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American Translators Association

45th Annual Conference

October 13-16, 2004
Toronto, Canada
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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

An Easy Reference To ATA Member Benefits

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

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www.hayscompanies.com

Life and Disability Insurance
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(800) 223-6927 • (402) 342-7600
www.atanet.org/mutual.htm

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

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...And, of course, as an ATA member you receive discounts on the Annual Conference registration fees and ATA publications, and you are eligible to join ATA Divisions, participate in the online Translation Services Directory, and much more. For more information, contact ATA (703) 683-6100; fax (703) 683-6122; and e-mail: ata@atanet.org.
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Bruce D. Popp translates from French into English, specializing in science (physics, astronomy, and meteorology), math, telecommunications, software, IT, and electronics. He is an experienced telecom professional with a doctorate in astronomy. He also translates two central African languages, KiKongo ya Bandundu and Lingala, into English, specializing in personal correspondence. Currently, he is translating a second astronomy book, teaching KiKongo ya Bandundu in the African Languages Program at Harvard University, and maintaining the New England Translators Association website (www.neta.org), which he also helped design and build. Contact: bdpopp@bien-fait.com.

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Memuna Williams is a French-English translator with an M.A. in translation from the Université de Montreal and a B.A. in translation from Concordia University, Montréal. She has spent 13 years working in the translation industry and has experience as a freelance translator and an in-house translator for Canadian Pacific Railway. She is currently freelancing in Charlotte, North Carolina, and is the founder of Avantgarde Translations. She is a member of ATA and ATA’s French Language Division, and serves as a volunteer on ATA’s Professional Development Committee. Before moving to the U.S., she also lived in Sierra Leone, Germany, and Belgium. Contact: memunawilliams@bellsouth.net.

Seminar

Translating and Interpreting for the Entertainment Industry Seminar

May 22, 2004
Details on page 59.
From the President
Continuing Education in Your Specialization: It Pays

I know of maybe a dozen translators who are truly experts in their area of specialization. Almost all changed careers and began translating after years as doctors, lawyers, bankers, financial analysts, or engineers. But what is most striking is that every one of these translators is keenly aware of gaps in their subject knowledge. They are constantly seeking continuing education in their specialization.

What does that say to the rest of us? Translators just starting out often say they understand the need to specialize, but ask how to go about it. The stock answer for most of us is that translators learn on the job. We study up on this or that topic for this week’s translation. After years with a given client, we've picked up a great deal about electronic locking mechanisms, or antidumping litigation in the steel industry, or whatever.

Yet ultimately, this passive, piece-meal approach doesn’t lead to the broad, thorough knowledge of a field that will keep a translator from making mistaken assumptions about a key concept or missing some crucial distinction. Few translators systematically seek out continuing education to build knowledge of a subject area from the ground up, studying beyond what they can use right away.

A translation student once asked me whether, that being so, he shouldn’t go to law school first to become a legal translator. That would be too much of a good thing. After all, translators don’t need to argue a case or draft a contract from scratch. But attending the same continuing education seminars that lawyers do is a good way to learn key concepts, glean terms and turns of phrase, and understand how legal arguments are built from the inside out. To take liberties with John Houseman’s famous line as the tyrannical Harvard law professor to an uneasy class of first-years in The Paper Chase: “You come in here with a mouthful of mush, and you leave speaking like a lawyer!”

CPAs, programmers, stockbrokers, pharmacists, electronics engineers, you name it, all organize continuing education events that we can take as specialized translators. Many courses are offered online, but translators often overlook one important aspect of attending continuing education seminars live with practitioners in their field of specialization: That’s where the direct clients are, and direct clients are where stratospheric translation rates are, along with job satisfaction and…respect.

What kind of rates am I talking about? One specialized translator I know who has taken this route regularly bills in the mid-double-digits per word. That’s three to four times what the average freelance charges in this country.

This translator landed direct clients by making contacts and knowledgeably discussing current topics at events attended by practitioners in her chosen field. They realized that they desperately needed a translator who understood the issues important to them and spoke their technical “language” like a native. For this translator’s loyal clients, there could be no other choice.

As a public relations bonus for the profession, translators went up immeasurably in these clients’ estimation after talking and working with her. The interaction encouraged them to take on board this Hendzelism (coined by ATA’s quotable Public Relations Committee Co-chair Kevin Hendzel), which is not a bad slogan for continuing education in your specialization: “Translation’s not about words; it’s about what words are about.”

Plan now to exhibit at the American Translators Association’s 45th Annual Conference in Toronto, Canada, October 13-16, 2004. Exhibiting at the ATA Annual Conference offers the best opportunity to market your products and services face-to-face to more than 1,300 translators in one location. Translators are consumers of computer hardware and software, technical publications and reference books, office products, and much more. Face-to-face selling, as you know, is the most effective and successful method of marketing. The ATA Annual Conference is the perfect venue, and you are assured of excellent visibility. Exhibit space is limited, so please reserve your space today. For additional information, please contact Drew MacFadyen, McNeill Group Inc.; dmacfadyen@mcneill-group.com; (215) 321-9662, ext. 37; Fax: (215) 321-9636.
American Foundation for Translation and Interpretation

JTG Scholarship in Scientific and Technical Translation or Interpretation

Description of Award
This is a $2,500 non-renewable scholarship for the 2004-2005 academic year for students enrolled or planning to enroll in a degree program in scientific and technical translation or in interpreter training.

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

Selection Criteria
1. Demonstrated achievement in translation and interpretation;
2. Academic record;
3. Three letters of recommendation by faculty or non-academic supervisor;
4. A 300-500-word essay outlining the applicant’s interests and goals as they relate to the field of translation or interpretation.

Application Process
1. Application forms may be obtained by contacting the American Foundation for Translation and Interpretation at: Columbia Plaza, Suite 101, 350 E. Michigan Avenue Kalamazoo, MI 49007; or by e-mail at aftiorg@aol.com.
2. Completed applications must be received by AFTI by June 1, 2004
3. A completed application consists of:
   a) Application cover sheet;
   b) Three letters of recommendation in a sealed envelope with the recommender’s signature over the envelope flap;
   c) Essay;
   d) A copy of the applicant’s academic record with a copy of the major/minor or other program form, or a departmental statement of admission to the translation or interpretation program.

Award
A national award committee will announce the name of the scholarship winner by August 2004. The committee’s decision is final. Disbursement of the award will occur at the beginning of the 2004 Fall Semester.

Call for Nominations
ATA 2004
Lewis Galantière Award

The American Translators Association invites nominations for the 2004 Lewis Galantière Award. This award is bestowed biennially in even-numbered years for a distinguished book-length literary translation from any language, except German, into English published in the United States. (A German translation award is awarded in odd-numbered years.)

To be eligible for the award, to be presented at the ATA Annual Conference in Toronto, Canada, October 2004, the published translation must meet the following criteria:
• The work was translated from any language, except German, into English.
• The work was published in the United States in 2002 or 2003.
• The translator’s name appears on the title page, preferably on the dust jacket. (Preference will be given to works that include a translator’s biographical information.)
• The translator need not be an ATA member, however, the translator must be a U.S. citizen or resident.
• The nomination must be submitted by the publisher of the translated work.

