has never claimed that it produces perfect translations, nor has it claimed to be able to replace human translators. It has a very distinct purpose—to allow people to quickly understand the “gist” of a given text or document written in another language. It is, therefore, not suitable for those wishing publication-quality translations.

In addition, it is not suitable for literary- or journalistic-style texts, which often contain references, ambiguities, idiomatic expressions, and metaphors, such as the example in Durst’s writing, “the red, white, and blue bowling ball on the ping pong table of commerce,” mentioned in the article. MT is most successful in technical texts because the writing styles must be simple and straightforward to be effectively understood by the reader.

Second, Kevin’s practice of translating a sentence into Italian, then back again into English, is a very serious no-no in determining the quality of a MT system. When you translate a sentence, a certain degree of inaccuracy is involved. Therefore, when you translate this slightly inaccurate sentence back into the original language, you get the translation inaccuracy of the first sentence multiplied by the inaccuracy of the second translation. The more you translate the text back and forth, the more inaccurate the translation will be.

In addition, it is important to note that MT systems are not comprised of one-to-one dictionaries that give the same word regardless of which direction you are translating between two given languages. They consist of unidirectional systems (translating only from one language into another, not both ways) that involve complicated programs which analyze context and syntactical and grammatical structures. Therefore if, say, you wanted to translate the English word “office” into French, you would get “bureau.” If you then take “bureau” and translate it back to English, you get “desk.” This is just one example of how MT is not designed to perform one-to-one translations.

Most importantly, however, is the use of Babelfish as the definitive source for judging the quality of MT systems. It must be known that Babelfish is the very basic form of the underlying MT system. It does not allow for any customization, which is precisely why it is offered free to the public. Those concerned with translation quality who wish to implement MT into their environment must make a serious commitment. They must utilize the various tools available for customizing lexicons, adhere to industry standards in terms of the vocabulary, style, and content used in documents which are to be translated, and, quite possibly, invest in customized improvement of the software itself. The implementation of one or more of these methods may result in a very high quality of translation.

Until people fully understand the complexities involved with MT, as well knowing they have really made a difference to our national security. Many freelance translators often work hand-to-mouth, spending time constantly searching for jobs and working more than 40 hours per week at non-language jobs to make ends meet. An average civilian professional federal language analyst working in the Washington, DC area may easily make $75,000 (Grade 13/Step 5), and government benefits are solid. (For the government pay scale, see www.opm.gov/oca/02tables/indexGS.htm.)

I personally invite any skilled, professional translator who wishes to investigate a position with the U.S. government at this crucial time to look at the NSA website (www.nsa.gov) and at the websites of other IC agencies. Each has employment information. Don’t be taken in by inflammatory criticism and unsupported statements about our government’s actions in this translation war. We are fighting with the right tools, portable statements about our government’s actions, and loyalty. This selection takes precedence in light of the nature of the work and loyalty. This selection takes precedence in light of the nature of the work and national security issues. The second priority in selecting FBI translators is the ability a prospective employee has in a foreign language. A generalized test is given which reflects well-roundedness in the foreign language as well as a good command of the English language. At this point, the specialization process begins. The FBI translator is introduced to all jurisdictional cases, Bureau terminology, and idiosyncrasies of government work. Through experience, the novice translator becomes a highly specialized weapon against any threat to our national security.

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Until people fully understand the complexities involved with MT, as well...
as the purpose it serves, MT will continue to be criticized, attacked, and be the brunt of much undeserving jokes.

Shannon Clark
sclark3@ix.netcom.com

Kevin Hendzel Responds

Public misunderstanding of machine translation (MT) is indeed the issue, and you are quite right to point that out. Your comment that “MT has never claimed that it produces perfect translations, nor has it claimed to replace human translators,” unfortunately, contradicts the historical record, particularly the sustained chorus of techno-hype on MT in the popular media dating back 30 years.

Claims that MT was faster and superior to humans and would “completely replace human translators within the decade” can be traced to speculative media predictions issued by MT researchers from Bunker-Ramo, IBM, and Itek Corporation from the late 1950s through the early 1960s. These same claims were repeated throughout the 1960s to justify U.S. government investment in early MT (although the government shut down funding for MT research for a while in 1966 following the devastating ALPAC Report that dismissed the technology as “hopelessly uneconomical” for the foreseeable future.)

Many translators may recall the ungainly “FAHQT” acronym tossed around in the early 1980s, a term commonly expanded as “fully automatic high-quality translation,” which was, of course, the explicit goal of MT research in that decade. The term “high-quality” implied a level of performance quite distinct from “gisting,” with software marketing departments claiming applications and accuracy levels that raised MT to commercially viable levels as a possible alternative to human translation. (For example, IBM claimed essential success in 1983 using a statistical approach, and took great pride in the fact that their quality level seemed to improve as they fired more linguists from their staff.) The defining characteristic of this era was that MT was consistently offered (and clearly over-sold) as a perfectly reasonable alternative to human translation, albeit one with a few bumps along the road. These obvious shortcomings in the technology were impatiently dismissed with a wave of the hand and a promise that the solutions were just around the corner. Admittedly, the greatest offenders in this campaign were MT vendor marketing departments and the popular media, both of which had ulterior motives in hyping the technology to draw in buyers and readers, respectively.

What changed the target market of MT from “high-quality” to “gisting” was the Internet. Raw MT was born for “gisting,” as you rightly point out, but prior to the World Wide Web, there was no body of content available electronically that was suitable for fast, easy, and free translation. The low-quality “gisting” application of MT was, in many ways, a “solution in search of a problem” before the Internet age. Now that raw MT is used so successfully for “gisting,” we must resist the temptation to declare this very limited application constituted the entire scope of historical claims for MT.

Having said all this, industrial MT systems employing controlled English as well as pre- and post-editing by translators were, of course, successfully developed and employed by such companies as Caterpillar and Siemens. The public was almost never exposed to these very focused applications because they were too complicated to explain in a sound byte.

This brings us back to the issue of public education and expectations. It is important to remember that Will Durst was seeking a perfect solution to leaping the language barrier when he interviewed me on the PBS show “Livelyhood.” He was not asking for a device that “creates a certain degree of inaccuracy.” He wanted to know whether there was a technological solution he could use to communicate accurately and effectively. The answer to that question is, of course, “no.” The media’s fascination with MT and other technologies has led the public to believe otherwise, which is why the question was posed to me in the first place. Many readers may recall Eduard Hovy’s silly prediction in Byte magazine in 1993 that a translating telephone would allow an English-speaking customer to converse in Japanese “within the decade.”

Recently, we were treated to Bill Clinton’s equally mindless prediction in a nationally broadcast State of the Union Address that translating machines would soon be available that could “translate as fast as you can talk.” How could we expect Will Durst or other members of the public to understand that these predictions are simply nonsense? It is critical for ATA to take the lead in educating the public on the limits of MT and its proper applications—a task that has not been well addressed in the past (among other issues, this misunderstanding of raw MT capabilities has had a serious impact on translators’ income). I decided to use Babelfish to show the weaknesses in any automated system and to demonstrate the ambiguity and complexity of language—important points we should seek to emphasize to the public. There was also a humor benefit, which was important to the overall tenor of the show. Although I recognize that a round-trip run of his text through the MT engine may not have portrayed MT at its finest, it was the simplest way to show, in English, how those “inaccuracies” would show up to a foreign reader.

On balance, did my comments accurately convey that perfect MT was many, many years away? I think so. Will wanted to know whether Hovy’s Japanese translating telephone exists today, and, if so, where he could find it. The fact is that the public

Continued on p.22
Conferences and Events

Washington, DC
Translators Discussion Group
Borders Books and Music
18th & L Streets, NW

Meets the second Wednesday of each month from 6:30-8:00 pm at Borders. For more information, please contact Lily Liu at LilyLiu99@aol.com

La Rochelle, France
The Société Française des Traducteurs
First Summer Seminar for Financial Translators
July 10-12, 2002

In today's global markets, skilled translators capable of adapting highly specialized financial texts from one language to another are in short supply. Yet demand is on the rise, as investors and financial specialists seek accurate information in their own language. SFT's (www.sft.fr) first summer seminar for financial translators will bring together professionals from the financial services industry to provide insights into the way they operate and their communications goals. For further information, contact sft_tradfin_LR@hotmail.com; Tel: +33 (0) 1 42 93 58 02.

Vancouver, British Columbia
XVI World Congress of the International Federation of Translators
Translation: New Ideas for a New Century
August 6-10, 2002

Canada is proud to welcome the XVI FIT Congress to Vancouver, British Columbia. It kicks off August 6, 2002, with the welcome reception and on-site registration, and the Congress itself runs three and a half days, August 7-10. This is the first time in over two decades that the Congress has taken place in North America, so we're happy to continue the tradition of welcoming hundreds of delegates from all corners of the world. Recent Congresses have been held in Mons, Belgium (1999), Melbourne, Australia (1996), Brighton, England (1993), Belgrade, Yugoslavia (1990), and Maastricht, the Netherlands (1987). For more information, please visit www.fit-ift.org.htm.

Lincoln, Nebraska
Nebraska Association for Translators & Interpreters
Third Annual Regional Conference “Bringing Down Barriers”
Holiday Inn Downtown (Haymarket area)
August 15-17, 2002

Who Should Attend? Translators, interpreters, language professionals, students of foreign language and international trade, social services personnel, law enforcement personnel, administrators coordinating language access, compliance officers, freelance and staff bilingual service providers. Several registration options are available. Check the website (www.natihq.org) for details. Discounted registration fees for NATI members and special hotel rates available. To be added to our mailing list, contact nati@cam-omaha.com.

Cambridge, England
18th Intensive Course in Simultaneous Conference Interpretation
August 18-31, 2002

Participants will interpret for guest speakers on a wide range of general and technical subjects under authentic conference conditions. In addition to the core curriculum, there will be specialized discussions in a variety of fields (for example, consecutive, on-site translation, use and preparation of texts, booth and stress management, marketing and negotiation, interpreting approaches to Shakespeare and the Bible, etc.), and briefings on the International Association of Conference Interpreters, the international institutions, and the profession. The course languages are English, French, German, Russian, and Spanish. The language of general instruction is English. Early enrollment is recommended. For information, including a detailed course brochure and application forms, please contact: Christopher Guichot de Fortis; Tel: (+32-2) 654-2080; Fax: (+32-2) 652-5826; E-mail: defortis@belgacom.net. (Note: This course is specifically designed for conference interpreters only.)

Slavonice, Czech Republic
Slavonice International Translators Conference 2002
September 19-22, 2002

For more information, please contact:
Zuzana Kulhankova
Jana Zizky 2, 378 81 Slavonice
Czech Republic
Tel: +420-332-493777
Fax: +420-332-493770
Mobil: +420-605-726432
E-mail: zuzana007@hotmail.com
www.scholaludus.cz

Cambridge, Massachusetts
6th Annual Massachusetts Medical Interpreters Association Conference “Unheard Voices”
Cambridge College
1000 Massachusetts Avenue
October 25-26, 2002

For information or to be placed on the mailing list, contact either Joy Connell at (617) 626-8133 (joy.connell@dmh.state.ma.us) or John Nickrosz at (617) 636-5212 (jdnickrosz@aol.com).

Call for Manuscripts
Multilingual Matters Series
Professional Interpreting in the Real World

Suggested topics: Method (field-specific); Procedure (field-specific); Regulations (field-specific); Interpreting Equipment (conference and legal); Education (basics per field, advanced skills per field, advanced theory per field); Skills (memory retention exercises, note taking, troubleshooting per field, and specific language pair applications). The series editor will be pleased to discuss proposals with potential authors. Please send them to: c/o Multilingual Matters Ltd., Frankfurt Lodge, Clevedon Hall, Victoria Road, Clevedon, BS21 7HH, U.K.; or by e-mail to tommi@multilingual-matters.com. Guidelines for book proposals can be found on our website (www.multilingual-matters.com).
With this article we enter the second year of the series on international certification, launched in the June 2001 issue of the ATA Chronicle. A year ago, my objective was to present readers with abstracts from the numerous letters and e-mails we received from institutional members of ATA, in addition to members of the International Federation of Translators (FIT), in response to our inquiry about certification procedures in their respective countries and their willingness (or lack thereof) to cooperate with ATA in the area of accreditation and certification. I was planning to go through the stack of the letters, write a few articles, and be done with it. This undertaking, however, turned out to be quite interesting, and the project has taken on a life of its own. As the study enters a more mature stage and as more issues become clearer than at its outset a year ago, I am actively seeking more information and feedback from officials and members of language organizations worldwide.

While the main objective of the study—to learn more about certification and similar programs of non-U.S. professional organizations for translators and interpreters—has not changed, the method of collecting information and the horizon of the study have changed substantially. Very soon after the launch of the study, I realized the risks of presenting information based on a single source, as was the case with the opening article on the Brazilian ABRATES. Since then I have made an effort to contact as many knowledgeable persons in the area of certification in the given country as reasonably possible, and to conduct adequate research for each article. To my delight, the response has been both positive and overwhelming, and the study has become more objective and informational. This brings me to the expanded horizon of the study. I presented some background information and partial results of the study at the ATA conference in Los Angeles last year, and I am planning to present on this topic again at the FIT Congress in Vancouver and the next ATA conference in Atlanta. The purpose of these presentations is not to describe the study and reiterate what has been said in the pages of the ATA Chronicle. Rather, I am seeking input from the audience in order to come up with ideas as to how to interpret the collected information, as well as how to chart the future course of the study. Ultimately, with the help of all those who are willing, I would like to conduct a detailed survey on certification procedures in various countries in order to be able to produce statistically (and otherwise) meaningful results. These results will help us to reexamine our own accreditation process and, I hope, will provide an impetus for more active cooperation with non-U.S. language organizations.

It is only fitting that we start the second year in South America again. For the information presented here, I am particularly indebted to: Beatriz Rodriguez and Graciela Steinberg, president and treasurer of the Colegio de Traductores Públicos de la Ciudad de Buenos Aires (CTPCBA), respectively; Estela Herrera and Daniela Camozzi, both ATA members, certified translators, and active members of CTPCBA; Graciela Perillo, ATA member, certified translator, former member of CTPCBA’s Executive Committee, and active member of CTPCBA; Marta Baduy, member of the Colegio de la Provincia de Córdoba and teacher at the Facultad de Lenguas of the University of Córdoba; and Miriam Golía and Natascha Ostroumoff, both ATA members, currently serving as president and vice-president of the Asociación de Traductores Públicos e Intérpretes of the Provincia de Buenos Aires (ATIBA), respectively.

In Argentina, the only way to become Traductor Público (i.e., sworn/legal/certified public translator), is to earn a university degree...

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...In Argentina, the only way to become Traductor Público (i.e., sworn/legal/certified public translator), is to earn a university degree...
a scientific and literary translation diploma or a public translator diploma. University courses leading to the public translator diploma are focused mainly on legal translation. As such, the syllabi comprise many courses in law. A public translator can act as a certified public translator once licensed by a colegio profesional (professional board). Colegios, similar to U.S. Bar associations, have been created through a provincial law passed by province legislature. Registration with the colegios enables translators to certify their translations, but only in the particular provinces where these organizations exist. Only 5 out of the 23 provinces have a colegio (Buenos Aires, Córdoba, Santa Fe, Catamarca, and, the newest colegio, La Rioja). In those provinces where there are no colegios, translators can apply for their “matrícula” at the respective courts. Once licensed, certified public translators have their own individual stamp and are entitled to vouch for the accuracy of their translations (a similar arrangement exists in many European countries). To work as a scientific or technical translator, no license is required, and there is no certification program in place.

The largest of the colegios, the Colegio de Traductores Públicos de la Ciudad de Buenos Aires, was created by National Act No. 20,305 of 1973, which governs the profession in the City of Buenos Aires. Pursuant to Article 4 of this Act, in order to act as a certified public translator you are required:

- To be an Argentine citizen (if naturalized, you must have had Argentine citizenship for at least five years);
- To be of age;
- To have a university degree granted by:

1. a national university, or
2. a provincial or private university duly authorized by the Federal Executive (Ministry of Education), or
3. a foreign university (provided the diploma has been recognized by a national university); and

- To register with the competent collegiate/professional body.

Also of interest in terms of legal certification procedures is Act No. 7834, which controls and governs the practice of certified public translators in the province of Córdoba, and which has been adopted as a model by groups of translators in different provinces of the country that are working to become translator associations. Detailed information on this Act is available from Marta Baduy at msbaduy@esl.unc.edu.ar.

Upon registration with a colegio, translators take an oath that they will accurately translate all documents. They are then given a license number which they have to use when signing a statement at the bottom of their translations:

“I, [name], an Argentine Certified Public Translator practicing in [city], license No. [license number], certify and attest that the foregoing is, to the best of my knowledge and ability, a true translation into [target language] of the original document in [source language] which I have had before me. Given under my hand and seal in [city] on [date].”

Certified public translators are considered to be assistants to justice. While they can perform activities in any field of translation and interpretation, they are the only ones authorized to act in an official capacity as court assistants, experts, and/or interpreters. Certified translations are required in a number of official contexts: personal documents, certificates and diplomas, public deeds, documents that are involved in legal actions, expert witness reports, and also for commercial documents such as contracts, balance sheets, and corporate documents (bylaws, etc.). A certified translation will also be required in circumstances involving other types of documents, such as medical reports or expert opinions that are part of a legal procedure or an audit or a claim in an insurance company.

There are many different organizations for translators and interpreters in Argentina. The umbrella organization is the Federación Argentina de Traductores, or FAT (Argentine Federation of Translators). Similar to FIT, it is an association of translation organizations with no individual membership. FAT currently does not have a web presence, and information on its activities is not readily available. According to Beatriz Rodriguez, president of CTPCBA (see below), FAT currently represents more than 7,000 translators and interpreters through their respective colegios. The Federation was founded by CTPCBA together with three other colegios, namely those of Córdoba, Santa Fe, and Catamarca.