The nomination must include the following:
• A cover letter with complete publication information for the work being nominated;
• A brief vita of the translator;
• At least two copies of the nominated work with one extra copy of the dust jacket;
• Two copies of at least 10 consecutive pages from the original work keyed to the page numbers of the translation (this item is essential!)
• Two copies of the translated pages that correspond to the 10 consecutive pages provided from the original work.

Nomination Deadline: May 1, 2004. Publishers are encouraged to submit nominations early!

Award: $1,000, a certificate of recognition, and up to $500 toward expenses for attending the ATA Annual Conference in Toronto, Canada, October 13-16, 2004.

This award honors distinguished ATA founding member Lewis Galantière (1894-1977). His translations from French drama, fiction, poetry, and scholarship enriched cultural life during the middle decades of the 20th century, and are still being read a quarter century after his death.

Please send your nominations to:
Marilyn Gaddis Rose, Chair, ATA Honors & Awards Committee
American Translators Association, 225 Reinekers Lane, Suite 590, Alexandria VA 22314
Phone: (703) 683-6100; Fax: (703) 683-6122; E-mail: ata@atanet.org
Call for Nominations
ATA Alexander Gode Medal

The Alexander Gode Medal, the American Translators Association’s most prestigious award, is named for its first recipient, ATA’s founder and guiding spirit. This award recognizes an individual or institution for outstanding service to the translation and interpreting professions. Thus, the list of medalists is a record of achievement in a variety of venues including not only translators and interpreters, but lexicographers, theorists, association leaders, and institutions. This award may be given annually.

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

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


Please send your nominations of the individual or institution you consider worthy of receiving the next Gode Medal to:
Marilyn Gaddis Rose, Chair, ATA Honors & Awards Committee
American Translators Association, 225 Reinekers Lane, Suite 590, Alexandria VA 22314
Phone: (703) 683-6100; Fax: (703) 683-6122; E-mail: ata@atanet.org

Attention Korean Language Translators and Interpreters!

A special interest group has been formed to explore the possibility of establishing a Korean Language Division within the American Translators Association. Possible topics for discussion on this list include:

- ATA requirements for establishing a new division.
- Nominating and appointing division administrators.
- The character and scope of the division.
- Setting up a newsletter for the division.
- Proposing sessions for the ATA Annual Conference.

If you are interested, please subscribe to the discussion listserv by sending an e-mail to:
ATA_KLD-subscribe@yahoogroups.com.

Please note: You must be an ATA member in order to belong to any of its divisions.

New England Translators Association

8th Annual Conference
Radisson Marlborough Hotel
Marlborough, Massachusetts

May 1, 2004

This year’s presenters will include:
Jost Zetzsche, author of A Translator’s Tool Box for the 21st Century, on translators and computers;
ATA President-elect Marian Greenfield on financial translation; and
our keynote speaker, Marguerite Feitlowitz, author of A Lexicon of Terror, on the linguistic aspects of the so-called Dirty War in Argentina in the 1970s.

The annual NETA Conference is an exceptional opportunity to make contact with a large number of New England’s finest translators, interpreters, and localization specialists. We are extremely enthusiastic about this year’s program, which promises to attract our largest attendance to date. For more information, contact:
conferenceinformation@netaweb.org or www.netaweb.org.
March 28th marked my 10th anniversary with ATA. I am extremely proud of being a part of ATA and its growth over the last 10 years. It has truly been an honor to work for all of you.

The organization has grown significantly over the past 10 years. This growth can be measured in numbers: membership has more than doubled to 9,000; conference attendance has increased by 50%; and the budget has more than doubled. Growth can also be measured in terms of the new programs we now offer and the enhancements we’ve made to existing programs.

Thanks to you, I have grown. I appreciate more than ever the diversity and rich character of ATA members. This diversity has helped make ATA the thriving organization that it is today. I have come to appreciate the give and take of various discussions. I have also learned that inevitably the product of these discussions will be better and stronger than originally envisioned.

Looking back, I can remember some contentious issues among the membership: the internal politics of the association in the early 1990s; opening up the Translation Services Directory to associate members; holding exam sittings outside the U.S.; and most recently, instituting changes to the certification program. The association made it through these divisive issues, and I am confident it will persevere in the face of other challenges that will inevitably arise in the future.

I can also look back and be proud of our successes. Here are a few that come to mind: bringing the various factions in the membership and the Board together to work in a professional, collegial atmosphere of agreeing to disagree; moving the incredible burden of the annual conference to staff (did you know that originally the president-elect was not only responsible for all aspects of the conference, but actually had to do the tasks involved—write, format, and publish the preliminary and final programs, put together the Proceedings, etc.; establishing a website (and subsequently updating it); getting the directories online; enhancing the conference experience each year; adding divisions and chapters; establishing professional development seminars; developing and supporting the public relations efforts; and building a veteran Headquarters staff.

These successes would not be possible without an interested, supportive, and intelligent membership. So, thank you to the membership for caring about your organization and for your efforts to strengthen it.

In addition to thanking the membership, I would like to thank the presidents—Edith Losa, Peter Krawutschke, Muriel Jérôme-O’Keeffe, Ann Macfarlane, Tom West, and Scott Brennan—and the Boards that I have worked for. Each of them has made me better at what I do. They have all been extremely supportive and patient with me in our unstated practice that if you don’t make mistakes, you are not trying to improve. And, when you do make a mistake, don’t point fingers, move on, and learn from it.

I would not be in this position if it were not for the dedicated ATA staff. I am fortunate to work with such a hard-working and creative group: Roshan Pokharel and Maggie Rowe have been with ATA for 11 years; Jeff Sanfacon, seven years; Terry Hanlen, six years; Mary David and Teresa Kelly, two years; Regina Tocci, one year; and Rowena Moyer, our newest employee. I would also like to mention two others outside the staff who have contributed much to our success: Ellen Banker, who handles the typesetting and design for our magazine and other publications; and Nancy Wise from Conferon, who has helped make our conferences the success they are through her meeting management expertise.

Finally, I would like to thank, Anne, my wife, for serving as my sounding board and therapist. She is great about telling me when I am right and when I am wrong. She is also good about telling me what not to worry about. (Worrying is my forte. I am a creative and professional worrier!)

I will close my column as I did my first column to the membership in the May 1994 edition of the Chronicle: “As for the future, I am enthusiastic about being a part of ATA and the organization’s evolution…” Thank you for allowing me to serve.

ATA Welcomes Its Newest Chapter!

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P.O. Box 852 • Novi, MI 48376 • Tel: (248) 344-0909 • Fax: (248) 344-0092
info@mitinweb.org • www.mitinweb.org
Why Professional Development? Reflections on Renewal Through Continuing Education

By Memuna Williams

In his bestselling business and self-help book, *The 7 Habits of Highly Effective People*, Stephen Covey writes about seven habits which work together to make a person truly effective. The seventh of those habits is taking time for renewal, or, as Covey refers to it, “sharpening the saw.” (He takes this phrase from an analogy of a person who has been sawing a tree for hours and is exhausted, but won’t stop to sharpen the dull saw to make the job go more quickly because he is too busy sawing!) Covey strongly advocates taking time for professional renewal at different levels. He believes there are four dimensions for renewal: mental, spiritual, social, and physical (Ref. 1). Translators and interpreters will find Covey’s findings pertinent to their own professional growth.

There is a high propensity for the tools we use in our daily work to grow dull. It is all too easy to get caught up in the daily demands on our time and to consciously or unconsciously neglect to make time to keep our skills cutting-edge. Some of the reasons for the erosion of our competencies are provided here. Using three of Covey’s four dimensions for renewal (mental, spiritual, social, and physical), I will explain how translators and interpreters can use this model to make the most of professional development opportunities. (The physical dimension is also important as part of the habits which Covey advocates, but will not be discussed in this article.) Professional renewal on these three levels can be achieved through formal and continuing education, reading, writing, giving back to our community, and socializing (Ref. 1).

**Why Stop to “Sharpen the Saw?”**

Our knowledge of various subjects grows rusty or outdated partly because of the relentless dynamism of our profession and that of the world around us. We need look no further than the daily paper or the news on what’s happening right now in our respective fields to discover some of the reasons we need to sharpen our skills and add to our knowledge base.

**New Times, New Terminology**

We deal with language, culture, and different fields of knowledge, all of which are continually evolving. For instance, new terminology and usage frequently appear or are prescribed by various government bodies. A case in point is the French government’s endorsement of the term “courriel” for “e-mail,” which made headlines and sparked debate among linguists about whether the term would ever gain common acceptance. The accounting scandals at Enron, WorldCom, and Global Crossing have resulted in new laws being written, such as the Sarbanes-Oxley Act. New planets in our solar system are discovered, leading to discussions about, for example, “brown dwarfs.” Cultural references about an albatross around a person’s neck and business jargon (such as “walk the talk”) are used all the time. All of this terminology, and more, finds its way into the business correspondence, cases, articles, and other documents that land on our desks for translation.

To be effective, translators and interpreters need to have the tools, resourcefulness, and discernment to know what to do when a translation solution is needed for any of these potential quagmires.

**Changing Technology**

In addition to evolving language, culture, and knowledge, language professionals face technological advances. To say that over the past 15 years computers have radically changed the way in which translation/interpretation is handled is an understated truism. For example, translating and editing with pen and paper are beyond old-fashioned today. Fax machines, which seemed like a necessary tool for translators just five years ago, can now go for months without being used. They are being replaced by versatile Adobe PDF files that can be easily annotated, modified, and e-mailed back and forth. Advances in technology continue to increase our production capacity. To remain relevant in today’s technical world, we must keep up with the technology that is shaping the profession.

**Nature of the Professionals**

In North America today, we enter the translation and interpreting professions through different channels. Some people have studied in these areas and then join the work force, while others come into this line of work accidentally because they know another language. I’m of the unusual breed that fell into translation at the start of my university studies. After I was accepted to double major in French and English literature, my university’s translation department contacted me, because of my
solid foundation in English and French, to ask whether I would consider switching to their program. I agreed and received an education in translation. Some of us are professionals from other fields who know our technical specialties well, but need to learn more about the rules of translation and interpreting and the techniques to perform our jobs successfully. Some of us understand the art of translation and interpreting, but need to continue to build specific subject matter knowledge (Ref. 4). In all these cases, more training is required to compensate for the skills in language, culture, or subject matter that are lacking.

The Changing View of the Profession

In the U.S., translation and interpreting are just now emerging as organized professions. A significant change currently taking place within the industry has to do with professional qualifications. For example, ATA is requiring candidates for its certification exam in translation to show proof of education or experience in translation before the certification test can be taken, and is requiring continuing education as a condition for maintaining certification (Ref. 6).

Tools for Mental, Spiritual, and Social Renewal

Seasoned professionals and those new to the fields of translation and interpreting can address all of the issues discussed above through a wide array of formal and informal mental, spiritual, and social renewal activities. The suggestions in this article provide ideas on places to go, things to do, and subjects to learn for one’s ongoing education. Ideally, that education will provide a translator or interpreter with the requisite mastery of the source and target language and culture, along with the knowledge of the chosen subject area that is necessary to function effectively in the profession (Ref 3). Given the diverse backgrounds we bring to this industry, not every avenue and subject discussed will be right for all of us. Which educational activities to pursue will depend on each person’s particular needs.

The Mental Realm

Formal education. Translators in North America can obtain formal training in translation and interpreting from over 40 graduate and undergraduate degree, certificate, and minor programs at over 30 institutions around the continent. The programs most often provide training from and into English, Spanish, French, and German. There are also programs that handle Russian, Italian, Chinese, Japanese, and Korean translation. The content of these programs vary depending on their intent and scope. Although there is variety among the programs, leaders in the field agree about what newcomers to these fields should be taught (Ref. 4). Here are a few suggestions based on my experience and on my review of the opinions of seasoned professionals.

The first set of subjects newcomers need to consider are those that allow them to master the source language (Ref 3). This means advancing beyond our fundamental strong knowledge of that language and solidifying our ability to analyze the language correctly, recognize its traps, identify figures of speech, and distinguish among language levels. We must also be well versed in the history and culture of the language (Ref 2). Intermediate to advanced classes covering the grammar, current events, and literature of the source language help to build these skills and enrich our understanding of the source culture.

Subjects that help translators and interpreters achieve a mastery of the target language are indispensable. This is especially important, since we must have an even better knowledge of the target language than of the source language (Ref 3). Accordingly, in addition to classes covering the grammar, current events, and literature of the target language, we should seek intermediate to advanced training to improve our written and oral skills in the target language. This type of training reinforces the rules of the language and techniques for economy and good style (Ref 2). For example, target-language study is excellent for helping translators produce a translation that reads as though it could have been written in the target language. In addition, such study provides a good foundation for editing a translation.

The skills learned and applied in language and literature classes are not just purely academic, but have real-world applications outside the areas of literature and literary translation. For example, consider ads for Novell that could recently be seen at the airport in Newark, New Jersey, one of which stated that “ERP” is the sound a CIO makes when he finds out that someone has gained access to information they shouldn’t have. How would you render this pun culturally relevant if entrusted with the translation? This is a real problem that confronted real translators who adapted the ads into European and Asian languages for Novell’s international campaign.

We should also acquire skills that enable us to master our subject fields (Ref 3). Such skills can be divided into mastering the subject of translation or interpreting and mastering the subject being translated or interpreted. To
develop an understanding of translation and interpreting, we should obtain an introduction to the techniques of these fields. For example, some of the questions translators need to think about include: What must be taken into consideration and what process does language go through when we start with “Interdit de marcher sur le gazon” in French and end up with “Keep off the grass” in English? This is called modulation, and is just one of the standard processes, in addition to transposition, borrowing, literal translation, and adaptation, that language can go through when it is being decoded and re-encoded (Ref. 5).

To build on these basic skills, translators can continue their study of the subject of translation through training in literary and technical translation (including such specialized subject areas as medical and computer-related translation) and adaptation. Literary translation and adaptation classes are a good place to join the debate over “free” versus “fair” translations, and to study the vexing issue of how to treat proper names (Ref. 3). A class in medical translation can serve as a venue for a comparative study of the type of writing styles used in the medical field in both the source and target language. When translating between English and French, for example, when should the technical term for a procedure or condition be used and when will the layman’s term suffice?