The colegios are the all-important organizations in Argentina when it comes to certification. The above-mentioned CTPCBA is the oldest colegio in Argentina, and boasts approximately 3,500 active members working in 34 different languages. The main role of CTPCBA is to represent certified public translators and to investigate, develop, promote, and share with the public the work and function of these professionals. It is the only body in Buenos Aires that formalizes member registration in the
profession, administers the resources of the association, ensures the strict observance of professional ethics, and controls and administers the registration of certified public translators as supporting technical experts within the Argentine justice system in the City of Buenos Aires. When registered, members of the Colegio agree to abide by the respective codes of ethics. Complaints or claims regarding professional conduct are dealt with by a Tribunal de Conducta (Ethics Committee).

CTPCBA, a member of FIT, is a nonprofit, noncommercial, nonstate association of public law, and its revenues come from registration/certification fees, annual member dues, the courses, seminars, and symposia it holds, and the authentication services it renders. CTPCBA has organized three Latin American Congresses on translation and interpreting in Buenos Aires. Our own Tom West, current ATA president, attended the II and III Congresses and was one of the keynote speakers. CTPCBA’s commitment to professional translation and quality is reflected in a profuse academic training agenda, which includes not only courses, seminars, and symposia organized by the different CTPCBA committees, but also a distance training program, which includes translation into Spanish and Spanish for editing. Although distance training is designed for Argentine translators, CTPCBA is also planning to launch a new program customized for translators in the United States. CTPCBA belongs to the CGP (General Professional Coordinating Board) and is an active member of the CEPUC (Coordinating Board of University Profession of the City of Buenos Aires). During the last three years, CTPCBA has also been hosting ATA accreditation exam sittings.

CTPCBA is currently in contact with sister organizations in Latin America in a joint effort to organize the Latin American Regional Center for Translation. CTPCBA publishes two magazines, one of them for distribution among its members (also available on CTPCBA’s website), and an academic magazine, El Lenguaraz, which comes out on a yearly basis. In addition, CTPCBA maintains a discussion list, “El Lenguaraz Electrónico.” Detailed information on CTPCBA is available at the Colegio’s website at www.traductores.org.ar (Spanish only).

Two years ago, the Comisión de Interpretación del CTPCBA (Interpretation Committee) was established. One of the objectives of this committee was to create a list of certified public translators who are also certified conference interpreters. To be included on this list, certified public translators have to prove they have the appropriate training and experience (usually by submitting client certificates). The minimum requirement is 340 points. The maximum number of points one can get for training is 100 (the number of points granted for a university interpreting diploma). The remaining points are granted for eight-hour days of interpreting, with one hour equaling one point. For example, an interpreter with an interpreting diploma (100 points) needs to prove interpreting experience equaling 30 days (240 hours) to reach the target 340 points.

There are just a handful of colleges where interested parties may study interpreting in Argentina, although there are many private organizations offering interpreter courses, mostly run by active interpreters. One such organization, the Asociación de Intérpretes de la Provincia de Buenos Aires, or ATIBA (Association of Certified Public Translators and Interpreters of the Province of Buenos Aires). This association was organized in 1997 in order to support translators, train them for the corporate world, and assist them in finding a position in the community. ATIBA’s publication, Molinos de Viento, offers interesting articles on the profession, language- and translation-related news, seminars, news about translation fairs, and all sorts of related activities (contact molinosdeviento@atiba.org.ar). In order to prompt translators to use all the electronic tools available, ATIBA has started a “Translator’s List.” This virtual community now has over 300 members. All interested parties may participate by submitting inquiries on difficult terms, language-related queries, and news related to the profession. ATIBA president Miriam Golía, who was recently invited to give a lecture on present market conditions in Argentina at the II CIATI International Congress of Translators and

Continued on p.17
I. In starting a freelance translation business, there are many external factors to consider before moving forward. This discussion, however, will focus on the internal factors to be evaluated and cultivated in order to be successful in the field of freelance translation. The metrics and process of establishing a successful business are not often applied to the business of freelance translation. This article is about the power of making a decision, establishing goals, and following through. Ultimately, these same principles apply to any business or personal goals you want to reach.

The first step is to answer a larger question—if you were able to create anything in your life, what would that be (Ref. 1). Take one day in this ideal life and summarize it. How would you feel? Where would you be? What would you be doing? Who else is with you during this ideal day? Write out these details in a paragraph or two. Include feelings, places, people, activities, and times. For example, “I wake up early and go outside in my lush garden in California. It is summertime, I feel relaxed, happy. Am planting flowers. During the late morning, my children go outside and are playing with each other and their neighbors....” Keep this written document somewhere and refer to it frequently.

Next step, how do you link up your ideal day with your business as a freelance translator? What is the connection between your ideal day/life and your freelance business? Maybe part of your ideal day involves working in your study on the translation of Goethe’s letters to his mother. Maybe your freelance business allows you the flexibility of being home in the mornings to complete the activities of your ideal day. Maybe your freelance translation work brings you the money to purchase the boat you needed in order to complete your ideal day/life sailing along the Pacific coastline. For example, going back to your ideal day in the garden, the connection to the freelance work might sound like this: “My successful freelance translation work four evenings a week allows me the freedom to work at home, outside, in the garden during the day, and play with my children. It also brings me the income I need to support my lifestyle and purchase the exotic plants and shrubs I always wanted.”

...The only thing keeping you from reaching your goals is yourself...

Once you determine the connection between your ideal day and your freelance career, get specific about the career (Ref. 2). Write out a few paragraphs where you include:

1) What is the business?
2) Where is the market for this business?
3) Who is the competition and how do you differentiate yourself?
4) What is the infrastructure needed to succeed in this business?
5) What are your financial goals (monthly, quarterly, annually)?

Keep the initial answers simple. For each of the ideas above, you can go into more detail separately. For example, say your business is in the area of freelance software localization translation for Latin American Spanish. Your competition may be other translators, web services, or agencies that do software translation. If you get more detailed about this, however, you may find that the real competition for you is located in Colombia and Peru, where small groups of freelance translators are offering the same service at extremely discounted prices. Or you discover that ProZ offers a forum for freelance translators that poses a threat to your business due to the extremely low rates. This knowledge helps you determine how to differentiate yourself in terms of quality, flexibility, location, etc.

Once you have written your general business plan that includes financial goals, determine the daily, weekly, and monthly activity you need to do in order to reach these goals. Write a summary of these goals and refer to them frequently. For example, say you determine that you need 25K in revenue from translation agencies, and that you will get this business by calling agencies directly and speaking to the decision makers and then sending in your résumé. Evaluate how many agencies you will have to reach in a day/week/month to allow you to work with X number of agencies to reach 25K in revenue. The key point here is you want to break down and quantify your weekly, and even daily, activity so that you can successfully manage and regulate your own activity to reach your goals. If a large part of your day is spent on activities that do not bring you to your goals, you may want to re-evaluate. The activity numbers will have to be adjusted depending on the market, your analysis, and change.

Along the way, you want to constantly refer to your initial summary of your ideal day (Ref. 3). Keep the connection between what you want in your life and how this freelance translation business is part of the solution. Read and reread your summary of goals frequently.

You may discover that after going part way through this process that
you actually do not want to be doing translation in the area you have chosen (Ref. 4). It is never too late to change your subject or focus. Be clear that you are changing subjects or your approach, not because you are afraid of reaching your goals or are too discouraged, but because you are not interested in the subject itself.

Also, once you determine what your personal goals are, you will want to have a network of people who can support and help you realize these goals (Ref. 5). Your support network can take many forms. You may simply want to meet with a local organization of like-minded professionals to be able to share your experiences and network. You may want to create your own personal network of 7-10 individuals who you value. Each of you may come from different industries and backgrounds. You can meet and brainstorm together on how you can all meet your different personal goals. You may need only a network of one person (a mentor or a significant other). Whatever form your support group takes, it is important that you establish one as you embark on your career as a freelance translator.

Now that you have determined your goals and the related activities needed to accomplish them, set up a timeline and DO IT! The only thing keeping you from reaching your goals is yourself. You are the one creating this career and it is in your best interest to implement the activities that will help you reach your goals.

References

Interpreters in Saõ Paulo, Brazil, held in May 2001, will be happy to supply further details (contact presidente@atiba.org.ar). Further information on ATIBA is also available at www.atiba.org.ar (Spanish only). Among other active regional organizations for translators and interpreters is the Asociación Argentina de Traductores e Intérpretes (AATI), which represents non-certified public translators (scientific, literary, technical) in the Buenos Aires. AATI is also a member of FIT.

In the next issue, we will examine the certification procedures in Norway. 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.
The Awesome Power of Asking the Right Questions

By Dr. Barton Goldsmith

A
der his work covering the Iran hostage crisis, newscaster Ted Koppel was asked to run for the presidency. He declined by saying that if he had to stop asking questions and start answering them, he would lose his power.

Understand that the purpose of asking a question is to assist both the questioner and those being asked in finding answers. They are meant to assist, not demean, and will help everyone involved to find balance. St. Francis (and Steven Covey) said “Seek to understand [rather] than to be understood.” You can’t do this without asking appropriate questions. Just the act of asking makes other people feel that you care, and that you want to listen to what they have to say. It creates a positive feeling in people, and will allow everyone to work together to find the best answers.

When someone goes off track, ask a direct question like “Is that what you really meant?” or “Is this going where you had intended?” This is a great way to help people stay on their original path. Use questions to help others find answers for themselves, rather than answering for them. This creates self-esteem and empowers people to do more for themselves. It also frees you to do your job, rather than take the time to help them do theirs. Everyone gets lost from time to time. A great way to avoid embarrassment and gain some time to gather your thoughts is to ask someone an open-ended question like “What do you think of this or that?”

Questions will help you deal with difficult people. Engage the other party in helping you solve the issue. Asking “How can we solve this together?” is a great way to turn a potential conflict into a teamwork situation. It will make the other person think in a different way, and they won’t feel like they have to deal with the situation alone. Knowing you’ve got an advisor or a helping hand can make the difference between solving a problem or making it bigger.

What do you do if someone is confronting you? Ask them a question. Asking a very simple and pointed question like “Why?” is a great way to turn the tables and put yourself in the power position. Learn to ask these questions in a nonaccusatory manner. Difficult questions make most people feel uncomfortable. It’s best to learn how to ask them in a way that helps the person you are asking feel safe about giving you an answer. That being said, sometimes difficult questions are the only way to get the answers you need. If the question is going to be difficult, try to ask it in an environment that is comfortable to both you and the other person. Don’t begin with what the other party may feel is an inquisition in a public or uncomfortable place. Also, do your best not to ask difficult questions over the telephone; give them the courtesy of a face-to-face conversation. Besides, you will want to look into their eyes to see if they’re being totally honest.

Instead of saying “NO” to a client or customer, ask them a question, find out more about what they need or want. It can change their (and your) perspective on the situation. It can also turn an unhappy customer into a cheerleader for your company. Asking appropriate questions makes a person feel that you care about what is bothering them. Marshal Fields said, “Customers, when given a choice of where they spend their money, invariably go back to a place where they have been made to feel special.”

When you want people to think about what they’re doing, ask an evaluation type question. To build stronger relationships with team members, ask open-ended questions about your company. Get their advice on how things can be improved upon. Just the act of asking will make them feel that you care about their opinions. Doing this on a regular basis creates a stronger bond between your company, your team members, and you. It will also give you insights into your business that you may never get otherwise. A great way to do this is with a company evaluation. This should be an annual process where you ask company-specific questions of your entire staff. This is a powerful process, and you will learn a great deal about your business, as well as your team.

For additional information about the awesome power of doing a company evaluation, including a dozen questions you should ask, send an e-mail with the word “Evaluation” in the subject box to wendy@bartongoldsmith.com.

(Note: More information can be found at www.bartongoldsmith.com, or by contacting Dr. Barton Goldsmith, Goldsmith Consulting, P.O. Box 4502, Westlake Village, CA 91361; Toll-free: 866-522-7866.)
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The SSTI/NAJIT Translation and Interpretation National Certification Examination

By Dagoberto Orrantia

Certification in the professional life of a court interpreter is of enormous significance because it is almost equivalent to licensing. In spite of some district judges who still refuse to hire certified interpreters, certification, for the most part, keeps those who do not possess it from working in many federal courts and from enjoying the prestige it confers on court interpreters in this country. Federal court interpreter certification in the U.S. was conducted by the University of Arizona for over 20 years, but starting this year, the Federal Court Interpreters’ Certification Examination will no longer be offered by the University of Arizona’s Federal Court Interpreter Certification Project. Instead, this examination will be conducted by a consortium consisting of the National Center for State Courts (for the oral part), Second Language Testing, Inc. (for the written part), and Cooperative Personnel Services (for test administration and dissemination of results).

As a result, the federal test is undergoing interesting changes for all concerned, but in particular for those of us in the National Association of Judiciary Interpreters and Translators (NAJIT) who have been involved in the creation of The SSTI/NAJIT Translation and Interpretation National Certification Examination.

The federal certification program that originated with the “Court Interpreters Act” of October 28, 1978, resulted in a rigorous written and oral test that withstood court challenges (Seltzer vs. Foley, 1980) and became recognized as a valid and reliable means of providing competent interpreters for the federal courts. But the creators of that examination (Leeth, 1981; Arjona, 1985; Dueñas, 1991; Baca, 1992) have pointed out some of its limitations. These include: 1) that the test only guarantees the courts that “the quality of the interpretation services meets the minimum standards necessary to facilitate communication in a federal court of law”; 2) that it makes no provision for revalidating one’s certification; and 3) that, since it lacks a translation component, the examination does not provide a formal assurance that the translations the court interpreter is called upon to do meet even the minimum standards set by the interpretation test. According to Dueñas (1991): “the ATA accreditation program is a very commendable effort that has alleviated the quality control problem for translation clients; however, it is strictly a voluntary program. No doubt government entities will have to repeat the same steps they have taken with respect to court interpreting; that is, to mandate a certification procedure that will leave no room for doubt about the qualifications of the professional translator” (1991: 562). The 2001-2002 edition of the federal test still will not include a translation section, so there is no end to the complaint voiced 10 years ago by Dueñas.

At the time of this writing, the written portion of the federal exam has already been pilot-tested (in September 2001), and is scheduled to be given in December; the oral portion is scheduled for March 2002. As described during the NAJIT Conference in Chicago in May 2001 by consortium representatives William Hewitt, Charles Stansfield, and Marike Van der Heide of the Administrative Office of the U.S. Courts, the examination will have a similar degree of difficulty to previous versions, because “it is not appropriate to make major changes.” Their decision is obviously based on their situation and needs, and, coincidentally, reaffirms the decision made by NAJIT to develop its own Certificate of Competency in Judiciary Interpretation. NAJIT’s certificate will differ significantly from the certification now available through the Administrative Office of the U.S. Courts, the National Consortium of State Courts, or the various states that now offer certification.

In a report given to the NAJIT membership, Society for the Study of Translation and Interpretation (SSTI) President Mirta Vidal (2000) wrote: “The NAJIT exam will be different from the federal and state court exams that already exist. Ours is conceived to encompass every aspect of the work performed daily by those involved in judicial interpretation. The exam will cover in- and out-of-court work that may occur in criminal and civil cases, with a wide range of medical, commercial, or technical terminology, involving subjects as varied as divorce, real estate transactions, or bank fraud. Of course, not every imaginable subject that may come up in the course of our work can be covered in a single exam. But our aim is for the content to be sufficiently representative so that a person who performs well can be deemed truly competent to work in this field... Its purpose is to provide us with a valid credential of competency that can become the accepted standard for the profession nationwide, and give validation to the highly...
qualified individuals who have not had a way to measure their own performance until now. It will not provide a credential for employment in the state or federal courts, but NAJIT is striving for something different, broader in scope, embracing the entire interpreting community.”

The task faced by the SSTI is daunting: ultimately to create a universal credentialing examination in the various languages represented within NAJIT’s membership (there were 69 languages listed in the 1999-2000 Directory of the Association). Because Spanish is the language most heavily represented among the members, it was agreed that the first test would be in Spanish. This will help to generate funds for the development of examinations in other languages. The Spanish-English exam will serve as the prototype for the development of exams in other languages, permitting NAJIT to move forward to meet the credentialing needs of all its membership.

One of the first problems the SSTI faced was determining the scope of the examination. The solution was to conduct a task survey for judiciary interpreters prepared by the SSTI Board. This was done during September and October 2000. Three performance domains were identified in the survey: sight translation, consecutive interpretation, and simultaneous interpretation. Survey respondents were asked to evaluate each task according to its importance, criticality, and frequency. Importance (rated from “not important” to “extremely important”) is the degree to which knowledge and ability is essential to the job performance of a minimally qualified judiciary interpreter. Criticality is the degree to which adverse effects (evaluated from “no harm” to “extreme harm”) could result if the minimally qualified interpreter was not able to perform a task in the performance domain. Frequency is the extent to which interpreters perform tasks associated with each performance domain (rated from “never” to “constantly”). The survey showed that simultaneous interpreting had the highest importance and the highest frequency, while consecutive had the highest criticality. The survey also showed that court interpreters perform a variety of duties that go beyond the usual courtroom instructions, arguments, and question-and-answer examinations. These tasks included such activities as interpreting at polygraph examinations and medical interviews and sight-translating contracts.

The importance of simultaneous interpreting in court is well established, as is the high degree of skill and knowledge required to carry out this seemingly impossible task. Candidates taking the oral component of the New Jersey State test failed the simultaneous portion in such high numbers that they are now first given this part to weed out those who cannot perform acceptably. The SSTI/NAJIT simultaneous interpreting portion of the exam differs from the federal and state tests because it is bidirectional; that is, the candidate must interpret from English into Spanish and from Spanish into English. The rate of speed of the four-minute passages that are to be simultaneously interpreted is 140 words per minute. The question of whether the speed of the simultaneous interpreting test should be based on the number of words per minute as determined by syllable density (Zoubek, 1963) was discussed. This was ultimately rejected in favor of a straightforward word count because, as researchers have found, a word in one language may be translated into another using a phrase or a sentence (Setton, 1999). The passages are prerecorded and the candidate’s rendition is recorded for subsequent scoring. Interrater reliability is better preserved when the observers listen to recorded renditions. “Writtenness” is often a characteristic of legal discourse, and a more important factor than the speed of delivery. The texts are selected from transcripts of oral renditions, but are not limited to strictly forensic materials, since they may include medical and financial texts.

Consecutive interpretation is sometimes avoided by court interpreters who are fearful of exposing their inability to interpret completely and accurately. Justifiably, it received the highest criticality rating in the survey, because interpreters who are unable to properly transfer the words of the examiner or the responses of the witness may cause the latter to appear more or less culpable, thereby harming the impartiality of the proceedings. Working memory, note-taking skills, and the ability to work under pressure are sorely taxed in forensic consecutive interpreting. The SSTI/NAJIT examination, which includes criminal as well as civil, financial, and medical texts, requires the candidate to interpret consecutively at least two utterances of between 50 and 65 words. The candidate is allowed to request two repetitions at any time during the exercise. This portion of the examination is prerecorded, thus solving the problem of intentional or unintentional bias, one of the difficulties of administering and grading performance examinations (Shimberg, 1981: 1140). The following are representative samples of this test:

Q: What other symptoms did you have?
Did you have pain in your neck?
Q: Did you buy these buildings strictly, exclusively from the proceeds of the jewelry store and the appliance store?
A: Fue un enganche muy pequeño que di por los edificios.

Q: When you negotiated with the bank in 1998, you were negotiating for a loan based on buying all three buildings, is that correct?
A: Los tres edificios de una vez, y cinco meses después hubo que hacer otro pago de cincuenta mil.

Q: And I assume you had to put this up with a certified check or a cashier’s check or cash, is that correct?
A: Sí, era peor cuando usaba el brazo derecho.

Q: Of these symptoms that you just described as a constant pain in your right arm, did they change significantly in some way after that? In other words, you said that your condition leveled off approximately six months after the surgery. After that, was there a time when your symptoms changed again?
A: No recuerdo exactamente la fecha, pero en algún momento antes de esta última operación Neither is the database of the American Translators Association (ATA) exhaustive, nor is the list of names or topics exhaustive. The ATA can neither confirm nor deny the accuracy of the information provided.

Q: And you—you strike that. Can you tell us how you got from Colombia to the United States?
A: De Colombia—de Bogotá me fui a México, del Distrito Federal me fui a Tijuana, de Tijuana a San Isidro, de San Isidro a San Diego, y de San Diego a Nueva York, con una escala en Chicago.

Q: And you had saved your own money to make this trip?
A: Sí, cuando era chico, cuando hice mi primera comúnión, cuando tenía diez años, me regalaron una vaquilla, y la vaquilla creció y tuvo otras vaquillas y esas vaquillas parieron sus propios becerros, y entonces así fue como pude conseguir mi pasaje de avión para los Estados Unidos.

Q: I think you indicated upon direct examination that you bought these buildings from the proceeds of your legitimate enterprises, the jewelry store and the appliance store, is that correct?
A: Sí, señor.

Q: Of these symptoms that you just described as a constant pain in your right arm, did they change significantly in some way after that? In other words, you said that your condition leveled off approximately six months after the surgery. After that, was there a time when your symptoms changed again?
A: No recuerdo exactamente la fecha, pero en algún momento antes de esta última operación de 1999 fue que paulatinamente me puse peor.

Sight translation is bidirectional in forensic settings. Although it generally will require the interpreter to sight-translate typical court documents such as releases, complaints, indictments, and bonds, there may be surprises at times. These could include documents (such as a florid allocation or a notarial affidavit from a Spanish-speaking country) which contain extremely formal language, or instances of low-register (such as a highly informal letter from a relative of the accused to the judge, or from a defendant to a friend), or the transcript of a surveillance audiotape. In the SSTI/NAJIT examination, the candidate is allowed five minutes to complete the sight translation of a 250-word legal document such as an insurance form, a confession, a transcript, or an arrest report.

No domain in the survey was deemed too difficult to evaluate in a survey context. Transcribing and translating surveillance tapes calls upon a different set of knowledge and skills (to say nothing of the need for access to professional-quality audio recording and playback equipment), and it may very well be that another test is needed for this type of work. One solution might be to have the candidate listen to a taped conversation and then be asked multiple-choice questions regarding its content.

The SSTI/NAJIT written examination will ascertain whether the candidate possesses the necessary encyclopedic knowledge of the source and target language, and the specialized knowledge of his profession that is necessary to work effectively in forensic settings. The written part of the test includes English and Spanish sections on antonyms and synonyms (with nouns, verbs, and adjectives); analogies (identifying a characteristic, degree, function, cause and effect, class to member, or part to whole); grammar and syntax; reading comprehension passages taken from the humanities, natural sciences, and social sciences; and idioms and proverbs. The written part also includes sections on the ethics of forensic interpreting and passages for written translation taken from the legal, medical, and financial fields.

From the start, the question of assuring reliability and validity for the NAJIT test was fundamental, and Dr. Michael Bunch, of Measurement Incorporated (MI), and the members of the SSTI Board of Directors dwelt on the ethics of forensic interpreting and passages for written translation taken from the legal, medical, and financial fields.

The ATA can neither confirm nor deny the accuracy of the information provided.
of selecting, gathering, and orienting test item writers, item and content reviewers, examiners, pilot test scorers, standard setters, and operational test scorers. Each of these groups’ tasks is crucial to the successful creation of the exam. The item writers were asked to produce a sufficient number of items for three versions or forms of their part of the test. After thorough evaluation by the item and content reviewers, three versions of the exam were settled on to be pilot-tested during the 2001 NAJIT Conference. Pilot test scorers met for 10 days in August, and their evaluations were used to generate the two forms of the written exam which were administered at the ATA 42nd Annual Conference. The oral portion of the test is scheduled for May 2002 at NAJIT’s 23rd Annual Meeting and Educational Conference.

This is a novel and challenging venture for NAJIT. The standards set are high and the SSTI/NAJIT examination will identify those individuals who have met them. This credential will document the possession of the specialized knowledge and skills needed to be a forensic interpreter in any setting. Until a licensing law is promulgated for forensic interpreters, this credential will do much to assure the public that interpreting in the courts is being done faithfully and accurately.

References


Letters to the Editor Continued from p.11

believes such devices already exist. It is our duty as translators and language professionals to set this record straight. Kevin Hendzel

ATA Public Relations Co-Chair
KHendzel@asetquality.com

A Linguistic Subplot

I got a kick out of Chris Durban’s remarks in April’s “Onionskin” about the portrayal of translators and interpreters on TV. It reminded me of how my daughter Jeanie and I some years ago (she was a translator herself at the time) reacted to the passage in Franco Zeffirelli’s TV series “Jesus of Nazareth” where Judas Iscariot, by way of introduction, says he is “a translator of documents.” Though not very religious myself, much less a biblical scholar, I do believe now, as I did then, that it is nothing but an invention by the screenwriter. In fact, it is a base canard. I find nothing in the Scriptures to back it up.

So I exclaimed to Jeanie, referring to Zeffirelli, “Why that SOB! That pseudo-proletarian SOB!” Because the other Apostles, you see, tend to have less arcane, more workaday and therefore, perhaps, more trustworthy occupations. It is Judas the “translator of documents” who turns out to be the archetypal traitor and Bad Guy (arguably a bogus rap, since he was a kind of tool in the divine scheme, or so I’m told; but let that go).

But now I learn that the writing credits go to Zeffirelli himself, to someone named Suso Cecchi D’Amico, and to Anthony Burgess, the witty and celebrated novelist who was also, coincidentally, an accomplished translator. And I bet it was Burgess who invented that phony bit of fluff. I can just picture his wicked grin as he turns the familiar old Italian chestnut on its head: “Traditore - traduttore.”

Kim Braithwaite
kbtrans@cox.net

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By any measure, the localization process and industry is still young. Evidence: try telling someone what you do for a living by simply stating, “I am a localization professional.” You will be met by blank stares, followed by requests for clarification. A long explanation will ensue, at the end of which you will hear, “Oh, you mean you do translation.”

Even within the industry, now at least 15 years young, the debate still rages over the use of the terms localization, globalization, and internationalization. One thing is certain: translation and translators, many of them freelance contractors, form an essential part of the process and the industry. Another certainty: to become mature and cohesive, the localization industry needs dedicated and energetic leadership that represents and gives voice to the wide range of professionals, including translators, who work in the industry.

In an essay published by Multilingual Computing and Technology (issue #31, April/May 2000), Reinard Schaller wrote: “A strong industry association is necessary for localization to gain long-denied recognition as an industry in its own right.” The director of the Localization Research Centre at the University of Limerick, Ireland, concluded: “What is needed is for somebody to take on the initiative and lead.”

Ricardo Erb, a seasoned localization professional, took Schaller’s words to heart. He, too, saw a need for leadership and, more, a professional network that might represent and support individual professionals and freelancers from the wide range of disciplines that make localization possible. In the early spring of 2001, with the support of like-minded colleagues, Erb founded the Professional Association of Localization (PAL) and defined its mission. This mission explicitly acknowledges the importance of translators:

To provide its members with: Structured education and training; standardization and best practices; information about translation trends, tools, and career opportunities; discussion forums; and representation in the fields of localization, internationalization, and globalization.

PAL intends to serve and represent those who prepare software and documentation for the world. To support its member translators, localizers, internationalizers, and globalizers, PAL assembles and provides information, organizes professional events, and serves as an advocate for member concerns.

Anyone who has ever participated in the birth of a new organization, especially one that relies on the energy and commitment of volunteers, knows that the process is arduous and sometimes very painful. The birth of PAL is no different. The results, however, are beginning to bear fruit.

In the past year, PAL has focused on some of the more knotty infrastructural challenges of a start-up association. For example, acquiring formal and legal status, ironing out governance issues, and determining how best to fulfill its stated mission. The organization has achieved some success in each of these areas.

At the end of February, PAL achieved formal legal status as a non-profit international corporation. The governing body now includes Suzanne Topping as president. PAL’s directors are Nancy A. Locke (chair), Marilyn Mason (vice-chair), Ricardo Erb, and Dorinda Hale. Efforts are underway to further build the leadership in order to tackle the myriad challenges ahead. Finally, PAL’s mission has informed the creation of nine focus areas:

- Education and training;
- Employment information;
- Events and conferences;
- Online resources;
- Networking and information exchange;
- Tools, techniques, and trends;
- Standards;
- Association services; and
- Industry representation and alliances.

To offer such an ambitious array of services, PAL is committed to expanding its membership and encouraging active participation in every area of its operations through a wide grassroots volunteer base. So, while PAL cannot yet offer all the services it hopes to in the future, it can offer new members a real opportunity to shape that future.

Successful quality localization requires the participation of a diverse team of professionals. Yet, so often, each part of the team is isolated from the other, being focused on their specific part of the process and thus unsure or unaware of what the other team members are up to. Frequently, translators, because they are freelancers and

Continued on p.37
Simplified vs. Traditional Chinese: What Every Translation Agency Should Know

By Jessie Lu and Claire Liu

It's another busy day when the phone on a Chinese translator's desk rings. Familiar questions are asked…

“Can you translate a document into Mandarin (or Cantonese)?”
[These are spoken dialects, not applicable for general written translation purposes…]

“Can you translate this documentation into Chinese?”
[Yes, but which form do you need: Simplified Chinese, Traditional Chinese, or both?]

“Does it take longer or cost more if I want both Simplified and Traditional Chinese? I heard you just push a button after one version is translated to create the second version, right?”
[Sigh…Okay, let’s start from the beginning…]

To properly respond to these questions, translation users must first understand the meanings behind the terms “Simplified Chinese,” “Traditional Chinese,” “Mandarin,” and “Cantonese.” In this article, we intend to help translation users gain a greater understanding of these issues as they relate to today's Chinese translation environment. For the purposes of this article, we will consider English as the source language and Chinese as the intended target language.

Background
What is usually referred to as “Chinese” is in fact the language of China’s largest nationality, the Hans. The spoken form of Chinese has many different geographic dialects, including eight major areas: North China (northern dialect); Jiangsu-Zhejiang (Wu dialect); Hunan (Hunan dialect); Jiangxi (Jiangxi dialect); Kejia (Kejia dialect); northern Fujian (northern Fujian dialect); southern Fujian (Fujian dialect); and Guangdong (Guangdong dialect, or Cantonese). Of the entire Chinese-speaking population, about 70% speak the northern dialect. This is often known as Mandarin, widely considered to be the “official” dialect. Despite the multitude of spoken forms of Chinese, there is actually only one non-alphabetic Chinese writing system composed of more than 40,000 characters, of which only 3,000-6,000 characters are used on a daily basis. The vocabulary and grammar structure of this writing system is essentially the same for all dialects. The primary difference lies in the pronunciation of the written characters.

Written Chinese characters first appeared as logographs on oracle bones from the Shang Dynasty (around 1400 B.C.), and later as pictographs on ancient bronze vessels. Although the appearance of these characters has changed significantly, the grammatical rules and the writing system in general have essentially retained their basic features through the ages. Despite the evolution of Chinese characters from complex pictographs into characters composed of strokes of a much simpler nature, Chinese still remains a language that is relatively difficult to learn, read, and write.

As previously mentioned, Chinese characters have undergone constant simplification at the grassroots level ever since their first appearance over 3,000 years ago. Although government standardizations of Chinese characters may be traced back as early as the Qin Dynasty (221-207 B.C.), the most aggressive and ambitious language reform project in Chinese history was undertaken by the People’s Republic of China (Mainland China) in the post-1949 era, when the communist government came to power and the former KMT government moved to Taiwan. The Chinese Communist Party’s (CCP) Committee for Chinese Language Reform was founded in 1952 for three main purposes. First, to unify and simplify the language by reducing the number of strokes in Chinese characters. Second, to standardize Mandarin as the official national spoken language. Third, to introduce a phonetically based alphabet. In 1956, the Committee unveiled the Scheme of Simplifying Chinese Characters, which contained some 2,236 simplified characters.

Out of the entire set of Chinese characters (over 40,000), only 3,000-6,000 characters are used in everyday life…

…Out of the entire set of Chinese characters (over 40,000), only 3,000-6,000 characters are used in everyday life.
part of the 2,236 characters is twofold: 1) to reduce the number of characters (by combining two or more complex characters in one simplified character, mainly through the elimination of complex variants); and 2) to reduce the number of the strokes required to compose a complex character while at the same time retaining its basic form. For example, the complex character 蜗 (turtle, 20 strokes) is simplified to 蜗 (turtle, 7 strokes). Writing the complex character for “turtle” is akin to drawing a turtle: a very time-consuming task!

The simplified characters promulgated in 1956 were soon used throughout Mainland China in all textbooks, newspapers, publications, documents, etc. Other important parts of Chinese language reform included the creation of a Chinese alphabetic system of writing (known as Pin Yin) to facilitate the learning of Chinese characters and to help unify pronunciation. In addition, a nationwide campaign to popularize Mandarin was part of the reform. These topics are beyond the scope of the current discussion, but were important linguistic historical events.

Since 1949, the complex forms of Chinese characters (known as Traditional Chinese characters) have persisted in Taiwan and Hong Kong, as these areas were under the rule of the former Chinese (the KMT) and British governments, respectively. Mandarin is the official language in Taiwan, while Cantonese is the spoken language that is dominant in Hong Kong. However, one should keep in mind that both China and Taiwan (or even Hong Kong) use a significant number of the same characters in their writing. This is because people in Taiwan and Hong Kong will most likely recognize all but about one-third of the characters that are newly created or simplified in China for daily use.

Chinese Encoding Systems

So how are the differences between Simplified Chinese and Traditional Chinese “translated” into a technical language (i.e., how are they represented on the computer)? Does one need a localized version of an operating system to view, edit, and print Chinese documents? If not, what are the alternatives? To answer these questions, we need to have some basic understanding about “character sets” or “encoding systems.” Most keyboards are designed for one-byte “Roman” character input, but computers require two bytes of information to process languages with large character sets like Chinese, Japanese, and Korean (usually collectively referred to as “CJK”).

When computer processing of Chinese characters became possible, China adopted GB (International Phonetic Alphabetic) code as its standard for word processing in 1981. GB code is the internal code for Simplified Chinese, and is built in Simplified Chinese Windows and its applications.

It is a two-dimensional table containing some 6,700 characters in phonetic order. Meanwhile, Taiwan adopted the Big 5 code as its standard for word processing in 1984. Big 5 code is the internal code for Traditional Chinese Windows and its applications. It is a two-dimensional table containing a similar number of characters in an ascending order according to the number of strokes.

In 1994, the government of Hong Kong created an extension to Big 5, calling it the Government Common Character Set (GCCS), renaming it the Hong Kong Supplementary Character Set (HKSCS) in 1999.

Although more than half of the characters in these two tables (GB and Big 5) overlap, they are not one-to-one transformations due to the fact that they are arranged in different orders. As new characters are introduced into the Chinese language and old characters are phased out, both GB and Big 5 tables need to be updated periodically.

Localized Chinese Windows and applications are best suited to view, edit, and print Chinese characters, but not everyone has access to these programs. In the PC environment, Microsoft offers downloads of both GB and Big 5 plug-ins for non-Chinese Windows to display and reformat Chinese files in Office applications. For example, the English version of MS Office 97 or 2000 may be used to view both Simplified and Traditional Chinese characters if its Asian language support pack is installed.