An important point to remember as all this knowledge is collected is that there is never one formula that fits every situation. Translators and interpreters must think critically when faced with problems and ask questions, including: What is the end use of this translation? Given the real time constraints that we face every day, is it practical to apply the ideal solution in this case?

In addition to core training, we should build our skills in such areas as terminology, documentation, and computers and translation. Such training is needed to develop the research, cataloguing, and computer skills so vital to our profession. Our work becomes much easier when the right research tools are available and we have the ability to find solutions with them quickly. For example, an organized terminology system or database is a boon to any translator who no longer has to think, “I know I’ve translated that before, but where can I find it?”

Newcomers with no experience or those entering the profession through formal study should take advantage of practicums, internships, and cooperative work-study programs for the valuable exposure to learn through actual practice. Internships and work opportunities for student translators and interpreters are available at international agencies such as the UN, through federal, state, or provincial government departments, or at translation agencies or the in-house translation departments of private companies.

Mastering the subject of our specialty area can be partly achieved by taking technical courses. True mastery of other subjects can be achieved by taking electives, minoring in another subject area, pursuing a double major, or undertaking a professional or graduate degree in another area of interest. My personal preference and recommendation for another area of specialization is business. For example, since most translators will eventually have to deal with marketing, organizational, and accounting issues, and will likely come across business information in documents that need to be translated, I think that a business education course is invaluable. Other possible areas we might consider specializing in are law, political science, public health, and engineering.

Continuing Education

Outside a formal program or classroom and in the world of work, translators and interpreters can continue to learn and refresh their existing knowledge base. For example, take advantage of the education sessions available at ATA’s Annual Conference and at the smaller one- to three-day seminars sponsored by ATA’s Professional Development Committee that are held throughout the year. Recent seminars have covered translation and entertainment, interpretation, and legal and medical translation. Professional Development Committee Chair Marian Greenfield characterizes the sessions held at the conferences and professional development seminars as unique continuing education opportunities to learn information that cannot easily be found elsewhere.

Reading

Reading is one of the easiest ways to continue to learn. As professionals, we should keep up with current events and read The New York Times, Business Week, and other papers and periodicals and their equivalents in other languages. Most of these are easily accessible online. We should keep abreast of the developments in the translation and interpreting professions by reading industry journals and trade magazines. Additionally, we should make time to read classics in the source and target language that were not covered during formal training (Ref. 1).
Writing

Join the editorial committee of a professional journal of translation or interpreting that is published in your area, or send articles to a magazine for publication. A few periodicals that can be investigated for writing opportunities include Babel, Translation Review, Meta, and Circuit. These are published by the International Federation of Translators, the American Literary Translators Association, the University of Montreal, and the Ordre des traducteurs, terminologues et interprètes agréés du Québec. The ATA Chronicle routinely provides an editorial calendar and submission guidelines in every issue, and many of ATA’s regional chapters and language divisions publish newsletters. The styles of these publications run from scholarly to light-hearted. They contain columns dedicated to book reviews and humor, and cover subjects from client education to science and technology (Ref. 6). The variety of content makes it possible for almost anyone to find an outlet for their personality and writing style. Writing-related activities will help keep you aware of the subjects that are most important within your profession at a particular point in time and provide opportunities to practice writing and research.

The Spiritual: Giving Back

Giving back to our professional community is a great way to contribute. Business owners can give back by making internships available to translation and interpreting students. Seasoned professionals can share their wisdom by teaching a class locally or online. As mentioned above, another avenue for sharing is writing. All of these activities are mutually beneficial to the givers and receivers. Staying involved with these types of activities keeps us mentally engaged in thinking about our profession and provides the benefit of our experience to others.

The Social Dimension: Staying Active Outside Work

Studying, working, and keeping abreast of what’s going on in the profession is hard work. We should all take some time for a little bit of “play.” At ATA’s conferences, take full advantage of the wide range of networking opportunities available. Make time to meet with other professionals in your area and join your local ATA chapter or translation or interpreting association. Talking to people who share your interests can help spark ideas on the specific things you should be doing to enhance yourself as a professional.

Start Today

We have good reason and a wealth of opportunities to live by Stephen Covey’s Habit #7 of renewal. Covey’s Habit #3, putting “first things first,” can help each of us find time for this important activity in our lives. Doubtless, there are reasons and methods other than the ones I have provided here for practicing Habit #7 in our respective fields. Find your reason and method and get started today.

References


The following article is based on the author’s presentation at the Carolina Association of Translators and Interpreters “Ethical Aspects of Community Interpreting” seminar at Durham Technical Community College on November 1, 2003. It is reprinted with permission from the Fall 2003 CATI Quarterly, the newsletter of the Carolina Association of Translators and Interpreters. For more information on CATI, visit www.catiweb.org.

The following definitions were taken from Webster’s International Dictionary and Webster’s New Universal Dictionary:

Ethics—The rules of conduct recognized in respect to a particular class of human actions or a particular group, culture, etc. (medical ethics, Muslim ethics); or the principles of conduct governing an individual or a profession: standards of behavior; or moral principles of an individual.

Professional Ethics—Characterized by or conforming to the technical or ethical standards of a profession or an occupation: manifesting fine artistry or workmanship based on sound knowledge and conscientiousness: reflecting the results of education, training, and experience [emphasis is mine].

Community Interpreters
Community interpreters are those who work with clients in the community (e.g., social and basic healthcare services, education/schools, local government, and, very occasionally, legal and medical situations). Usually bilingual people who start out their interpreting careers in this manner are coerced/begged into interpreting because there is no one else. Community interpreting requires much personal interaction with the client. It also requires knowledge of the client’s cultural background. Community interpreters, more than any other kind of interpreter, need to act as a cultural bridge between service providers and clients.

In the course of their jobs, community interpreters must adhere to various professional codes of conduct and practices or ethics, including:

“…You must remain totally impartial. If there is even the perception of bias, excuse yourself and get someone else to do the job…”

1. Their employer’s general code of professional conduct and practices.

2. Their job’s code of professional conduct (if you are primarily a bilingual nurse, physician, technician, support personnel, etc.). When you are a bilingual staff member, you are not an interpreter unless you are in a triadic situation.

3. Their personal code of ethics and morals (religious/cultural beliefs).

4. The interpreter’s code of professional conduct (see below).

As mentioned above, community interpreters also sometimes have to do medical and/or legal interpreting, whether they have the specific training and vocabulary or not. Thus, they should also become familiar with the codes of professional conduct for both medical and legal/court interpreters. There are some similarities between these two codes, but there are also some significant differences, so that’s why it is a good idea to be knowledgeable about the rules that apply to both situations. For medical interpreter ethics, see the Massachusetts Medical Interpreters Association at www.mmia.org or the California Standards for Healthcare Interpreters at www.chia.ws. For court interpreter ethics, see the National Association of Judiciary Interpreters and Translators at www.najit.org.

Community Interpreters’ Code of Professional Conduct

As a community interpreter, you:

• Must maintain confidentiality at all costs.

• Must discuss a case only with the staff directly involved, as appropriate, not with friends in other departments, relatives, or anyone else.

• May never give medical advice (no herbal teas, no aspirin, no health foods or herbs, no “healers,” no referrals). To do so is considered “practicing medicine without a license” in this country, and you could be prosecuted in a court of law (and some already have!).