However, a Chinese input method is needed to edit the Chinese texts, and at least one Chinese font is required to print Chinese texts. So-called bridge or “hybrid” software programs, such as TwinBridge, Chinese Star, or NJStar

<table>
<thead>
<tr>
<th>Country/Region</th>
<th>China</th>
<th>Taiwan</th>
<th>Hong Kong</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spoken dialect</td>
<td>Mandarin</td>
<td>Mandarin</td>
<td>Cantonese</td>
</tr>
<tr>
<td>Written form</td>
<td>Simplified Chinese</td>
<td>Traditional Chinese</td>
<td>SC, TC, or Cantonese dialect characters</td>
</tr>
</tbody>
</table>
Communicator, can function as an interface between Chinese documents and operating systems based in other languages. That is, a non-Chinese OS with one of the above-cited programs may form the basis of an extended Chinese platform, under which Chinese texts may be viewed, edited, and printed correctly. Another alternative is to request Chinese documents in portable document format (PDF). PDF files should be created from localized Chinese systems. The PDF can then be opened and viewed using Adobe’s free Acrobat Reader on virtually any platform. This is a feasible solution when no further formatting, editing, or desktop publishing work is necessary.

For Mac users, there is a CLK (Chinese Language Kit) available for a non-Chinese OS environment that provides two distinct scripts: Traditional Chinese and Simplified Chinese. These scripts can be installed independently or together (these Chinese language supports are also built in Mac with OS 9 or later versions).

The conversion between Simplified and Traditional Chinese characters (i.e., between GB and Big 5 codes) may be done automatically by a computer somewhat accurately. Most Chinese platforms, including MS Chinese Word 2000, now include this conversion ability. One bright spot on the horizon is the development of Unicode, which, as a superset of the characters in GB and Big 5, could eventually phase out these two character sets so the conversion between Simplified and Traditional Chinese characters would be no longer necessary. For those who need more information regarding Simplified and Traditional Chinese computing issues, the following websites may be helpful:

- www.mandarintools.com
- www.chinesecomputing.com
- www.yale.edu/chinesemac
- www.njstar.com
- www.twinbridge.com
- www.estar.com.cn

**Target Audiences: China, Taiwan, Hong Kong, and North America**

It should be a piece of cake, then, one may think, to produce both versions of Chinese with a single translation and conversion effort in one go. It remains an incorrect concept in the translation community to assume that “Simplified Chinese” only means Simplified Chinese characters with stroke reductions, and that “Traditional Chinese” only means Traditional Chinese characters represented by its complex forms. In fact, the true differences between “Simplified Chinese” and “Traditional Chinese,” from language and translation perspectives, are represented by variations of terms and styles developed in each Chinese-speaking region due to cultural differences caused by prolonged political separation.

Chinese communities have spread all over the world, including Singapore (Simplified Chinese) and Malaysia (Traditional Chinese). For purposes of this article, focus is placed on the four major markets for Chinese translation: China, Taiwan, Hong Kong, and North America. Although they have much in common, each market has its own unique flavor and preferences.

The most distinguishable differences between China (Simplified Chinese) and Taiwan (Traditional Chinese), from a language aspect, are the actual terms used and style variations between these two regions. Some of the terms used in China and

<table>
<thead>
<tr>
<th>English Terms</th>
<th>SC terms in SC characters</th>
<th>SC terms in TC characters</th>
<th>TC terms in TC characters</th>
<th>TC terms in SC characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>互联网</td>
<td>互联网</td>
<td>網際網路</td>
<td>網際網路</td>
</tr>
<tr>
<td>Zip code</td>
<td>郵政编码</td>
<td>郵政编码</td>
<td>郵遞區號</td>
<td>郵遞區號</td>
</tr>
<tr>
<td>Intellectual property right</td>
<td>知识产权</td>
<td>知识产权</td>
<td>智慧財產權</td>
<td>智慧財產權</td>
</tr>
<tr>
<td>Project</td>
<td>项目</td>
<td>项目</td>
<td>專案</td>
<td>専案</td>
</tr>
<tr>
<td>Senior management</td>
<td>高级管理层</td>
<td>高级管理层</td>
<td>管理高层</td>
<td>管理高层</td>
</tr>
<tr>
<td>Videotape</td>
<td>录像带</td>
<td>录像带</td>
<td>录影带</td>
<td>录影带</td>
</tr>
<tr>
<td>Ball point pen</td>
<td>圆珠笔</td>
<td>圆珠笔</td>
<td>原子笔</td>
<td>原子笔</td>
</tr>
</tbody>
</table>

**Table 2. Comparison of Simplified Chinese and Traditional Chinese Terms**
Taiwan are given in Table 2, and an example of a typical translation is provided in Table 3. Although the terms or styles used in China are usually recognized by people in Taiwan and vice versa, improper use of terms or styles may become culturally sensitive and, in some cases, offensive.

The primary cause for the differences in terminology between these two translations can be attributed to the fact that, over the past 50 years, China and Taiwan have been ruled by separate governments. As a result, their language nuances and cultures experienced unique evolvement. Despite increased communication between the two regions in recent years, the differences remain enormous. To address this issue, some efforts have been made recently in the computer industry. For example, Chinese Word 2000 not only converts the internal code, but also converts some of the most commonly used terms, such as “hardware,” “software,” and “printer,” between Simplified and Traditional Chinese. Still, such automated programming switches remain far from sufficient for the purpose of translation. Ultimately, to convert one version to another is, in fact, a human localization process rather than a machinated conversion. Native language skills are required to bridge the gap.

The Chinese language used in Hong Kong is twofold. After 1949, communications between the people in Hong Kong and China virtually stopped, even though they were part of the same continent. However, communications between the people in Hong Kong and Taiwan continued as usual, with both regions using Traditional Chinese characters. Therefore, the Chinese language used in Hong Kong during this period (1949 to early 1980s) more closely resembles the Traditional Chinese used in Taiwan, with strong Cantonese influence.

This scenario has changed since the early 1980s, when China opened its door to the world so that people in Hong Kong could travel to China, resulting in large groups of Mainland Chinese flooding into Hong Kong. The renewed communications between the two peoples somewhat mitigated the language differences (particularly after 1997, when China reclaimed Hong Kong and Simplified Chinese became one of the common languages in Hong Kong along with English). Therefore, due to political reasons and changes in population in Hong Kong, Chinese translation for use in Hong Kong is now considered to be less culturally sensitive than in previous periods.

Lastly, this discussion would not be complete without including some mention of Cantonese dialect characters, which are neither Simplified nor Traditional Chinese, but rather the written renderings of Cantonese. For example, the Cantonese dialect characters for “is not” are （pronounced “m-hai” in Cantonese）.
The Chinese translation for the Chinese communities in North America (U.S. and Canada) is very unique. This is due to the fact that the Chinese population in North America is composed of Chinese immigrants of all literacy levels and vastly different backgrounds, who have come into the country from all over the world at different periods of time. No doubt, the mixing of these Chinese cultures is good news for the Chinese translators who serve the North America market, because the Chinese language used in North America is less culturally sensitive and no single style can accommodate all backgrounds. Although most translations use Traditional Chinese, the style or language usage is less sensitive than would be the case in China or Taiwan. Actually, one may often find the style of Chinese used by the North American Chinese community to be a grand mixture of both Simplified and Traditional Chinese, old and new alike.

It is extremely important to consider hiring local linguists when one handles a Chinese translation project for the North American market. Every year, many new English terms are created in North America whose concepts have not yet been introduced to China or Taiwan. For example, let’s look at financial and insurance terms such as “diluted share,” “vesting,” “deductibles,” and “vice-president.” Due to the differences in cultural and social systems, these terms and the concepts they represent did not exist in China until very recently, and their translations are still not found in any modern dictionaries published in China. Because of the specific English origin of such terms, cultural-specific translation should be undertaken by individuals who have physically studied, lived, and worked in North America.

### Suggestions to Translation Agencies and Other Translation Users

As discussed, the most important issue when dealing with an English-Chinese translation project is to determine the target country first, rather than if the language that will be needed is Simplified or Traditional Chinese. In fact, converting one version to another (i.e., to convert a translation for China [Simplified Chinese] to a translation for Taiwan [Traditional Chinese]) is a localization process rather than one of physical character conversion. It should be called localization, which normally requires that 40-60% (depending on subject matter) of your time be spent on producing the first translation. In a localization process, the change of style and terms is far more important than code conversion, and requires native language skills. This means that one of the linguists involved in a translation project (translator, editor, or proofreader) should have lived, studied, and worked in the target country.

Whether Simplified or Traditional Chinese should be used for the target audience in question certainly depends on the customer’s specific requirements. However, in the absence of such direction, the general

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**Table 4. Simplified vs. Traditional Used in Chinese-Speaking Target Countries**

<table>
<thead>
<tr>
<th>Target audience in</th>
<th>China</th>
<th>Taiwan</th>
<th>Hong Kong</th>
<th>North America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese characters (written form)</td>
<td>SC</td>
<td>TC</td>
<td>SC, TC, or Cantonese dialect characters</td>
<td>SC or TC</td>
</tr>
<tr>
<td>Encoding system</td>
<td>GB</td>
<td>Big 5</td>
<td>GB or Big 5</td>
<td>GB or Big 5</td>
</tr>
<tr>
<td>Cultural sensitivity</td>
<td>Highly sensitive</td>
<td>Highly sensitive</td>
<td>Less sensitive</td>
<td>Less sensitive</td>
</tr>
<tr>
<td>Translator/editor/proofreader requirement</td>
<td>One should be a native SC speaker</td>
<td>One should be a native TC speaker</td>
<td>On case-by-case basis</td>
<td>Local linguists required (must have studied, lived, and worked in the local community)</td>
</tr>
</tbody>
</table>
speakers modify and adapt language continuously to satisfy their communication needs. They do so not only in response to changes in the external world, but also as a means of venting the feelings and emotions that such changes arouse.

Argentina is in the midst of a severe crisis which has economic, political, and social roots and overtones. I will not go into the details of this except to illustrate the point made above. As the crisis unfolds, people create new ways of describing reality and expressing their feelings towards it. As a result, translators and interpreters are being called upon to find equivalents to communicate this terminology to people who not only have a different language, but who also act in a different cultural context and according to a different mindset. Although this is always the case when interpreting or translating, the existence of a crisis magnifies the communications “gap.” This gap is especially prevalent in cases where references to the events unfolding are made in a different language. As the crisis unfolds, people create new ways of describing reality and expressing their feelings towards it. As a result, translators and interpreters need to find ways of dealing with these words, and in order to do that they must be aware of what they denote.

By setting restrictions on the withdrawal of cash! When you cannot get hold of cash, the only way to pay is with checks, with a credit or debit card, etc. This means you need to get a bank account, and so must anybody who wants to sell you something or do any paid job for you. For that reason, “bancarización” should now be more properly rendered as “compulsory banking.”

The following is a list of a few words and expressions linked to the current Argentine crisis. In some cases, these terms are newly coined; in others, they are old words that have acquired new meanings within the context of the crisis. Some terms will stay with us, others will perhaps be washed away. In the meantime, translators and interpreters need to find ways of dealing with these words, and in order to do that they must be aware of what they denote.

As the crisis unfolds, people create new ways of describing reality and expressing their feelings towards it…

Corralito: Literally, a small pen, such as a playpen for children. The name has been given to the new rules that prevent people from having access to their bank deposits or withdrawing cash from banks. At the same time, it is a play on the word “corral,” a stockyard where animals are kept.

Corralón: A reformed, more flexible “corralito,” or alternatively, a stricter “corralito,” depending on who you ask, which points at the existence of different interpretations for these new expressions.

Carrolito: A play on the words “corralito” and “curro.” The latter is a slang term for a scam. The implication is that the government has swindled people out of their money.

Anticorralito: Adjective used for a claim or demonstration against the “corralito.”

Pesificación: The conversion of U.S. dollar-denominated deposits or credits into Argentine pesos prior to the devaluation of the peso. It is also used as a verb (i.e., “pesificar”). It has given rise to colorful expressions such as “No me pesifiques” (Give me some respect) and “Se me pesificó la relación” (Me and my partner are not getting along so well).

CER (Coeficiente de Estabilización de Referencia): An index newly created by the government for the future adjustment or indexing of loans and deposits that were “pesified” (converted into pesos). Nobody yet fully understands how this index will be applied. Since “CER” sounds like “ser” (to be) in Spanish, this has originated a number of jokes, such as “CER o no CER” (To be or not to be).

Choribanco: A robber bank. It is a play on words combining “choripán” (a chorizo or grilled sausage sandwich—a staple at soccer matches and popular festivals) and “chorra,” slang for robber. It reflects the reaction of angry depositors to the current difficulties they are experiencing when trying to withdraw money from banks.

Veraz: This is a reference to a credit rating company that lists people who have failed to pay a credit, loan, etc. Inclusion in their files means one may have credit rating problems. Examples of use: “Pedir un Veraz” (to get a credit rating); “Estar en el Veraz” (to have a bad credit rating); and “Me salió un Veraz” (“I turned up in a delinquency report”—usually in an unexpected, unwarranted way).

Patacón, Lecop, Porteño: Names of bonds issued by different economic authorities (the first by the Buenos Aires Province, the last by the...
City of Buenos Aires, etc.), which are being widely used as legal tender as a consequence of the lack of pesos.

Cacerolazo: A means of protest by banging on empty pots. On December 19, 2001, President De la Rúa made a speech on TV that led many people to take part in a cacerolazo. It was one of the motives for his resignation. The same thing happened a few days later to his successor. This is considered to be a spontaneous, nonpartisan, mainly middle-class form of protest. Derivatives: “Caceroleros” (participants in “cacerolazos”); “cacerolear” (to take part in a “cacerolazo”).

Piqueteros: “Piquete” is used in Spanish (as “picket” in English) for a group of people who obstruct the entrance to a workplace during a strike. More recently, “pique” became a form of protest by the underprivileged and unemployed that consists in blocking roads by burning tires, setting other obstacles in traffic, and establishing a soup kitchen on major roads or highways. Currently, it has come to designate a political movement, so that one may encounter frequent references to “líderes piqueteros” (picketing leaders), “marcha piquetera” (picketing march or demonstration), etc.

Escrachar: A traditional slang term, which originally meant having one’s mugshot taken; by extension, it came to mean “being put in evidence.” “being put on the spot.” The “escrache” is a form of protest that involves the gathering of a crowd at the private address of a person they wish to denounce. It was initially developed by a nongovernmental organization linked to the children of missing persons as a way of denouncing people who had been involved in the military repression that took place in Argentina during the 1970s. It has now been picked up by other groups as an expression of social repudiation. In the last few months, a number of politicians and government officials, upon being detected by some people at public places such as restaurants, sports stadiums, etc., have been the object of an “escrache.”

Judicializar: To take to the courts, to file a lawsuit. It means involving the courts in a situation that would have normally been worked out in the political arena.

Asamblea barrial: Neighborhood assembly. In many cases, the spontaneous, pot-banging demonstrations gave way to people gathering somewhere in their neighborhood to try to organize themselves as a pressure group. It has given rise to the so-called “asambleísmo,” because some of these groups have continued meeting and elected representatives to interact with other similar groups, thus forming umbrella organizations. The term is used in reference to grassroots involvement and a certain style of political activism, as opposed to “barras bravas” (see below).

Barra brava: A hooligan at a soccer match. By extension, “barrabravismo” is the use of thugs to disrupt political gatherings or demonstrations, or to practice a repressive style of politics. “Barra brava” designates both an individual hooligan (i.e., “él es un barra brava”) and a gang (“Él pertenece a la barra brava de Boca”).

Hopefully, at some point in the future, Argentina will come out of this crisis. When that happens, many of these words and expressions will probably be forgotten. Others will perhaps manage to endure, or they will evolve and mutate, and the language will retain them as the archeological traces of what happened far away and long ago.
I recently interviewed (over the Internet) Joel Stern, a staff member of the Office of Language Services at the State Department, who translates from several Slavic languages into English for that institution. He recounts for us the path that brought him to his current position and some of the tribulations he encountered along the way. His experience seems relevant to translators laboring in this field by reflecting both the positive and disheartening aspects of our profession.

Although Mr. Stern’s fully idiomatic Polish would no doubt serve him admirably for the purpose of this interview, in the interest of the readership at large, the language of choice was English.

UK: How many languages do you know and what are they?

I can read all the Slavic languages with a varying degree of fluency (I am most proficient in Russian, Polish, and Ukrainian), as well as German, Italian, Spanish, French, and Hungarian. I have a bowing acquaintance with Swedish, Dutch, Rumanian, and Esperanto. A long time ago, I studied Farsi and Turkish, but let them slip completely.

UK: Did you have any background in Slavic languages through family or otherwise?

I have a checkered background. My maternal grandmother was born in Kiev, while the paternal side of my family stemmed from the Carpathian region of the Austro-Hungarian Empire (which became part of Czechoslovakia after the First World War, was briefly annexed by Hungary around 1939, and is now the westernmost part of Ukraine, not far from Mukachevo and Uzhgorod). My older relatives on Father’s side of the family spoke Czech, Yiddish, and Hungarian, and were able to communicate with their rural Ruthenian neighbors.

UK: How many languages do you know and what are they?

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UK: Do you think your talent for languages runs in the family?

It’s possible. One of my paternal uncles, for example, though an uneducated man (I doubt he went beyond sixth grade), could converse in seven or eight languages. He even served as a maître d’ in a Buenos Aires hotel during the 1940s and 1950s before coming to the United States. Later on, when he was the headwaiter at the Bellvue Stratford Hotel in Philadelphia, his fluency in Spanish, French, Hungarian, Czech, etc., stood him in good stead. If I inherited any linguistic talent at all from my forebears, I suppose it came primarily from him.

UK: In what sequence did you acquire the Slavic languages that you know, and what determined that sequence?

My first Slavic language was Russian, which I started in my junior year at Central High School in Philadelphia after four semesters of Latin. I had originally intended to take up classical studies, owing to my childhood fascination with Greek, Roman, and Teutonic myths and the tales of King Arthur and the Knights of the Round Table. But over time my interests changed, particularly after I came across some of Gogol’s and Dostoyevsky’s works in English translation at the local library. For some reason they struck a chord in me (perhaps because of my Eastern and Central European family roots), and I decided to pursue my new interest further. Fortunately, my high school offered Russian courses from which I was able to profit. At the University of Michigan, after an initial period of uncertainty when I was undecided whether to major in Near Eastern or Slavic studies, I finally opted for the latter. I took up Polish and then Czech as cognate Slavic languages to satisfy my B.A. and M.A. requirements. There was nothing specific that determined this sequence. My choices at the time were based largely on what the curriculum contained and on my opinion of the individual professors.

UK: Based on your experience, what could you say about the relative difficulty of particular languages?

I would not want to venture any categorical statements, since I’m by no means an expert on linguistics. All I can say is that for me, personally, it was fairly easy to acquire a basic reading knowledge of Ukrainian, Belarusian, and Slovak after so many years devoted to mastering Polish. The South Slavic languages, however, were a harder nut to...

(Note: An abbreviated version of this interview appeared in SlavFile, the newsletter of ATA’s Slavic Languages Division. The complete text also appears on their website at www.americantranslators.org/divisions/SLD.)
crack. I find them much more difficult to learn thoroughly. Bulgarian and Macedonian have formidable conjugations. Serbo-Croatian displays a wide and confusing range of dialectical variations. Slovenian poses a particular challenge in that it retains the archaic dual for nouns, pronouns, and verbs, and requires heroic feats of memorization before one can hope to use it correctly.

UK: If someone were to follow in your footsteps, in what sequence should he study Slavic languages?

Again, I can’t proffer any well-informed judgments. It would seem to me, however, that for any prospective specialist in this field a fluent command of Russian would be desirable, indeed even requisite, from the viewpoint of employment opportunities in both the federal government and the private sector. Russian is the language I deal with most often in my own work as a translator, reviewer, and test evaluator at the State Department. Requests for interpretation and translation from and into other Slavic tongues come to us infrequently, and are generally “outsourced” to freelancers.

UK: Tell us about the methods of language acquisition that work best for you. What do you do to keep up your skills in the languages you know?

Well, if I’m studying on my own outside the classroom, I generally start by tackling the grammar of the language (a habit carried over from my high school Latin classes, no doubt!). I don’t find this burdensome or boring in the least; it’s an intellectual game for me, like doing crossword puzzles or playing chess. For some languages, such as Belarusian or Macedonian, reference materials may not be readily available. Fortunately, the Internet can sometimes be a real godsend when ordinary sources (bookstores, libraries, etc.) fall short.

After picking up the rudiments of grammar, I then turn to simple prose (short newspaper articles, children’s books, fairy tales, etc.). Of course, prerecorded tapes and TV and radio programs can also be helpful for pronunciation and listening comprehension.

If there is a native speaker around, I will try to enlist his or her assistance when I have a question. This method worked well for me in Philadelphia back in the 1980s, when I was tutoring several Polish and Russian immigrants in English. In exchange, they would patiently correct my linguistic blunders. At present, thanks to the blessing of e-mail, I have access to a small network of gracious Poles who are furthering my knowledge of their language. My colleagues at the State Department do their best to fill in the gaps in my knowledge of Russian and Ukrainian terminology and idioms. In addition, at home I try to read a wide variety of magazines and books to stay abreast of current cultural and political trends. Unfortunately, my first love, belles-lettres and literary translation, has to take a backseat to other priorities. Unfortunately, the Internet can sometimes be a real godsend when ordinary sources (bookstores, libraries, etc.) fall short.

When I first started working in Language Services (LS) at the State Department, I had high-flown aspirations to outstrip my predecessor there, who retired at the age of 80 and translated from some 35 languages into English. I realized after a while that it would cost me too much time and effort to achieve that goal. Just keeping up my skills in the languages I work with most (Russian, Ukrainian, and Polish) is a very demanding task. So I made the conscious choice to concentrate on those three, at least for professional purposes.

UK: You mentioned that you have devoted a lot of effort to mastering Polish. Was there anything that attracted you to that particular language?

Not at the beginning. As I said before, I initially took Polish and Czech to satisfy my academic requirements. In fact, I almost dropped Polish after the first year, since my experience in the classroom was dreadful. It so happened that our elementary course was taught by a full professor who had gained renown as a translator of Polish literature. Unfortunately, he seemed to resent the imposition of having to instruct lowly undergrads, so he would photocopy pages out of a grammar book and tell the students to drill each other while he sat in the corner with a bored expression, smoking his pipe. Conversation practice was nonexistent (maybe it was just as well; the professor had a thick British accent and I suspect his spoken Polish left much to be desired). Still, I soldiered my way through the course and had the good luck in the second year to be taught by a native speaker, a lady from Warsaw with genuine pedagogical ability. For reading selections, she assigned us short stories from Jerzy Szaniawski’s charming Professor Tutka, which I absolutely adored. It was at that time I also discovered the fascinating science fiction universe of Stanislaw Lem. I read Solaris (in English translation) and was inspired to continue my study of Polish so that one day I would
be able to relish him in the original. However, the first complete Polish novel I ever read was Boleslaw Prus’ *Pharaoh*. I had to look up nearly every word and it took me a year to finish both volumes. I also wanted to read Sienkiewicz’s trilogy in Polish, but couldn’t cope with its 17th-century archaisms, so I had to content myself with Jeremiah Curtin’s florid Victorian-era English translations. I did manage, though, to slog through the Polish versions of Sienkiewicz’s *Quo Vadis* and *Without Dogma*, which were simple enough in style and vocabulary to be accessible to me.

**UK:** Do you have any favorite Russian authors?

Different writers appeal to me for different reasons. Zoshchenko, because he’s hilarious but with an undercurrent of melancholy. I find him a kindred spirit. Believe it or not, I also immensely enjoyed Konstantin Simonov’s war novels, all of which I read in graduate school. And I hate to admit this, but Sologub’s *Petty Demon* and his short stories also strike a chord in me...I have a taste for the macabre and uncanny.

**UK:** Did you receive any systematic training in translation or interpretation during your student years?

None whatsoever. The University of Michigan had no formal program in that discipline. A lone seminar in the Slavic Languages Department curriculum was fully devoted to translation (taught by Carl Proffer, the late founder and editor-in-chief of the *Russian Literature Triquarterly*). We pored over English renderings of Russian prose and poetry to critique them for accuracy and style. As our final project, we had to translate two Russian texts into English—one piece of fiction and one of nonfiction. I chose V. Odoyevsky’s *The Sylph* (an 1837 short story on esoteric themes) and V. Rozanov’s 1899 literary essay *On Symbolists and Decadents*. Proffer liked my translations enough to include them in the winter 1974 issue of his *Russian Literature Triquarterly*. Those were my very first published translations and, I must add, the work I am most proud of in my professional career.

**UK:** I notice you didn’t go beyond the M.A. program at Michigan. Why didn’t you continue your studies toward a Ph.D.?

Frankly, I had no desire to join academia. The theoretical aspects of the graduate-level Slavic program, which was heavily influenced then by semiotics (Lacan et al.), were largely incomprehensible to me and bored me stiff. Nor did I want to contend with the “publish or perish” treadmill. I sought other, less conventional, outlets for my interests.

**UK:** Did you get a chance to make use of your language skills in those jobs?

Not really. I felt as though I were treading water. To maintain my language skills in the hope of better prospects in the future, I took whatever bread-and-butter assignments came my way. I freelanced for Berlitz and Inlingua, participated in a major project for the Franklin Institute in Philadelphia (the translation of foreign-language articles on pesticides for the Environmental Protection Agency), and translated political and military materials, mostly in Russian, Polish, and Czech, for federal government agencies.

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**UK:** Were you able to discover such outlets, and make a living at the same time?

With mixed success. While still in graduate school, I did abstracting for a linguistic research outfit in Ann Arbor (I can’t recall its name), along with freelance translations of short stories by Zoshchenko and Inna Varlamova. My major achievement back then was my translation of Zoshchenko’s 1933 satire *Youth Restored*, for Ardis Publishers (Proffer’s own company). It eventually came out in 1983 (after a seven-year hiatus!).

**UK:** A rather long time to wait, I should say...How did you manage to support yourself in the meantime?

I left Michigan in 1977 and went back East to seek gainful employment. After a period of futile searching, I landed a job as an indexer/abstractor in Philadelphia at the Institute for Scientific Information, a regular white-collar factory. I stayed there nearly four years, then worked as a medical proofreader for one year at Saunders Publishing Company.

**UK:** Did you get a chance to make use of your language skills in those jobs?

Not really. I felt as though I were treading water. To maintain my language skills in the hope of better prospects in the future, I took whatever bread-and-butter assignments came my way. I freelanced for Berlitz and Inlingua, participated in a major project for the Franklin Institute in Philadelphia (the translation of foreign-language articles on pesticides for the Environmental Protection Agency), and translated political and military materials, mostly in Russian, Polish, and Czech, for federal government agencies.

**UK:** It seems you had given up literary translations altogether...

Far from it. I mentioned that I was, and still am, a great admirer of Stanislaw Lem. I had always wanted an opportunity to try my hand at translating him into English. In 1980 that opportunity presented itself. Harcourt Brace Jovanovich, a well-known publishing house in New York, was planning to bring out an English-language collection of nine stories from Lem’s *Star Diaries* and required a
translator for the task. I volunteered my services and was asked to submit a sample translation of the first story in the collection. HBJ was sufficiently pleased with my effort to offer me the commission.

UK: Lem’s Polish style is highly idiosyncratic and quite a challenge to the translator.

Yes, but I was ambitious to prove myself. In hindsight I realize that I bit off more than I could chew. The deadline assigned to me was eight months, which I thought I could meet easily, even though I was holding down a full-time job. I simply didn't appreciate the unique difficulties that translating Lem could present. What should have been enjoyable turned out to be frustrating drudgery.... Today I’m a lot wiser and more objective about my abilities.

UK: Did your Lem translation ever come out? Do you receive any royalties?

Yes, after much revision it was published by HBJ under the title Memoirs of a Space Traveler, and is still available in paperback. I receive no royalties. I was paid a flat fee of less than two thousand dollars for eight months of grueling toil (a miserable pittance, even back in 1980). What annoys me most is that HBJ reprinted four chapters of the book in the New Yorker and one chapter in Penthouse (!), for which I didn’t get a cent. It was a bitter but edifying experience for me. Since then I haven’t done a single literary translation.

UK: Let’s turn to your present position at the U.S. State Department. What led you to apply there?

As I said before, I wasn’t fully satisfied with my work as an indexer and medical proofreader. Not that there’s anything wrong with those occupations. But after devoting so much effort to mastering difficult languages and broadening my education, I simply wanted to put my skills to better use. Over a period of two/three years, I sent out several hundred résumés to prospective employers in both the public and private sector, including translation agencies throughout the country. The only responses I received were negative or noncommittal. Finally, I chanced to find a reference somewhere to the State Department’s Office of Language Services (LS) and thought I would try my luck. I knew absolutely nothing about that organization but had nothing to lose, so out went another résumé...shortly afterwards I received an encouraging reply.

UK: Evidently something about you caught their eye.

I’d say it was a matter of pure luck and timing. My predecessor, the elderly gentleman who knew more than 30 languages, was about to retire and LS needed someone to take his place. At that time (1983) I could read 12 or 13 languages, so perhaps they considered me a suitable candidate. In any case, they invited me to come down to Washington for testing and an interview.

UK: What were the tests like?

I took four translation tests in one day, from Hungarian, Czech, Polish, and Russian into English. They each consisted of three passages of 250-300 words. The particular subjects have slipped my mind. All I can remember is that the Russian texts seemed extraordinarily difficult, and I had to struggle to make them sound halfway readable.

UK: How long did it take the State Department to reach a decision on hiring you?

I was notified soon afterward that I had passed the tests, but the final decision on hiring was contingent on my passing a background check in order to obtain a security clearance. That process lasted a full 14 months. I didn’t begin working in LS until March 1985.

UK: So you’ve been there for 17 years now. Tell us a little about your office. How many other linguists work there? Do they interpret as well as translate?

I’ll try to be brief, since the range of what we do is enormous. First, in regard to organization, LS is split into two main divisions: translation and interpretation. Some of the translators do interpret, and likewise there are interpreters who do translations. But that isn’t true of everyone.

As for the size of our staff, it is relatively small, given the scope and importance of our duties. We presently have (in addition to the administrative personnel) 40-odd permanent staff members, almost evenly split between interpreters and translators. We cover the major European and Latin American languages, including Spanish, French, Italian, Portuguese, German, and Russian, and four Asian and Middle Eastern tongues (Chinese, Japanese, Arabic, and Korean). “Languages of limited diffusion,” such as Albanian, Greek, Burmese, etc., are handled by independent contractors, of whom there are many
hundreds. However, translation assignments in the languages covered by the permanent staff may also be sent out occasionally to contractors if we are shorthanded, a job is long and extremely technical with a rush deadline, or one of us is on TDY (tour of duty) abroad.

**UK: What are some of your duties as a translator?**

Translation from Russian, Ukrainian, and, to a much lesser extent, Polish, constitutes the bulk of my work here. Every conceivable subject may end up on my desk (diplomatic notes, government decrees, laws, scientific reports, certificates, etc.).

In my capacity as translator I am also called upon to review my colleagues’ work. This is a necessary and helpful task, but often it cannot be accomplished because of severe time constraints or lack of personnel.

A vital responsibility of all LS translators is the comparison of treaties and accords between the U.S. and other countries in various fields, including military cooperation, arms control, commerce, educational exchanges. Possible linguistic discrepancies must be identified, and disagreements on the interpretation of wording must be resolved, prior to the signing and formal adoption of such documents to avoid future legal complications. This task is an indispensable element in all negotiations with foreign states.

One more responsibility I have is to evaluate the tests of prospective candidates for staff positions or contract assignments. Over the past 17 years, I estimate that I have graded nearly a thousand.

Finally, I screen foreign-language correspondence addressed to the U.S. President, the First Lady, the Secretary of State, and other high-level officials. This mail comes to us from the White House mail office. Until the late 1990s this mail came to us in torrents; I must have read some 30-40,000 letters from private citizens in Central and Eastern Europe and the former USSR, as well as from immigrants writing to us in the languages of that region of the world. After the events of September 11, however, this stream has dwindled to a trickle…I assume the mail is being routed elsewhere for disposal.

**UK: Has the nature of your work changed under subsequent administrations?**

Yes, considerably. When I first started in LS, there was one USSR, with Russian as its official language. Ten years ago that monolith broke apart, and more than a dozen nations arose in that same territory. In practice, this means a tremendous increase in my workload, since many of those new states are sending us material that is still written in Russian (they obviously realize the inability of U.S. diplomats to handle Kirghiz, Estonian, Turkmen, etc.). The emergence of independent Ukraine has brought a concomitant increase in Ukrainian documents requiring translation; Moldova rightly insists on its prerogative to make use of its official language.

Unfortunately, the size of the LS staff has not expanded commensurately to meet these new demands. That is the reason why I have consciously chosen to restrict myself to the three languages in which I feel most comfortable. I simply lack the time and energy to deal competently with more.

**UK: Isn’t it true that languages of Central and Eastern Europe, the Middle East, and South and East Asia are considered “incentive” languages by the State Department? Why don’t you hire more staff?**

Well, we do receive a large number of résumés from people claiming to have relevant translation/interpretation experience and skills in such languages. Some are even full professors. The trouble is, hardly any of them can pass our tests.

**UK: What could be the reason for that?**

Let me say first of all that we don’t deliberately concoct these tests to baffle and trip up our candidates. They are all passages selected by consensus from texts of average difficulty that one or another of us has had to translate or review.

The basic reason for failure, I am convinced, is the inability to write clear, idiomatic English. That is the very first thing I look for when grading an exam. Knowledge of specialized terminology can be acquired through constant practice. Excellent writing ability and the knack of conveying a thought accurately, concisely, and lucidly from one language to another seem to be inborn, like perfect pitch or mathematical genius.

My criterion for grading is straightforward: can a candidate be trusted to translate difficult prose without the need for extensive review and editing? LS does not have the manpower to monitor the quality of the work of its contractors. We need persons who already have the essential skills and experience to carry out their assignments competently and in a timely manner.
UK: If there is anyone with a knowledge of Slavic or Central Asian languages who might be interested in applying for an LS staff position or in working for you as a contractor, what sort of training would you recommend? Would a degree from an accredited school of translation and interpretation be helpful?

Not necessarily. I can’t even recommend a particular type of training. Most of the translators here did not go to the type of accredited school you refer to. Besides, that’s no guarantee of competence either. Let me give you a concrete example. Two years ago there was a group of advanced students from the Monterey Institute of Foreign Studies, eight or nine in all, who took our Russian to English test. Out of that group, only one passed, a young woman with negligible translation experience. What set her apart was natural aptitude.

UK: Let’s conclude with a few more questions. What is your opinion of computers as translation tools? Time savers or a necessary evil? Is your work high-tech or low-tech in that regard?

I have mixed emotions about computers. I do appreciate the convenience of word processing, enjoy surfing the Internet, and benefit from consultations with my Polish friends via e-mail. I certainly wouldn’t dream of going back to the electric typewriter I started with in LS. There are times, however, when I can’t help recalling a line from one of Allen Ginsberg’s poems, in which he confessed to feeling like a “misfit in a world of mechanical supermen,” or the image of Charlie Chaplin in “Modern Times” being trapped in a gigantic flywheel.

UK: ???

Machines are useful tools, but all too often they turn into a fetish. There is an incessant push for ever greater speed, efficiency, streamlining, and individual productivity. Productivity is today’s buzzword. Translation, which should be a joyful, creative endeavor (what other motivation could there be for anyone to exert himself to master a foreign language and become a professional translator—surely not the prospect of fabulous wealth?) is degenerating into an object of crass measurement. The number of pages churned out, the output per day, month, and year—that is becoming the criterion for the successful translator in the commercial marketplace.