• May, of course, make suggestions to contact other public service agencies if the client requests your help.

• May not recommend a friend or someone you know if the client asks for a referral to a doctor, lawyer, or nurse. Help them look in the Yellow Pages for a health professional of their own choosing.

• Must remain totally impartial. If there is even the perception
of bias, excuse yourself and get someone else to do the job (if your client turns out to be your best friend’s daughter, she won’t want you to interpret what may get back to her mother).

• Must interpret everything **faithfully** and **accurately** to convey the content and spirit of what is being said, and do it in the speaker’s register.

• Must monitor yourself. If you find you made a mistake, go back and correct it.

• May **not** simplify or paraphrase, add or delete anything to what is said; do not give clarifying explanations.

• Must always use the first and second person (Do you…?; I do…), never the third person (he says…; she says that…).

• Should interpret **everything** that is said. (For a client to make a request such as “Oh, please don’t tell anyone this, but…” is ethically unacceptable). The session starts when the interpreter is in the presence of the client and/or the provider, whether in a triadic situation, in a waiting room before a session, or upon leaving the building or area. Interpreters may not keep secrets from providers or clients.

• Should pursue ongoing education and training—new terminology of all kinds, new medical technology, new idioms, new cultures, new dialects, etc.—**forever!** Things are changing very quickly and interpreters must keep up.

• May **not** accept gratuities from clients (gifts of food can be shared with the whole office). You need to explain to clients that you are not allowed to receive gifts from anyone related to your work.

• **Should not** accept assignments for which you know you are unqualified or insufficiently prepared (whether for language reasons or due to the complexity of the subject matter).

• Should inform the provider and the client if a word was used that you do not know, or if you did not understand something. It is better to be safe than sorry.

• Should inform the provider and client if they are giving you too much information at one time, thus making it difficult for you to interpret it accurately and completely. Ask that shorter sentences be used, or less jargon, or fewer acronyms, or whatever.

• Should settle any differences with staff members, providers, and clients in a professional and appropriate manner. Don’t get into petty arguments and don’t lose your temper.

• May **not** use your employer’s Internet connection for your personal needs or entertainment.

• Should refrain from actions that will discredit the interpreting profession.

• **Should not** be critical of other interpreters in front of providers or make disparaging remarks about providers to clients.

• Should show respect for all involved, addressing them in a professional and usually formal manner.

• **Should share professional knowledge** with colleagues to improve the profession and your work.

• **Should explain cultural differences or practices to providers and/or clients when appropriate.**

• Should ask for and insist upon working conditions that will enable you to perform with efficiency and dignity (respect, providing breaks to combat fatigue, etc.).

• **Should not** take on assignments that violate your personal or religious beliefs. You cannot stop interpreting in the middle of a session just because you don’t like the turn the conversation has taken. If you go against your personal and religious beliefs, your interpretation will almost certainly be biased.

• **Should keep ties with relevant professional organizations.**

• Should establish a pre-session mini-conference with the provider (if at all possible) and with the client. Explain your role, explain how the interview will function, and explain cultural differences when appropriate. Prepare a little one-minute speech on how things will work, one in English for the provider and one in your other language for the client.

Occasionally, you may be asked to take on another “role” that does not encompass your traditional duties as an interpreter. You must decide (based on the situation at hand, your own common sense, and your knowledge of the consequences of doing
Test Driving a Translation/Localization Project

By Michael R. Cárdenas

Let me perform a brief poll here. How many of you readers test-drive a car before you buy it? How many of you try on a pair of shoes before you decide to purchase them? All of you? What has me totally puzzled is the number of companies that purchase translation or localization services by walking into the sales department of the vendor’s company, spending some time talking about the services the vendor provides, and then signing a contract without testing the goods, kicking the tires, turning on the radio.…

Case in point: I called a client we just landed and asked him to please explain why he chose my company. You are not going to believe his answers. Just so we don’t embarrass the company or the buyer, we will call the buyer “Bill.”

Michael: Bill, what kind of project did you have bid out for localization?

Bill: Our website.

Michael: Did you have a budget for this project?

Bill: Yes, we did. We are a very large corporation with a new initiative to become more global, so creating and maintaining an international website was important to me.

Michael: What were you looking for the vendor to provide?

Bill: I wanted the vendor to localize our website without me having to process files. I was looking for a seamless process.

Michael: What process did you follow in selecting a vendor?

Bill: Someone from one of our other departments suggested we use Vendor X to do the job. They had used that vendor, and that was good enough for me. We sent a Request for Proposal to another company just so we would have a comparison. Vendor Y had the global content management technology, so I knew I could get all-in-one service with them. They sold me on the promise that I would not have to get involved in the translation process. The first vendor did not impress me with their marketing material, so Vendor Y was my choice. Vendor Y also sent four people to my office to show us how good they were. That impressed me. I thought that if this company could afford to send so many people to visit me, they must mean business. Frankly, Michael, when your office called me, I was not at all interested in entertaining your company.

Michael: What changed?

Bill: The day before I was to award the project, I started to wonder why I had not test-driven either company’s product or service. I had been so impressed with all the sales and marketing efforts that I had become a blind believer. I decided to provide the two companies I had been talking to with a test, and since you guys were last in the door, we included you as well.

Michael: So what happened?

Bill: The quality of neither Vendor X nor Y was acceptable. I can read and translate the target language, so I could see that their quality did not pass muster. Then, I started questioning their capabilities and also questioned whether their technology would work well for me. Had one of the languages tested been one I can’t speak, I would never have looked at your company for a localization solution. I was rather embarrassed that I had not thought about test-driving the vendor services. We tested both company X and Y and yours, Michael. Based on the test results, we chose your company.

I must say that I was happy to have earned the trust of this client and, obviously, their business. I guess the moral of the story is that translation/localization vendors have gone a long way in the area of sales and marketing. We know how to position ourselves well so that clients feel a comfort level, even without testing our product or service. Test before you drive is my motto.

For the latest media reports featuring ATA in the news, visit www.atanet.org today!
Have you ever felt tension in the office? Sometimes it’s so thick you can cut it with a knife. Team members may have difficulty expressing their feelings appropriately to others in the workplace if there is not a forum for doing so.

Joe Phelps, CEO of The Phelps Group and author of the new book *Pyramids are Tombs*, has a method that has kept his company humming, his profits up, and his turnover low. They don’t believe in rules at The Phelps Group. They only hire adults, so there is no need to tell people how to behave. Instead, Joe encourages his team members who have an issue with someone else in the company to approach that person and deal with them directly. If that doesn’t work, they then bring in two other team members who know both of the people involved and try to work things out. If necessary, as a final step, someone outside the team can be brought in to facilitate a resolution.

This methodology is a great way to create harmony and respect in a work environment. I believe that if team members took a little time to think first, most issues would never be brought to the table in the first place. Below are 10 questions leaders and team members need to ask themselves before taking it to the next level.

**Issue Resolution Questions**

Ask yourself:

1. What am I after?
2. Am I part of the problem?
3. Am I trying to cast blame?
4. Is there old stuff that I am using to fuel this fire?
5. How did this all get started?
6. What can I do to prevent this from happening in the future?
7. Am I in the right frame of mind to deal appropriately with this person/situation?