If you think I’m wildly exaggerating, let me cite to you the very first question I was asked during a job interview at the Berlitz office in Princeton, New Jersey, some 20 years ago: “What is your productivity?” I once heard a repellent term used to describe the role that translators are expected to play in the federal government: “units of income-producing capacity.” Or the résumés I saw recently at the ATA conference in Los Angeles listing the number of words translated over a one-year period, as if translation were akin to the act of selling real estate or used cars.

This mania for mechanization and quantification frightens me. But the process is rolling on relentlessly like a juggernaut. I don’t see how it can be reversed.

UK: Would you then recommend languages as a career for young people?

Yes, if they have the genuine talent, passion, and persistence. It’s not the easiest path to follow, but one that offers many rewards.

UK: Do you have other professional goals we haven’t touched upon? Would you like to take up literary translation again?

To be frank, at this point in my life I feel more drawn to the human potential movement, which I hate to call “New Age”; it’s such a trite term that conjures up images of stoned hippies, chanting Hare Krishna, and other media stereotypes. There is an abundance of material in various languages on subjects of great relevance and interest (holistic medicine, for example) which ought to be translated and made available to the public, but which I fear may never see the light of
day. I’d like to do my modest part to remedy that situation, if possible, by setting up an international network of translators who share these ideals. At present, I am collaborating with the Polish journal Nieznany Swiat (The Unknown World), and was recently commissioned to translate a book on psychic phenomena in Poland. In the future, I hope to accomplish even more in this area.

UK: The final question. By my count, you’ve studied over 20 languages up to now. Is there any other language you dream of learning one day, a special favorite of yours?

This is going to seem weird to readers, but I must confess: I have a tremendous passion for Hawaiian. Ever since childhood, when I listened to the TV program “Hawaii Calls” broadcast live from the beach at Waikiki, I have loved the language and music of that enchanted isle. There’s no other language in the world I would rather speak. Another inexplicable quirk of mine, I suppose!

Joel Stern may be reached at SternJ2@state.gov.
In Praise of the Ivory Tower

By Marilyn Gaddis Rose

In the Ivory Tower of the Academy, practical training is the inner staircase of translation studies. However, if the attention that is given to current practices in training classes is not balanced by disciplinary and research-oriented translation studies, the result can be, predictably, obsolescent training, complacent trainers, half-educated trainees, and ill-served clients. Obsolescence and complacency, which concern us here, bring the risk of stultification and irrelevance. Fortunately, the content in practicum courses is, we assert, inherently self-destructing; otherwise, it would become an archaeological site relevant only for documentary excavation. But what could happen if resources are diverted from translation studies, broadly defined, to a panoply of workshops? Institutionally speaking, possibly little might happen financially in the short-term, because the check-and-balance systems of the Academy work slowly. However, quite a great deal could happen in the long-term regarding the loss of resources. The latter could involve energy deployment, where the risk becomes the most dangerous, both personally and consequently, for members of the profession we serve.

Translation studies is an inter-discipline.

We referred earlier to an unbalanced curriculum as a “panoply of workshops,” for panoply still keeps one of its original meanings: a coat of armor. Something rigid that needs only to be kept up, but not changed conceptually. Translation studies is large and fluid. It must stay, we argue, alert and unthreatened on the stairwell of translation studies, connecting to such disciplines as anthropology, artificial intelligence, computer science, comparative literature, creative writing, linguistics, natural/national languages, philosophy, psychology, political science, professional education, and sociology (the list will vary from campus to campus). Therefore, it behooves the profession to support the Academy. To this end, the ATA has acted in an increasingly supportive manner: the American Federation for Translation and Interpretation Scholarship Program, the Student Translation Awards, the ATA Series, Proceedings, and Translation Program Guide (edited by Gertrud Champe). Bravo! Perhaps the time is propitious for extracting some inlays from the Ivory Tower, and some precepts from these examples.

With that echo of Samuel Johnson’s Rasselas (1759: “Example is always more efficacious than precept”), itself an echo of Aesop’s The Two Crabs, let us openly exploit the pedantry the Academy keeps accessible. A pedantic preface will illustrate what the Ivory Tower (i.e., the Academy), and the Academy alone, contributes to translation studies. But after that preface, I shall continue with a brief description of Academy functions. Function 1: it stores accrued information and makes it accessible. Function 2: it institutionalizes systematically self-renewing studies of what has accrued (i.e., the curriculum), which includes the acquisition of skills and subject matter. Function 3, related to Function 2, is the pursuit of new information, including creations of artistry, scholarship, and thought. This pursuit of new knowledge includes the testing of empirical data and the rethinking and reconceptualizing of its bases. The Ivory Tower is swarming with activity around the clock and around the globe.

So why is association with the Ivory Tower, if not an insult, at least not a compliment? Here is the promised pedantry.

The Ivory Tower, albeit a French import, entails no particular Francophile prestige. Charles-Augustin Sainte-Beuve (1804-1869) used the expression “tour d’ivoire” in the third of 16 stanzas dedicated to François Villemain in Pensées d’août (August 1857). Sainte-Beuve, with typically impeccable Alexandrine couplets, was trying to explain why he had decided early on that he could not compete with the preceding generation of French romantics. In this poem he is trying to control and contextualize his envy. In the third stanza, he contrasts the public personae of Victor Hugo and Alfred de Vigny. Hugo took a political stand and stayed with it throughout his life, Sainte-Beuve maintained, while Vigny retreated to his ivory tower: Et Vigny, plus secret,/Comme en sa tour d’ivoire, avant midi rentrait (“And Vigny, more covert,/As if to an ivory tower went in before noon.”)

Why ivory tower? Sainte-Beuve, a voracious scholar who kept good notes and remembered accurately, knew the Bible, various Apocryphal writings, and ancient history well. Ahab, Jezebel’s husband, is alleged to have built an ivory house (1 Kings 10: xviii; 2 Kings 22: xxxix), presumably using sun-dried bricks with ivory inlays. The prophet Amos predicts (3: xv) that Jehovah will smite...
“the winter house with the summer house,” and goes on to state that the “houses of ivory shall perish.” Sainte-Beuve, although powerful as an arbiter of French literary taste from roughly 1834 (the year of Volupté) until his death in 1869, never had a literary reputation rivaling that of Hugo or Vigny, either with his contemporaries or with his posterity. He is remembered by specialists for developing a recurringly popular biographical critical method.

The year 1857 was a landmark year in French letters: Flaubert’s Madame Bovary was exonerated; Baudelaire’s Les Fleurs du Mal was condemned. But there is no echo in Pensées d’aôut of the concerns of these writers, both of whom, incidentally, Sainte-Beuve notes. It is perhaps of interest that 1857 marked the midway point in Sainte-Beuve’s own four years as a lecturer on French literature at the Ecole Normale Supérieure. Nor, despite his categorization of the political engagement of Hugo and Vigny, is Sainte-Beuve remembered for his own political engagement (although, while a senator during the last four years of his life, 1865-69, he spoke out for the freedom of the press). When did the expression ivory tower come to implicate the Academy as a place of refuge for persons who want to avoid the real world? Roughly 40 years ago, according to the Oxford English Dictionary, which credits Mary McCarthy’s The Group (1962).

In any event, when we see that the next volume of the ATA Series will have a pedagogical theme, “Beyond the Ivory Tower,” we can confidently anticipate the subtitle: getting outside is good for translator training; staying inside may even be harmful. I beg to differ.

Encountering “tour d’ivoire” in French today and rendering it as “ivory tower” in English may still be the best translation. Yet frankly, I think the experience will be richer if the translator has a sense of how his or her assignment may link to tradition or break new ground. She or he will not always have time to indulge in such a search, but the Academy will provide a lasting opportunity.

Let me illustrate with two experiments that you can try on your own, testing empirically the tentative conclusion. These experiments will relate to all three functions of the Academy: the accessible storage of information, the training in skills and subject matter, and the pursuit of new information.

Experiment 1A: Reviewing Applications (An experiment which my fellow academics can duplicate.)

For this experiment, I conducted a five-year review of recent inquiries and completed student applications. I paid particular attention to applications from students, usually international students, who were looking for a doctoral program in translation.

When I came across such an application, I also studied my reply to the student. In my replies, I typically described other programs that might be better suited to what the student wanted. In one case, I made it clear to the student, who had completed a master’s level training in translation elsewhere, that at Binghamton University one must have a commitment to the host discipline and that, above all, our program would not consist of more of the same type of training they had just received. Only twice in the past quarter century, through Admissions Committee inadvertence, have we found in our midst a properly enrolled student who had completed a two-year master’s program composed entirely of practical training courses, and who must have thought that our departmental doctoral degree requirements were negotiable. These two students were highly intelligent, and we were flexible. But they did not really know anything except translation practice beyond their B.A., and, I would argue, as a result, they had a lot to learn contextually to bring their actual translating up to our standards. (One received a Ph.D. in due course. The other case is pending.) I would go so far as to claim that most of their prior M.A. practicum courses were misguided, and could have profitably been replaced by courses in other disciplines.
Experiment 1B:  
Reviewing Alumni/ae Status  
(An experiment which fellow academics can duplicate.)  
We have annually polled alumni/ae status since the fall of 1980. Although only 20% of our alumni/ae make translation a central part of their career, I have confirmed that all of our international doctoral recipients and A.B.D.’s, as well as M.A. recipients who continued with a doctorate in their home country, are engaged in translator training. I conclude that our Ivory Tower curriculum must have established the right momentum and research habits.

Experiment 2:  
Reviewing ATA Proceedings  
(An experiment which any ATA member can duplicate.)  
I took “Horizons,” the theme of the Proceedings of ATA’s 32nd Annual Conference in 1991 (Ref. 4). I chose it for two reasons: 1) I had no essay in it; and 2) it gives the contents a 10-year time span in which to become outdated or survive. There were 46 entries, and all had something to offer at the time. Twenty-one timely essays, chiefly those tied to electronic technology (eight were on workstations), were destined to be outdated shortly after publication. Ten more essays, regarding practices that were either linked to electronics (e.g., running a business, using dictionaries, or to a changing terminology) were outdated as well. The remaining entries still have something to offer. Indeed, the essays of Douglas Robinson, Sergio Viaggio, and one jointly authored by Carol Maier and Françoise Massardier-Kenney made points related to the argument I am making now. Furthermore, Kenneth Good’s “Language to Language: Translating a World View. The Yanomami of Amazonia, Venezuela” is enthralling. I urge everyone who missed it then to go back to it now.

There are at least two conclusions to be drawn from this 1991 Proceedings review. First, practical training still belongs as part of ATA’s continuing education mission. Second, practical training has, or should have, ephemeral content. It is one thing to devote time at a professional meeting to the latest trends and skills. It is another thing to get them inserted into a curriculum which must serve the three functions mentioned at the outset: as a repository of accrued information; as a place for the systematic study of subject matter and skills acquisition; and as an incubator of new information (including creations of artistry, scholarship, and thought).

Conclusion  
Nothing institutionally prevents an academic program from hiring practitioners for units of a practicum. Nothing institutionally prevents students from seeking internships, locally or distant, with firms willing to monitor beginners. However, I would argue that such units should not replace coursework, either in the disciplines from which translation studies derive or in disciplines in which the prospective translator might serve.

Sainte-Beuve to the contrary, the Ivory Tower is a treasury, not, I trust, endangered, which provides translators a resource that is both a site and a vantage point on reality. It behooves translators to claim their allegiance and cherish it.

Notes  
1. He places Lamartine above both Hugo and Vigny in this stanza. In fact, Vigny withdrew from public life after 1838, although he stood for election following the 1848 Revolution (Refs. 1, 2). At the time of his death in 1916, Henry James left an unfinished novel, set in Newport, Rhode Island, with the title The Ivory Tower (1922). He began the novel at the turn of the century, but dropped it when World War I began.

2. Volupté was acclaimed by writers like Baudelaire, Flaubert, and Proust, but is rarely read (Ref. 3).

3. We use texts comparable to an ACTFL high 3 or 4.

References  


The Writing Life

By Howard Goldblatt

(Note: The following originally appeared in the Book World section of The Washington Post [Sunday, April 28, 2002, page BW10]. It is reprinted here with permission.)

How’s this for an occupational testimonial: “There is no such thing as a good translator. The best translators make the worst mistakes. No matter how much I love them, all translators must be closely watched.”

Or this: “O ye translators, do not sodonymize us!”

Or: “Traduttore-traditore.” (Translator = traitor.)

Who are these people everyone loves to hate, and, if they’re so bad, how do they get away with what they’re doing?

Well, I confess: I’m one of them. I’m a translator.

And our accusers? The patronizing quote at the very top comes from Isaac Bashevis Singer. Later in his career (1978), thanks to a host of translators, he received the Nobel Prize for Literature and changed his tune: “Since every language contains its own unique truths,” he admitted, “translation is the very spirit of civilization.”

Next comes Milan Kundera, the reigning bête noire of our fraternity, who sheds translators the way snakes shed skin, and is said to devote almost as much time to overseeing foreign editions of his work as he does to writing (in the quote above, he is inveighing against a translator’s decision to use a synonym from time to time).

Finally, we must thank the Italians for reminding us that every translation is a betrayal. Is this a great job, or what?

Oh, sure, Pushkin called us “couriers of the human spirit,” and Goethe referred to literary translation as “one of the most important and dignified enterprises in the general commerce of the world.” But theirs was a kinder, gentler age. More recently, Jorge Luis Borges, whose relationship with his English translator, Norman Thomas Di Giovanni, resembled nothing so much as a Stephen King novel, wrote in a surprisingly positive vein: “The translator’s work is more subtle, more civilized than that of the writer: the translator clearly comes after the writer. Translation is a more advanced stage of writing.”

…”Translation is inadequate, but it’s all we have if good writing is to have its life extended, spatially and temporally…

It’s been my experience that most writers at least tolerate the men and women given the task of rewriting—for that is surely the nature of translation—their work into other languages. Sometimes, however rarely, a personal relationship between author and translator grows out of the project, whether as cordial as that between, say, Umberto Eco and William Weaver, or as destructive as that between Borges and Di Giovanni. In some cases, the writer has been known to marry his translator! To wit, Jose Saramago and his translator from Portuguese to Spanish, Pilar Del Rio, who live and work happily on a remote island.

I count as friends a few novelists whose work I’ve translated from the Chinese. In part that is a result of the trust the authors—few of whom read English—have placed in me, and in part it is due to their willingness to deal with inevitable queries regarding difficulties, even errors, in their texts. Mo Yan, for instance, whose Red Sorghum brought him international recognition in the early 1990s, is one of those gracious individuals who sings the praises of his translator as often as his translator sings his as a novelist. Well aware of the impossibility of a one-to-one correspondence between Chinese and English, he is always helpful in revealing obscure cultural and historical aspects of his work, and comprehends the unavoidable fact that a translation can only complement, not replicate, the original. And yet the relationship cannot help but be fragile, given an author’s desire to have his work reach the broadest possible audience with the exact effect it had on its original readers. Too often, that desire is accompanied by absolute ignorance about the nature of translation, or a disdain for it, or a combination of the two.

One writer whose novel I translated to a satisfying measure of acclaim is said to have assumed that the name that appeared under his on the title page actually assigned the translation to his Chinese students. He then simply polished the English for publication. Since he and I have never met, I can only guess that for him, and for other Chinese writers, the idea that there might be someone out here who not only knows both languages well, but who actually considers the enterprise as something more than a student’s exercise, and takes pride in doing it well, is truly alien.

Of course, that writer may have reasons for believing what he does. I remember, back in 1981 while I was teaching at UCLA, hearing a similar story from a young graduate student who was in the first post-Cultural Revolution contingent to come to the United States. He recounted...
being part of a project to translate Joseph Heller’s *Catch-22* into Chinese. Since the administrator had only one copy of the book, he tore it apart and handed it out to the members of a class, one chapter per student. Why not? It’s only a translation!

On another occasion, Mobil Oil commissioned me to translate a prize-winning book on economic reforms (translators can’t always be choosy). The author had little knowledge of the outside world and knew me only by my Chinese name. We spoke several times on the phone and corresponded in Chinese frequently over the many months it took me to slog through 600-plus pages of industrial and bureaucratic prose. Finally, after compiling a list of localisms and concepts with which I was unfamiliar, I wrote for his help. That’s when it hit him: I was a foreigner and therefore didn’t really know Chinese! The return letter could not have been more condescending if it had been written to a 10-year-old.

Translators may well agree with George Steiner’s observation that “Ninety percent of all translation is inadequate,” but only as an acknowledgment that, once threshed into a different language, a piece of writing is forever transformed, changed, and not as a measure of the quality of our work. Translation is inadequate, but it’s all we have if good writing is to have its life extended, spatially and temporally.

Translation is, of course, an unfinished project, while an original work is frozen in time at the moment of publication. Unlike musical compositions or dramas, however, novels and poems are not written to be reperformed or recreated; they are, in a sense, irreplaceable. That we must nonetheless replace them, if the works are to have wider readership, is a given. How translators go about the task, how we deal with the intricacies of cross-cultural communication—these are the things at issue.

A case in point is the word *ketou* (literally, to knock one’s head loudly on the floor). While “*kowtow*” is one of those rare Chinese words that has made it into the English lexicon, Western readers cannot know the range of contexts, nuances, and tones that give it its evocative power in Chinese. *One kowtows* out of reverence, fear, remorse, gratitude, and more, and the translator is obliged to somehow capture the particular sense in each instance in ways that are subtle and apt.

Some languages can resist adequate translation—the words are simply unavailable or inefficient—while other languages may provide richer choices. In a novel I recently co-translated with Sylvia Li-chun Lin—*Red Poppies*, by the ethnic Tibetan Alai—a mild oath used by all characters is “*Tian na!*” The closest literal (and obviously inadequate) English rendering is “Heavens!” After wrestling with several possibilities, we decided to have each character say something different, in languages that—for each context—worked better than English. We used “*Ai caramba!*” “*Ach du lieber!*” “*Mama mia!*” “*Oy gevalt!*” and, even, “*Merde!*” Alas, we couldn’t get them past the editor. Damn!