“…Take the time to think before you act…”

8. What will happen if I just let it be?
9. What will happen if I try to take control?
10. What is best for all concerned (team members, company, client)?

After you or your team member has considered some of the questions above, you then need to take a moment and consider how to present the issue. The techniques below are specifically designed to assist business people in dealing with coworkers. Take the time to think before you act, and that also means e-mail. If you don’t believe this is important, remember what an inappropriate e-mail did to Microsoft.

**Resolution Preparation Techniques**

1. Sleep on it (especially if you’re angry).
2. Make sure that if you share the issue you’re not ragging on someone.
3. Before you share it, think about who you’re talking to (and about).
4. Talk with a friend/spouse to get a read on your feelings.
5. Write it out (pros and cons).
6. Forget about it.
7. If we think a conversation is going to be painful, remember that you usually feel better after it’s over.
8. Go to the person and deal with it—Now.
9. Remember, be kind. It’s hard to put the toothpaste back in the tube.
10. Feel good about yourself and how you handled it.

Now it is the time to take action (and no action is still an action). So ask yourself the appropriate questions, think first, and consider which of the techniques described here will be most helpful to you and your team. If an issue is presented to you, there is only one appropriate initial response. Say, “Thank you for bringing this to my attention.”

These questions and techniques are also very helpful when dealing with customer and client problems. Issues happen daily. It’s how we receive and resolve them that separate the successful companies from the rest.
In June 2003, Ms. Kellaway, a journalist and management columnist with the Financial Times (London), spoke in Paris at a meeting of financial translators organized by Rencontres Traduction Financière. Her topic was business jargon, a constant challenge and source of irritation for translators and general readers alike.

I’d like to take this opportunity to come out of the closet. What I am going to tell you has been a closely guarded secret up to now, and in sharing it with you this afternoon, I feel a bit sweaty palmed. But here goes.

As well as being Lucy Kellaway, journalist on the Financial Times (FT), I am also a 43-year-old man. His name is Martin Lukes, and he is director of Special Projects of the U.K. arm of an American multinational called a-b global.

Every Thursday, the FT publishes the e-mails Martin has written that week. These are about office politics, about how stressed he is, and about his latest management initiatives. A-b global is a world-class company. When it comes to slavishly and pointlessly following the latest management fad, a-b global is ahead of the curve. You may wonder why I am telling you about this satirical character and his ghastly made-up company. The reason is that Martin writes in the worst jargon ever invented. His jargon is “best of breed.” It is better than excellent. It is paradigm shifting. It is top decile. It pushes the envelope until it falls off the table.

In many ways, what you do, as translators, and what I do, as a satirist, are completely opposite. You take some dreadful business writing and try to make sense of it, while I do the reverse. When I am writing the Martin Lukes column, I take a thought, and then try to express it as badly as possible in the most terrible words and convoluted phrases I can think of.

When people find out I am the author of Martin Lukes, they often ask how a nice girl like me came to talk so dirty. The reason is that for the last 17 years on the FT, I have been writing about business, and during that time I have been exposed to more jargon than a body can bear.

“…If you are unlucky enough to be attempting to translate a document bristling with jargon, it is quite important to have some idea about why so much of it is being used…”

Before I get any further, I suppose we should ask: what exactly is business jargon?

People often think that business jargon is about new ugly words. About “business process reengineering.” About “paradigm shifts.” That sort of thing.

Here is an ugly example: “A future-proof asset that seamlessly empowers your mission-critical communications.” And here is another: “A leverageable global knowledge repository.”

Although these are horrible, this stuff is just the tip of the iceberg. Outrageous talk like this may attract a lot of attention, but it isn’t the real problem.

The jargon that interests me more are the words we are familiar with in one context suddenly cropping up in another.

Think, for example, of this phrase: “We drive performance at every point on the value chain.” This is the sort of thing that companies say all the time. Each word is innocent enough, yet the whole is horrid jargon. “Drive” is not jargon if it is about cars, and “performance” is fine if you’re in a theater (e.g., “this performance will start in two minutes.”). “Value” is fine when discussing “worth,” and “chain” is fine when referring to what you wear around your neck. However, “we drive performance at every point on the value chain” is not fine at all. What it means is anyone’s guess.

In fact, the more subtle the jargon, the more pernicious it is.

The other week I did a very odd thing. I went to work for just one day as a human resource manager at Microsoft. My very job title, Head of Great Company, gives one a clue about the sort of insidious jargon I was dealing with.

During meetings I had to say things like “We push the boundaries”; “We have a work-hard-play-hard culture”; “We are passionate about our jobs”; and “We take the best and leave the rest.”

Again, there is nothing wrong with the words themselves. It is the context that makes them so unpalatable. In business, these phrases are clichés, with meanings that have left the words long behind.

In the end, of course, what counts as jargon and what doesn’t is a subjective matter.

One man’s normal speech is another man’s jargon. If you say “I’m heading up this project,” you may not consider that to be jargon at all. But I’m a stickler and I think it is. I know almost everyone says “to head up” these days, but I am still holding out; to lead, to run, to be in charge.
of, sound so much better.

So what is my definition of business jargon? I think jargon means any sort of business language you would rather not use yourself. This definition accounts for why no one considers themselves to be a world leader in jargon. How often have you heard someone say “I always try to speak as much jargon as possible”? Never. But how often do they complain about the jargon used by others? All the time.

So we are in a nonsensical position. Everyone agrees that business jargon is bad, but everyone uses it without being conscious of what they are doing. Why?

Martin Lukes is a typical heavy user of jargon. He uses it for at least seven different reasons.

1. He uses it because he thinks it sounds good. He will say “this breakthrough initiative will enhance business performance.” He says that because it makes him feel grander and more important than if he just said “this plan may help us increase profits.”

2. He may also use it because it is deliberately vague. He says something will “enhance business performance” because it is less precise than saying it will increase profits. To say that might well make him a nasty hostage to fortune. In business, there is a lot to be said for vagueness.

3. Martin uses jargon because it shows he belongs to the club: “I’ll keep you in the loop” or “Thanks for the heads up.” This is sort of business locker room talk. It’s a bonding thing. Harmless, if a bit naff.

4. He uses jargon to make something horrid sound less so. Jargon covers a wealth of euphemism. This comes in handy when something unpalatable, like mass redundancies, is going on. It may not help the workers to talk about “involuntary separation,” but it makes the managers feel a whole lot better.

5. Jargon is used as an alternative to thinking. If Martin has not really thought about what he means to say (which, frankly, is a lot of the time), the best course of action is to string a lot of words together that sound about right and hope no one will notice.

6. Jargon is simply habit. Martin uses it because he can’t help himself.

7. Very occasionally he uses a jargon word because there isn’t a normal one that does the job well (“Outsourcing,” “Benchmarking,” etc.).

If you are unlucky enough to be attempting to translate a document bristling with jargon, it is quite important to have some idea about why so much of it is being used. I don’t want to teach my grandmothers to suck eggs, but I suspect that the last reason (#7 above) jargon is used is, oddly, the least difficult. For if you are trying to translate benchmarking or outsourcing, all you need do is hope that a similar word exists in the other language and off you go.

The difficulty with all the other sorts of reasons for jargon is that you need to preserve the tone and feel of the original in your translation. You need to be true to the intention of the writer and to the meanings of the actual words that he has chosen.

Sometimes this can be very important indeed. If, say, you are translating a memo about redundancies that uses the dreadful jargon phrase “involuntary separation” or “forced reductions,” some parallel clumsy euphemism needs to be found in the other language. Talking bluntly about job losses will not do.

I’ve given seven reasons, but really life is more complicated than that. Most really peachy examples of jargon are motivated by two, three, or even four of the reasons outlined above.

For example, the following is an actual sentence from an internal memo of a vast U.S. company on the subject of pay raises, or the lack of them.

“Once we attain our stretch performance goal with consistent momentum going forward, we will reopen our salary review process for all non-commissioned employees and make additional adjustments at that time.”

This sentence uses jargon because the author likes the sound of it, because euphemism helps soften tough decisions, and because the jargon adds some helpful vagueness.

A rough translation would be: “No one gets a raise now, but when we start doing better, maybe some people will get raises then.” Notice how carefully hedged the language is. There is no mention of what the targets are, and it doesn’t commit itself to any sort of pay raises. The “additional adjustment” may turn out to be tiny. So the jargon makes the promise sound copper-bottomed, but when the statement is broken down, it turns out to be anything but.

Now take this example. This, believe it or not, was a teaser advertising a speech at a recent HR conference.

“For HR to succeed, it must re-equip itself through its own competence, capabilities, governance, delivery
systems to enable managers to build the organisation capability needed to succeed. HR practices need to move beyond people management and become increasingly focused on deliverables such as capabilities and intangible competencies.”

Here, the man is straining to sound knowledgeable. He is being a member of a club. He’s using the language as a crutch.

I can’t translate this statement into plain English, and I’m not the only one. I once put this sentence into a column, and invited readers to write in with suggestions. I received about 100, none of which convinced me readers had any idea what the man was talking about. This suggests that if the original is impenetrable, with no right answer, then the translator can write almost anything.

I would now like to “keep you in the loop” by giving you a “heads up” on some of Martin’s favorite words.

• His favorite noun is Geographies. Geography, singular, was a subject I hated at school. Geographies, plural, have come to mean countries, and very regrettable it is, too.

• His second favorite is solution. Have you noticed how everyone talks of solutions now, even when there is no problem-solving going on at all? Solutions are what used to be called products; they are the new goods and services. There is a sign in Tesco, my local supermarket, hanging over what I call TV dinners. Only Tesco calls them “ready meal solutions.”

There is also an ad campaign running in Britain at the moment for a chain of opticians. And what are they selling? Not glasses, but “eyecare solutions.”

There are lots of verbs that Martin loves.

• To drive. In management speak, this involves no steering wheel. Instead, it means to make something happen. “I drive performance” is the sort of silly thing people say. Usually, though, it means just the reverse. Anyone who says this is probably completely useless and should be sacked.

• To buy into something. It isn’t just Martin who uses this—everyone does. I even caught my 80-year-old mother saying she bought into something the other day. But I am still holding out, and I urge you to do the same.

• To own. I’m not talking about owning a car or a house. I’m talking about owning management projects. “The whole team owns the change initiative.” Ghastly. This is almost bound to be a fudge.

• To grow as a transitive verb. This one has been irritating me for a very long time. I grow tomatoes, Martin grows the bottom line. Actually, he does nothing of the sort because he’s so stupid.

• To deliver. This does not involve a van or any goods. Martin might say he delivers added value. I might express the same thought by saying I try to do my job well.

There are more verbs. Many more: To leverage; To harness; To unveil; To unleash; To task. Martin loves these. “I have been tasked by the CEO to drive this project.” Which means, “I’m in charge and you’ll do what I say.”

Then there are the nice little phrases, every one a crashing cliché: Going forward; Push the envelope; Push the boundaries; Blue sky thinking; Thinking out of the box.

But there is another, and subtler, sort of jargon that I find even more distasteful—which involves upping of the ante a bit. Have you noticed that there is no such thing as good any more? There is only better-than-excellent, leading-edge, or ahead of the curve. You see this in CVs and job ads all the time. Everyone has to have unrivalled skills, or unparalleled ones, or even pre-eminent.

Not only are positive words hyped out of all proportion, but negative ones have disappeared altogether. So you don’t say “I’m furious you haven’t finished the report.” You say “I am disappointed,” or “surprised.” You don’t say X is useless, but that he “has opportunities for improvement.”

Worst of all is the emotional inflation of business language. It is most apparent in the use of the words “passion” and now “love” in business culture. These words aren’t jargon in themselves, but when people say “I feel passionate about this company,” it is pretty close.

So I like my job. Martin is passionate about his. I tell you something. Martin shares it with you.

Martin’s tip-top favorite adjective is “relentless.” This is a taste he shares with all leading-edge companies. Practically anything that you approve of benefits from having the word relentless stuck in front of it. Take this example I came across in an AT&T mission statement: “we are the pre-eminent networking and telecoms services company in the world, with a relentless focus on meeting customer needs.” Relentless focus?? I don’t think so.

A few months ago, I wrote an entire column in the FT on the
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latest Accenture annual report. This was a state-of-the-art document on the butchering of the English language. All the words I’ve talked about here were there. Now that I look back on it, the report offers proof that what seems like the worst jargon can be pretty benign. What seems benign can bite you on the ankle. Take these three cheesy little slogans.

“Our capabilities are global. Our track record is proven. Our passion is relentless.”

In three short sentences, you have the three great pitfalls of jargon: one sentence doesn’t make sense, one is a tautology, and one is just guff.

• “Our capabilities are global.” This simply does not work. I’m not totally sure what capabilities are in this context, but I know they can’t be global.

• “Our track record is proven.” I love this. Note the way you never get a record. It’s always a track record. And then, to tell us that it is proven is not really helpful. All records are proven, that is what they are. As it doesn’t actually say what the record is for, it could be for its relentless focus on meeting needs...or for being champions of jargon.

• And finally: “Our passion is relentless.” This is the best one of all. Here is a dictionary definition of what passion means: “having easily roused emotions, ardent, intense, easily angered, sexually ardent.” And this is what relentless means: “pitiless, merciless.” Put them together. Have you ever met a management consultant that fits that description? For your sake, I hope not.

At the beginning of this piece, I said that Martin Lukes’s jargon was world-class, better than excellent, paradigm shifting.

That was a lie. The thing about jargon is that it is nearly always boring. And the main effect on a normal person of heavy doses of jargon is to turn off mentally, which is just what you don’t want if you are writing a column that is meant to be entertaining.

So I have to tone it down a bit. In truth, Martin Lukes’s jargon is exceptional in the real world. But then that is the point about those jargon phrases. You say “paradigm shifting” or “It’s world-class,” but no one is convinced. We also know that it probably means something that is just plain ordinary.

Business Jargon Continued

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so) just how far you wish to step out of the interpreter’s role. Because when you do, you are bound by a different set of ethics that you may not be willing to take on.

When you take it upon yourself to simplify what a provider says because you don’t think the non-English speaker will understand, this is called editing. By simplifying what is said, you won’t be transmitting the full concept of what the provider meant. It is much more appropriate to ask the English speaker to adjust his or her language register to a level that the non-English speaker will understand, just as she or he would if the conversation were taking place in English only. As the interpreter, you can always say, “The interpreter believes XXX has not understood completely, so could you please repeat that in simpler terms.”