Sometimes, of course, a translation can enhance a work in ways the author never imagined. Gabriel García Márquez has said he prefers Gregory Rabassa’s English translation of *One Hundred Years of Solitude* to the Spanish original, to which Rabassa replied, “That is probably less of a compliment to my translation than it is to the English language.” James Thurber tipped his hat another way: When told by a French reader that his stories read even better in French, he replied, “Yes, I tend to lose something in the original.”

I am sometimes asked why I translate, since to many it seems a thankless vocation. Why, they ask, don’t I write my own novels, since I have lived (they assume) an interesting life and must by now have an idea of what a novel should be? I can only say that not all translators are closet novelists, and that I do not consider translation to be a lesser art—one that ought to lead to something better. The short, and very personal, answer to the question is: Because I love it. I love to read Chinese. I love to write in English. I love the challenge, the ambiguity, the uncertainty of the enterprise. I love the tension between creativity and fidelity, even the inevitable compromises. And, every once in a while, I find a work so exciting that I’m possessed by the urge to put it into English. In other words, I translate to stay alive. The satisfaction of knowing I’ve faithfully served two constituencies keeps me happily turning good, bad, and indifferent Chinese prose into readable, accessible, and—yes—even marketable English books. *Tian na!*
The Onionskin  By Chris Durban

The Onionskin is a client education column launched by the ITI Bulletin (a publication of the U.K.’s Institute of Translation and Interpreting) in 1996. Comments and leads for future columns are very welcome; please include full contact details. Contact: chrisdurban@compuserve.com or fax +33 1 43 87 70 45.

Today’s Special: Menu Medley

Skewed menu translations are a stock feature of the foreign restaurant experience. For some food lovers, these bloopers have a charm all their own, from the “scorched moss” (mousse brulée) on the dessert trolley in a three-star restaurant in Lille to “Spaghetti with Short-necked clam” at a luxury hotel in Kyoto. The former is a caramel mousse; the latter appears to be a back-translation of a Japanese rendering of littleneck clams (quahogs).

Unraveling the source of such errors is all part of the fun. But it is also an excellent way to focus diners’ (and caterers’) attention on the art of translation.

Glitches pop up on menus for the same reasons translation mistakes creep into operating manuals and brochures. And while translation software may be the culprit at times, The Onionskin is convinced that human error is most often to blame. In some cases, time or budget constraints lead uninformed buyers to spring for a quick fix. In others, language service providers get in over their heads, or unfortunate typos are not caught in time (“banana spit” in a Parisian café).

This month’s haul includes a dubious “skirt of veal in oyster fungus” served at L’Étude, an otherwise cozy restaurant in the eastern French city of Metz. The description appears in a half-page listing in the May 2002 edition of a guide to fine eating published by La France Gourmande. When we phoned, the restaurant manager confessed he had not seen the English text himself; he had bought the ad space from the publishers, who in turn commissioned the translation. He promised to look into the matter (and highly recommends the onglet de veau aux pleurotes: tasty stuff, made with oyster mushrooms). La France Gourmande maintained a stony silence, but all signs point to an amateur linguist and a non-native at that: the guide’s blurb burbles on “[L’Étude’s] pike-perch steak in matelote and Gaillac wine will intrigue you as the nouveau roman you once read.”

For restaurants eager to ensure that their foreign-language menus live up to the specialties they prepare and serve with loving care, a U.K. translator, Ros Schwartz, MITI, offers a few tips on getting it right.

• When working into a foreign language—especially English—you will probably have to be far more explicit. Remember, English-speaking tourists sampling French, Spanish, or Chinese specialties usually have none of the cultural references that names of regional dishes summon up in their home countries. If it’s beef casserole in red wine sauce, say so.

• For complex dishes, consider simply listing ingredients with a brief indication to how they are cooked (fried/grilled/simmered/steamed, etc.).

• Be sure to select the language and dialect most appropriate for your target clients. For English alone, there are U.S., U.K., Australian, and Canadian variants, and more. Similar considerations apply to many other languages.

• As with any translation, remember to give translators full background information, answer their questions, and arrange for them to check layouts before going to press.

A more proactive approach at the national level might also be in order. Language consultant Steve Dyson feels it is time for Ministries of Tourism to assist hoteliers and restaurateurs in countries committed to tourism by posting validated and tested equivalents of standard dishes, famous specialties, etc., in a selection of languages on their website. Catering professionals could then be encouraged to download and use these glossaries as an alternative to asking their cousin’s nephew, just back from three months in Country X, to translate their menus.

But wait a minute—who cares what the menu says as long as the food is good? As one observer notes, menus with foreign-language approximations cobbled together by an intrepid family member can be an indication that the restaurant’s priority is indeed cooking, not advertising.

Fair enough. Yet The Onionskin is convinced that a more cosmopolitan approach could well pay for itself in the end, especially for restaurants pitching themselves at the pricier end of the market.

Undercover in Austin

For years Mauricio A. López Langenbach, a professional translator in Austin, Texas, has cringed at the poor Spanish-language signage in the city’s public transport system, operated by Capital Metro. Spelling mistakes, false cognates, grammar problems, and anglicisms abound, he writes (no cruz por delante instead of no cruce por delante; use precaución instead of tenga precaución). But it was a
reference to *policías clandestinos* that triggered a concerted effort to shed light on the matter.

In this case, Capital Metro’s sign was intended to reassure travelers that they were in safe hands: it informed commuters that undercover police officers were on buses to help fight crime. Unfortunately, *clandestino* in Spanish has the same meaning as “clandestine” in English—hardly an appropriate way to describe the work of a police officer. The mistake was all the more regrettable, says López, in that a standard term exists: *policías encubiertos*. In October he wrote to tell Capital Metro as much, and was promptly put in his place by customer relations manager Anita Garcia.

Whereas Capital Metro had previously relied solely on professional translators’ input, said Ms. Garcia, this was due to the lack of Spanish-speaking staff to review work. Things were better now, since “for the past few years, we have Spanish-speaking staff that review all translations put forth to the public. Regarding your inference to the word ‘clandestino,’ our Spanish-speaking staff felt this was a better word to use as opposed to ‘encubierio,’ which can also mean covering up something negative,” said Ms. Garcia.

Not so, replied Mr. López. The context rules out negative connotations for *encubierio*; furthermore, *clandestino* always has a negative nuance. Even more important, he insisted, is the fact that *policia encubierto* is THE term used throughout the Spanish-speaking world to refer to an undercover police officer. López appended a string of website links to his e-mail to back up this claim. He received no reply.

The incident highlights a growing problem in countries with large immigrant populations, where bilinguals are often drafted into service as language needs arise.

Regardless of oral fluency, research shows that self-proclaimed bilinguals nearly always overestimate their skills. Many—some observers say most—simply do not have the writing and language transfer expertise needed to produce good translations. Speaking ain’t writing. Yet given persistent and widespread ignorance of exactly what translation is and how it is done, well-meaning volunteers can be tempted to jump in to “lend a hand.” It can also be difficult for people perceived as bilinguals at the workplace to admit in public that their writing skills are not up to the task.

When The Onionskin called Capital Metro, Dianne Galaviz, director of business and community development, expressed surprise. Indeed, her explanation of corporate translation policy contradicts that of Ms. Garcia, who appears to have gone underground (another staffer indicated that Garcia left the company several months back).

Ms. Galaviz speculates that the flawed signs were drafted prior to September 2001. “Until then, most passenger notices were, in fact, reviewed, or even produced, in-house by our Spanish-speaking staff members,” she told us. It was not a satisfactory situation, and on September 30, the board approved a budget for bringing in professional translation services. Her team now works closely with freelance translator Cesar Garces and is delighted with his input, she says, noting that while in-house Spanish speakers (of whom she is one) may provide initial input, they defer to his final judgment.

“Communicating accurately and appropriately with our city’s Spanish-speaking population is something we at Capital Metro take very seriously,” Dianne Galaviz assured us. Legacy signage notwithstanding, the company certainly seems intent on getting its translation act together. Ms. Galaviz welcomes feedback, but—significantly, in our opinion—has received only two complaints on language issues in her three years on the job. Clearly Mr. López’s proactive response remains an exception. Isn’t it time for more linguists to speak up?

**More Signs of the Times?**

Confirmation that signs pose particular problems in translation came with a reader’s snapshot of a parking area outside Assisi in Italy. The photo shows a bilingual sign detailing the cost of parking and related fines in no uncertain terms. Well, almost:

**Tariff relevant to 1 h £1500. In case of missed payment of tariff or expired parking time, for the trasgresgression will give a sanction according what prescribed by traffic law.**

Our contact at the Assisi town hall estimates the cost of designing, producing, and installing the panel itself at around €25,000 ($22,800). Alas, he could provide no information on the translation budget or supplier, but all signs point to an inside job.

In practical terms, once a text has been painted, stamped, or engraved onto a sheet of metal or plastic, it is likely to remain in place for years.

Continued on p.47
Those who know him will treasure his courage, and charm.

His words charm throughout.

His courage shows in his taking a stand against foreignizing. He does not equate foreignizing with political correctness. On the contrary, his examples show his acute sensitivity to issues of race, class, gender, and cultural pride.

His words charm throughout. Those who do not will want to meet him because they can tell that this guide will be a friend.

Obviously, and above all, anyone can learn from Landers’ guide. Although it is meant for beginning and intermediate translators, even seasoned translators and other translator guides (who may be his seniors) will learn from it. When Landers thinks a peer has already encapsulated a piece of advice as well as possible, he quotes with due credit.

So how and where does Landers guide?

First of all, he begins with the assumption that his readers know the source language well and are native speakers, or nearly so, in the target language. Then he takes up “The Fundamentals,” where he points out the uniqueness and unique satisfaction of literary translation. He tells beginners how to start in this field, emphasizing the need for getting written permission for material not in the public domain. Since this issue comes up annually at the ATA Honors and Awards, these two pages should probably have been printed in day-glo orange. In this section he acknowledges his indebtedness to Robert Bly, John Felstiner, and Alexis Levitin. However, the personal charm comes from his own translation of Night Drive, which opens the section, and of A Day in the Life of a Literary Translator (himself), which appears in the next to last entry of this section.

The second section, “Techniques of Translation,” accounts for more than half of the guide. Here Landers takes his stand on readability. He is dubious about “foreignizing,” which he refers to as “resistance” translating, and coins “targeteers” and “sourcers” to designate translators who have a pronounced orientation. What he demonstrates as he takes up register, tone, cultural cues, puns, pornography, and dialect is that a translator’s experience, taste, and flair are called upon case-by-case. What makes literary translation exhilarating is that it cannot be codified. He also demonstrates that fluency in the source language requires immersion, humility, and a sound grasp of traditional grammars. He makes it clear by implication that if translators are unaware of traditional grammars, they will be unlikely to spot deviations. (This is not a dull section—i.e., readers will laugh aloud at his examples!). He emphasizes the need to sometimes be a perfectionist. A good guess may sound good and seem logical, but translators cannot fall back on fatigue or deadlines as excuses. Nor can they afford false pride. They must keep up dictionary searches and find native speakers. Whether they translate contemporary literature or material in the public domain, they need to reimmerse themselves in their source language regularly. This section also includes advice on proofreading, second opinions, and submissions. Landers strongly urges reading the translation aloud both to oneself and to an informed listener. Proofing and revising, he admonishes, must be done from hard copy.

The final section, “The Working Translator,” comprises roughly the last sixth of the book. Here are found Landers’ views on references, dictionaries, electronic aids, time budgeting, taxes, contracts, etc. There is a good bibliography, a helpful glossary, and an appendix on ethical questions.

Does this jewel have any flaws? Oh, there were a couple of...
Dictionary Reviews Continued

places where the spellchecker passed on the wrong word correctly spelled. (And this reviewer thinks the English title of Camus’s *L’Etranger* is the better solution [140], and she would have used a nominative case pronoun [85, 1.21].) In short, although Landers points out early that literary translation is an ephemeral art (10ff), his guide should have a long and useful life.

**Marilyn Gaddis Rose, 1988 Gode Medallist, is founding director of the Translation Research and Instruction Program (TRIP) at the State University of New York at Binghamton, where she is a distinguished service professor of comparative literature. TRIP, founded in 1971, shared the 1981 Gode Medal with Georgetown and Monterey. She was founding editor of the ATA Series and edits the biennial *Translation Perspectives*. Her most recent publication is *Translation and Literary Criticism* (Manchester: St. Jerome, 1997). Contact: mgrose@binghamton.edu.**

**Dahl’s Law Dictionary**

**Dictionnaire juridique Dahl**

**français-anglais/French-English**

**Second edition**

**Author:** Henry Saint Dahl

**Publisher:** William S. Hein & Co., Buffalo, and Editions Dalloz, Paris

**Publication date:** 2001

**ISBN:** 1-57588-674-X

**Reviewed by:** Tom West

The problems with this French legal dictionary begin on its cover, which labels it as being “Français-Anglais/French-English,” implying that it only translates in one direction, when in fact it contains both a French-to-English and an English-to-French section. This kind of lack of attention to detail is evident throughout the book: accents are incorrect (être instead of être on the title page, cela instead of cela in the introduction), as are capitalization (referring to the language as *le Français*—which means “the Frenchman”—instead of as *le français*) and punctuation (instructif, utile et pratique instead of instructif, utile et pratique). In the bibliography, even the title of one of the author’s own writings is misspelled (*La Facilité sous le Chapitre 11*; facilite is apparently meant to be faillite, i.e., bankruptcy).

The dictionary boasts that it is annotated and includes “definitions from codes, case law, statutes, and legal writing.” Apparently what the compiler did was to take selections from various French-language treatises on French law and translate them, very poorly, into English. Thus, on page 8, under the entry *acomptes et arrhes* (which is translated as “payments on account and earnest”—presumably the author meant to put “earnest money”), we find an explanation that begins like this: “It often happens that the buyer pays to his vendor, at the moment of sale, a more or less large amount towards the price. Such payments on account should be distinguished from earnest properly so-called.” Obviously, this is a dreadful translation from a French text. Another example: under *acte juridique* we read that “most of the legal regulations which exist among men spring from juridical acts.” Perhaps one of the worst pieces of gobbledygook in the book can be found under *mobilisation du crédit foncier*, which the author explains like this: “The protecting rules of the civil law which attach [sic] a great value to the security of funds invested in reality makes of the mortgage an instrument of credit a bit difficult to manage.” One comes away from entries like these with the sense that the author should have hired a translator and that the publisher should be ashamed for putting a compendium of nonsense like this on the market.

Interspersed among these “encyclopedic” entries are all sorts of filler terms, many of which are not only out of place in a law dictionary, but also very weird. Examples include: *boire au goulot* (to drink straight from the bottle); *mère abusive* (possessive mother); *décérébrer* (to lobotomize); *abri souterrain* (air-raid shelter); *cabinet de toilette* (dressing room with sink); *cabinet de toilette* (men’s department); *chaînes à neige* (tire chains for use in snow); and *échelle, être au sommet de l’* (to be at the top of the ladder). Obviously, translators do not turn to a legal dictionary for terms like these, and it is hard to even conceive of how they found their way into this book.

And then there is the problem of entries that are completely wrong. For example, *Code Napoléon* is translated as “Napoleonic Code,” even though almost any general French dictionary would give you the correct translation: “Napoleonic Code.” *Contrat synallagmatique et uni-latéral,* itself a confusing entry, is translated as “reciprocal and unilateral contract,” implying that there is such a thing, when in fact a contract is either *synallagmatique or uni-latéral.* The two terms are opposites, and a contract cannot be both any...
more than a person can be fat and skinny at the same time. Garde des Sceaux, which refers to the Minister of Justice in France (i.e., the equivalent of the Attorney General in the U.S.), is simply translated as “Keeper of the Seals” without any further explanation. This is precisely a case where an encyclopedic entry would have been helpful. I would also note that the term Garde des Sceaux is translated correctly in several of my general French-English dictionaries.

Finally, there is the problem of what the dictionary does not include: basic terms from corporate law, such as assemblée spéciale and assemblée mixte; or phraseology from civil procedure that is very difficult to translate, such as statuant avant dire droit and sous toutes réserves dont acte. Instead, the book is filled with poor translations, filler terms, mistranslations, and even encyclopedic entries that provide details that seem completely unnecessary. An example of the latter is the entry under crime commis à l’étranger (crime committed abroad), where the author informs us that: “any French citizen who outside the territory of the Republic commits an act qualified as a crime punishable by French law may be prosecuted and judged by the French courts.” It is hard to imagine why anyone would need this information, especially since it is fairly obvious.

Does this dictionary have any redeeming qualities whatsoever? Well, the encyclopedic entries that the author identifies as having been taken from the book Civil Procedure in France (by Peter Herzog) are excellent—probably because that book was written in English and there was no need to translate the entries before including them in this dictionary. For example, the explanation of tribunal de grande instance taken from that book is very complete and informative. However, given the other enormous problems with Dahl’s dictionary, I certainly would not buy it, and would invest my money in Civil Procedure in France instead.

Thomas L. West, the president of ATA, is an attorney and translator in Atlanta, Georgia. After practicing corporate and international law for five years, he founded Intermark Language Services Corporation, a translation company specializing in legal translation. He has a bachelor’s degree in French, a master’s degree in German, and a law degree from the University of Virginia School of Law. He has taught courses on French legal translation at Georgia State University, as well as courses on German legal translation for the German Translators Forum in Chicago, and Spanish legal translation at the Centro de Estudios de Lingüística Aplicada in Mexico City and the Colegio de Traductores Públicos in Buenos Aires. He is ATA-accredited (French-, Spanish-, and German-into-English). Contact: tom@intermark-languages.com.

The Onionskin Continued from p.44

The more expensive the physical components of a sign, the less likely it is that authorities will bother correcting errors without a public outcry. Which is all the more reason to get it right the first time around, by commissioning work from a qualified supplier.

Readers will recall an Onionskin tip-off concerning a flawed sign in Hebrew at London’s Heathrow airport in 1998. Airport authorities not only welcomed the feedback, but invited an expert team in for a general review of its non-English signage in all terminals. The group discovered spelling and grammar mistakes in virtually all European languages on display, including signs that had been in place for a decade or more. Further investigation revealed that many of the bumpy texts had been supplied by residents of a refugee center near the airport, while non-native typesetters had muddied the waters further. Fortunately, airport signage relies heavily on pictograms.

Clearing this language business is more complicated than it looks.

With thanks to Veronica Albin, Ciaran Manning, Ellen Moerman, and Marius Novi.

Visit www.atanet.org
Do you lie awake nights worrying about the future of some language dear to your heart? Don’t. Not long ago, the Translation Inquirer was wandering around the Internet and came across a scholarly article on the evolution of languages. Evolutionary lines, stated the author, never cross. That is to say, despite his obvious awareness of the phenomenon of borrowing, this scholar has never encountered an instance in which one language absorbed another and annihilated it. To this learned statement, the Translation Inquirer adds an educated guess that borrowing from one language into another is precisely the same as a fad in popular culture. Probably the Spanglish of today will have disappeared by, say, 2150, leaving behind only a few sturdy Anglo words for which no Spanish substitute can be found. What may be a little alarming to think about is just what cultural factors may some day cause English to no longer have the faddish appeal it obviously has in many cultures. But there seems little doubt that, given enough time, the fad will fade.

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

New Queries

(F-E 6-02/1) It’s obviously an uneasy hybrid from the world of finance, with one foot on each side of The Sleeve: the term “holding faîtière” required both a translation and an explanation for this ProZ subscriber.

(G-E 6-02/2) What are we to make, asks Cappie, of a sentence in a contract stating that “Auf den Zugang der Erklärung zum Zwecke der Wirksamkeit der Verkaufsoption verzichtet der Partner ausdrücklich”? Is the partner declining for the purpose of speeding up some sort of proceeding? Cappie suspects some such subtext to the bare statement that makes up this clause.

(Pt-E 6-02/3) From the world of fashion comes this query about “intarcias,” as posed by a ProZ member: “contrapondo-se intarcias com riscos diagonais.”

(R-E 6-02/4) Andy Isaacs can’t find raepinik anywhere, and also cannot escape dealing with it in the following quote because it acts as the keystone of the entire sentence structure: Esta gazeta быстро раскупаются из-за дешевизны, и из-за своего стиля передач важных событий в форме репиника, глубо вышес-кишего и то, что сделало высказать, и то, о чем сделала говорить только серьезно. He’s right; the entire thought is set up in such a way that without solid clues from our readers, it can’t be put right without a clear definition of the mystery word.

(Sp-E 6-02/5) A ProZ correspondent had difficulty with “motor de encendido provocado” in an article he worked on in the area of alternative fuel engines. Here is the context he provides: “…la obtención de energía mecánica en un motor de encendido provocado acoplado a un alternador.” This critter uses lignocellulose biomass fuel.

Replies to Old Queries

(E-Sp 8-01/7) (S.V): As did the station wagons that preceded them, SUVs were both for sport and for utility. But, reasons Renato Calderón, it is a safe bet that most SUV mileage is employed in prosaic tasks such as taking children and other families to school and shopping. Therefore, the “vehiculo de utilidad deportiva” suggested by Celina on page 56 of the October 2001 ATA Chronicle, doesn’t quite cut it because it refers only to a sport utility vehicle. He sticks with his “vehículo utilitario deportivo,” because it most closely applies to the English definition.

A numerical equivalent for this comes from Major Lezlie L. Parra de Shackell. The simple designator of “quatro por quatro” (4 x 4) has been used for all SUV types in any country where he has ever lived.

(E-Sp 10-01/3) (commuter): Kathryn Lugo is right, says Renato Calderón, in believing that “pasajero” is too general an equivalent. It is limited only to the meaning of one who travels while paying a fare. The original meaning was a person who went from home to work and back while using a commutation ticket, but now expands to include those who go by car, obviously without a ticket, except perhaps for tolls. Renato likes “viajante cotidiano,” a daily traveler. Otherwise, a lengthy explanation-type translation would be needed, such as the cumbersome “viajante o pasajero cotidiano que viaja diariamente, por cualquier medio, entre su hogar y su trabajo, y viceversa.”

(E-Sp 10-01/4) (sundowning, as in Alzheimer’s patients): Renato Calderón prefers “desorientación vesperota” to Kathryn Lugo’s “Empeora al atardecer” to describe this sort of disorientation and confusion that takes place as evening comes on.

(E-Sp 3-02/2) (footage in filmmaking): Renato Calderón can live with “secuencias filmadas,” but one might also use “metraje filmado… varias horas de metraje filmado de anuncios y toda una serie de mejoras…” Ana Casterán-Winkler
calls it “filmación,” plain and simple. “…varias horas de [...] filmación.” According to Aida Torres of San Juan, Puerto Ricans use “pietaje comercial,” whether relating to films or feet, as a measure of the extent of a piece of real estate.

(E-Sp 4-02/7) (chapter, as in subdivision of an organization): The word “capítulo” is used and understood by native Spanish speakers for this meaning of chapter, opines Lezlie Parra. If you can’t bring yourself to use this word, he would suggest “división.”

(E-Sp 4-02/8) (outreach): Estela Herrera feels that “extensión” is a good Spanish equivalent. Depending on the context, it is also possible to use “llegar” or “tener llegada.” “Programas en beneficio a la comunidad” conveys the proper meaning for this, in the opinion of Lezlie Parra.

(F-E 4-02/10) (“mélange en l’état”): Chester Claff believes the final three words, which literally mean in the condition, should be translated as as. The entire phrase, found on page 57 of the April 2002 ATA Chronicle, in English is: Blends as formulated, manufactured, and sold by industrial converters.

(G-E 3-02/4) (“Lieferumfang”): Henrik Schliker says that commonly used terms in the industry for this word are scope of deliverables, or simply deliverables.

(G-E 3-02/6) (“Entarretierhebel”): This, according to Sigrid Junkermann, after she waded through what she called “terrible German,” is a release lever. And we ought to know that the hyphenation on “Saugrad” is wrong. It’s “Saug-rad,” not “Sau-grad.”

(I-E 4-02/11) (“l’assetto societario”): Berto Berti calls this the company structure, meaning how the company, corporation, partnership, or whatever, is organized.

(R-E 9-01/8) (СЧАСТВА ПИЩ С УМОМ, А РОТОМ ОНИ): Marc Colucci’s approach to this aphorism was to consult a small group of native Russian speakers. One of them paused to consider, then laughed aloud and explained it this way: when the fellow who was the subject of the aphorism began boozing, there were two “persons” present, so to speak—he and his mind. As he continued, one of the two—his mind—eventually left. In other words, he drank so much, he lost his mind.

Tatyana Allgire notes that this is a lexical variation of ВЕЛИЧИНОЕ, что-либо с умом, meaning to know how to do something right. In this case, the first part of it means that he could drink without consequences. The second part, describing his drinking alone, contains a cultural component that needs to be explained. Drinking alone in Russian culture is the worst thing that can happen to a habitual imbiber. He who does not need company to share a bottle of vodka definitely has an addiction, and will be despowered by his friends. Therefore, this brief aphorism describes the development of one man’s character, not just one particular imbibing event. She would render the phrase altogether as: First he was a social drinker, then became an alcoholic.

(R-E 4-02/12) (ОТМЫ ЗВЕЗДОНИЯ): No wonder Plesiosaurus was confused. The reference in this sentence (found in full on page 58 of the April 2002 ATA Chronicle) is, according to Tatyana Allgire, to Moscow 2042, an antiutopian novel by Vladimir Voinovich. In it, the ideals of communism are carried to the point of absurdity. Father Zvezdoniy, one of the characters, has the military rank of major general in religious service, and works as part of a “spiritual nutrition committee.” His last priority, it may easily be guessed, is ensuring freedom of conscience. Therefore, a good rendering of the heavily sarcastic Russian original phrase might be: It is just no use trying to make these Fathers Zvezdoniy, newly brought to light, understand what freedom of conscience is. A footnote explaining the literary reference would complete the translation.

(Sp-E 10-01/7) (“subdiario de caja, de bancos, de cuenta corriente”): This, according to Estela Herrera, is a subsidiary journal containing detailed information on transactions, which is then entered into the journal as a total.

(Sp-E 3-02/8) (“termino de giro”): For Ximena Oliver, this refers to a company that has ceased its business, that is, for tax purposes as reported to the Impuestos Internos, the Chilean equivalent of the Internal Revenue Service. In reality, she says, there is no equivalent there, since Impuestos Internos is not even a shadow of what the U.S. has.

Anamaría Argandoña states that the “giro” mentioned herein has nothing to do with any grace period. Rather, it is “giro comercial” (line of business), with “rubro” being another term used in Chile for the same thing. Renato Calderón goes with deadline—that is, the deadline to comply with the Internal Revenue Service.
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.

Bureaucratic Babble

If it babbles like a baby
but is much too old for that,
maybe
it’s a bureaucrat!
(Translation from ancient hieroglyphic graffiti)

Which brings us to Eurospeak, not the language spoken in Europe, but the language to be used to speak, write, or translate anything having to do with the new currency of the European Economic Union. As Ingrid Haussteiner tells us in the January 2002 issue of this fine journal (“Euro Proficiency for Translators”), a hundredth of a euro is a cent, not a euro cent, though the coins themselves are stamped “Euro Cent.” No problem!! In the future the coins will simply be over-stamped with the leading words “This is not a.” However, the fact that the plural of English “cent” is “cents” makes no “cents.”

And then there is the SI system of units (Le Système International d’Unités), another example of bureaucratic babble sometimes explicated in the pages of this journal. In this fine system, as everyone knows, mm is a millimeter (oops, sorry, millimetre). Other (real) symbols are aA for attoampere, kK for kilokelvin, nN for nanonewton, Gg for gigagram, Tt for teraton, and hha for hectohectare (wasn’t that the name of an Italian song popular in the U.S. a couple of decades ago?). A PPa is a petapascal, not to be confused with a pPa, a picopascal. (Most engineers regard the pascal as a useless unit of pressure, bar none.) And SI is obviously a sexist system. The big man, M = mega, is 10²¹ times bigger than the little lady, f = femto. Even the little man, m = milli, is 10¹² times bigger than the little lady. Even the littlest man, µ = micro, is 10¹⁹ times bigger than the little lady. (I leave the symbolism of the littlest man’s appendage hanging limply down his left side for the reader to figure out.)

I suggest the French Academy, or perhaps Big Brother, as proper havens for those who believe bureaucratic determination of meaning to be a good idea.

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The fund was designed for ATA chapters, so don’t let the opportunity pass you by. Contact Mary@atanet.org at ATA Headquarters soon for all the details!
more than a dozen general and specialized dictionaries at once. Although the product currently focuses on Swedish, it already contains the Collins French, Spanish, and German dictionaries. To be able to have all of one’s dictionaries on a single CD-ROM and search them all at once is obviously a dream come true for translators, particularly those who travel with their laptops. I have written to Wordfinder to find out whether they might be interested in exhibiting at our conference in November, and whether they have plans to expand their offerings to include, for example, a CD-ROM with a host of French dictionaries.

You can learn more about the SFÖ on the web at www.sfoe.se.

For Long-Term Planners

Future Annual Conference Sites and Dates

Phoenix, Arizona
November 5-8, 2003
Seattle, Washington
November 10-13, 2005
Toronto, Canada
October 13-16, 2004

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- Much more!

The Registration Form and Preliminary Program will be mailed in July to all ATA members. The conference rates are listed below. As always, ATA members receive significant discounts.

<table>
<thead>
<tr>
<th>Conference Registration Fees</th>
<th>ATA member</th>
<th>Nonmember</th>
<th>Student Member</th>
</tr>
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<tbody>
<tr>
<td>Early-Bird (by October 1)</td>
<td>$245</td>
<td>$335</td>
<td>$110</td>
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<tr>
<td>One-day</td>
<td>$125</td>
<td>$170</td>
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<tr>
<td>After October 1</td>
<td>$305</td>
<td>$420</td>
<td>$130</td>
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<tr>
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<td>$220</td>
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<tr>
<td>On-site (after October 26)</td>
<td>$380</td>
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<td>$150</td>
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<tr>
<td>One-day</td>
<td>$195</td>
<td>$270</td>
<td>n/a</td>
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</tbody>
</table>

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

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The Hyatt Regency Hotel, the host hotel, is conveniently located in downtown Atlanta at 265 Peachtree Street, NE. The hotel is 20 minutes from Atlanta’s Hartsfield International Airport.

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To make your hotel reservations, contact the Hyatt Regency at 1-866-333-8880 or 404-577-1234. Be sure to specify that you are attending the ATA Annual Conference.

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Call Stellar Access at 1-800-929-4242, and ask for ATA Group #505. Outside the U.S. and Canada, call 858-805-6109; fax: 858-547-1711. A $30 ($35 from outside the U.S. and Canada) transaction fee will be applied to all tickets purchased by phone. Reservation hours: Monday-Friday 6:30am-5:00pm Pacific Time.

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Registration Deadline: August 9, 2002

Georgia
November 9, 2002
Atlanta
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Massachusetts
August 11, 2002
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Registration Deadline: July 26, 2002

Michigan
August 31, 2002
Novi
Registration Deadline: August 16, 2002

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Minneapolis
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Texas
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Houston
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Argentina
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Buenos Aires
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Translator Interpreter Hall of Fame Accepting 2002 Nominations

The Translator Interpreter Hall of Fame (TIHOF) is now accepting nominations for 2002. The TIHOF was founded September 30, 2000, to recognize the achievements of, and pay tribute to, the men and women who have helped penetrate cultural and linguistic barriers between the world’s peoples. Language specialists the world over observe International Translators Day every year on September 30, the Feast Day of St. Jerome, the patron saint of translators and the TIHOF’s first honoree. Each year on this date the TIHOF will honor additional outstanding practitioners of the art of translating and interpreting.

Nominations for historical or contemporary figures should include a biography and/or an essay on the nominee (700 words or longer) with optional illustrations. Please send entries to nominate@tihof.org by August 1, 2002.

Nominations will be judged by a panel drawn from various translator and interpreter associations. New honorees will be announced on International Translators Day, September 30, 2002, and published on the TIHOF website (www.tihof.org), with proper credit given to essay authors and translators. Submissions will become the property of the TIHOF. Nominees not inducted at the 2002 ceremony may be considered for future years.
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ccia345@earthlink.net • www.ccia.org

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webmaster@chicata.org • www.chicata.org
Colorado Translators Association (CTA)
3054 S Xanthia Street
Denver, CO 80025
Tel: (303) 743-7719
presidentcta@cs.com
• For more information about the online directory, newsletter, accreditation exams, and professional seminars, please visit www.cta-web.org.

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E-mail: vapues@insightbb.com

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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.
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The Translation Company Unveiled
Leah Ruggiero

Market Segments and How to Pursue Them
Beatriz Bonnet

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Todd Burrell

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Eta Trabing

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Early-Bird Registration Fees:ATA Members $165 Nonmembers $255

After August 2 and On-site:ATA Members $235 Nonmembers $330

Space is limited. For more information, contact ATA Headquarters at 703-683-6100 or visit the ATA website at www.atanet.org and click on the Business Seminar link on the home page. (Direct link is www.atanet.org/business.)

A small block of rooms has been reserved at $169 single/double a night (plus tax) at the Wyndham Boston Hotel located at 89 Broad Street, Boston, MA 02110. To reserve your hotel room, contact the Wyndham at (617) 556-0006. Be sure to mention that you are attending The ATA Business of Translating and Interpreting Seminar.

Complete the Registration Form on page 58 to register today!

~ An ATA Professional Development Seminar ~
The Business of Translating & Interpreting Seminar  
Wyndham Boston Hotel • Boston, Massachusetts • August 10, 2002  

REGISTRATION FORM

Name: ___________________________________________  ATA Member Number: __________________________
  First Name  Middle Initial  Last Name

Employer/School: ___________________________________________  
(Only list employer or school if you want it to appear on your badge.)

Address: ___________________________________________
  Street
  City  State/Province  Zip/Postal Code  Country

Telephone - Primary: ______________________  Secondary: ______________________

Fax Number: ______________________  E-mail Address: ______________________

SEMINAR REGISTRATION FEES:  

<table>
<thead>
<tr>
<th>ATA Member</th>
<th>Nonmember*</th>
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<tr>
<td>Early-Bird (before August 2)</td>
<td>$165</td>
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<tr>
<td>On-site (after August 2)</td>
<td>$235</td>
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*Individuals who join ATA when registering for this seminar qualify for the ATA member registration fee.  
Please contact ATA or visit the ATA website for a membership application.

TOTAL PAYMENT: $__________

Cancellations received in writing by August 2, 2002, are eligible for a refund.  Refunds will not be honored after August 2.  
A $25 administrative fee will be applied to all refunds.

  _  Check/Money Order:  Please make payable, through a U.S. bank in U.S. funds, to American Translators Association.
  _  Credit Card:  Charge my  __ American Express  __ VISA  __ MasterCard  __ Discover

  Card No. __/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__/__; __________

  Name on Card: ___________________________________________  Signature: ___________________________________________

Please send payment and completed form to: American Translators Association, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314.  OR, if paying by credit card, please fax completed form to: (703) 683-6122.

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

  For more information about The Business of T&I Seminar or ATA membership,  
please visit the ATA website at www.atanet.org or contact ATA at (703) 683-6100 or ata@atanet.org.

An accreditation exam sitting will be held on Sunday, August 11.  This will be a standard exam, not business-specific.  To register, please visit the ATA website to obtain the Accreditation Examination Registration Form.

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