Occasionally, you may be cast in the role of “advocate.” If your advocacy gets in the way of communications between provider and client, then it helps no one and your impartiality is at risk. If a client requests help with other information after a session or interview, you may provide it if this will ensure the quality of the care received or the health of the patient/client. But be prepared to accept responsibility when something goes very wrong because of some advice you may have given. People do not always listen to or comprehend all that is said. When the client is asked who told them this or that, they will quickly say “the interpreter,” and this is something you may wish to avoid!

If your regular job has to do with guiding and informing people on how, where, and what information and services are available, and you can do it in two languages—so much the better for the client/patient and your employer! But then you are not “interpreting,” either; you are just doing your job bilingually. Remember, you represent your employer and your employer is liable for what you say and do, as are you, personally.

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Ethics for Community Interpreters Continued from page 16

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We are all exposed to the risk of loss whatever our profession or activity. We take risks every day, crossing the highway, taking the subway, or sitting in our offices. But risk is a fact of life that particularly affects business, and if business is to endure and flourish, risk must be managed. Risk management as applied to business can therefore be described as “a process intended to minimize the adverse effects of accidental and business losses on an organization at a reasonable cost.” The role of the risk manager is to plan, organize, lead, and control the organization’s activities in order to achieve this objective.

Accidental or Business Losses
Risk management was traditionally concerned with accidental loss or pure loss and applying methods to deal with insurable risk. This included the implementation of risk prevention measures and financing recovery from loss caused by fires, earthquakes, or liability claims. However, this definition has evolved to include business risks or speculative risks that arise from any situation involving uncertainty (for example, marketing a new product or buying and selling corporate bonds).

Loss Exposure
A loss exposure can be defined as the possibility of financial loss as a result of a specific peril striking a specific thing of value. There are five categories of loss exposure:

1. Casualty or Hazard Risks: Accidental loss (including property, liability, personnel, and net income losses).
2. Liquidity Risks: An organization does not have sufficient cash or liquid assets to function normally.
3. Market Risks: Goods required for the business cannot be bought or sold on customary markets at usual prices.
4. Political Risks: May concern expropriation or excessive taxation by governments.
5. Technological Risks: Failure to keep abreast of changes in production or operating techniques.

“...A fully integrated risk management function involving every sector of the organization may ensure its very survival when faced with loss arising from its activities...”

Risk Identification and Analysis
The first requisite of the risk management process is to identify and analyze the organization’s different exposures to accidental and business losses. This must be done before determining the best risk management techniques to apply to those exposures.

A loss exposure is the possibility of financial loss as a result of a peril striking a particular item of value. Every loss exposure has three dimensions: the type of value exposed to loss; the peril causing the loss; and the potential financial consequences of that loss. Once the exposure has been identified, the significance of the possible loss must be analyzed in terms of its frequency and severity, its predictability, and its level of interference with an organization’s ability to achieve its objectives.

Values Exposed to Loss

Property Values
Property may be of different types: tangible property, which is property that can be physically touched; and intangible property, which has no physical substance (information, copyright, goodwill, etc.). Tangible property may be real property, commonly known as real estate, with land and values attached thereto (buildings, growing crops, timber etc.), or personal property (money and securities, accounts receivable [records], machinery, mobile property, etc.).

Freedom from Liability
A legal liability exposure is the possibility that an organization will incur loss from failing to fulfill a legal duty and allegedly harming another entity. The organization may incur heavy costs: first, to defend a claim made against it for breach of a legal duty; and second, to fulfill its contractual obligations to restore any damage caused. It is therefore important to protect this value.

All liability exposures possess two characteristics: the entity to whom the duty is owed, and the legal source of that duty. Liability can be towards society as a whole (for example, damage to the environment). In this case, action is then brought before a criminal court. Liability can also be towards another entity; in which case, action is taken before a civil court, based on either the law of contract or the law of torts. In terms of the source of legal duty, liability arises out of either common law, composed of the legal principles developed from court decisions, or statutory law, embodied in local and national legislation. Both common law and statutory law can impose criminal, tort, or contractual liability.
Key Personnel
An organization is permanently exposed to the loss of personnel, either from death, disablement, retirement, resignation, or layoff. The loss of key personnel can be particularly damaging. On top of the value of an employee’s services, the employee may be entitled to fringe benefits (disability, death, or retirement benefits) which impose further costs on an organization.

Net Income Values
The net income loss to an organization resulting from an accident is represented either by a reduction in revenue or an increase in expenditure. Decreases in revenue may arise from an interruption to normal business, such as would be caused if the business’s physical location were damaged. Such an incident would, in turn, lead to a reduction in a business’s profits as well as continuing expenditure during the interruption period. When damage causes business to be interrupted at a supplier’s premises or at a customer’s location, this is known as contingent business interruption. An organization that depends heavily on a single supplier or customer is particularly vulnerable to a contingent business interruption loss.

Increased operating expenses are often required to counter the effects of a business interruption. These expenses may be in the form of additional rent being paid to continue operations in another location, or expediting expenses to accelerate repairs or the transport of new equipment. These extra expenses represent loss of net income.

Perils Causing Loss
A loss exposure’s second dimension is the peril that causes the particular loss. Perils may be natural, such as windstorm, flood, disease, or vermin. Natural perils are not easily predictable, so preventative measures must be taken to reduce their severity. Perils may also result from human actions on the part of individuals committing theft or an act of vandalism. Businesses may act negligently or dishonestly and fail to fulfill a contract. Finally, perils may be of an economic nature, resulting from the actions of governments or large numbers of people (strikes, boycotts, or war). This might involve a recession and unemployment, damage by rioting strikers, or deterioration of machinery left idle during a recession.

Economic Effects of Loss
The final dimension of loss exposure involves the financial consequences of loss, which may largely exceed the physical consequences. The financial effects of losses are always dependent on the frequency and severity of those losses; in other words, how often the loss occurs and the dollar amount each loss represents.

Risk Management Techniques
Once the risk identification and analysis process has been completed, the role of the risk manager is to determine the best risk management techniques to apply in order to deal with loss. He must then determine the most appropriate risk financing methods to pay for losses that occur to ensure the continuity and prosperity of the organization.

Risk Control
Risk control methods are used to avoid, prevent, or reduce existing exposures to loss. These may include simply abandoning a project or production line. Loss prevention measures are then applied to remaining exposures before a loss occurs in order to reduce the frequency and severity of future losses. These pre-loss measures reduce the amount of property or the number of people affected by a single loss. Post-loss measures include emergency procedures, salvage operations, and contingency planning to counter the effects of loss. Another risk control method used is the segregation of exposures, either by separating exposure units or duplicating activities through back-up procedures. Finally, another solution is to transfer the loss exposure or its financial cost to other contracting parties; for example, if the lessee claims property loss exposures arising from the leasing of property under a lease agreement. This is known as contractual transfer for risk control.

Risk Financing Techniques
There are two main categories of risk financing techniques: retention (which implies generating funds within the organization to pay for or offset losses); and contractual transfer for risk financing (not to be confused with transfer for risk control).

Retention
Retained losses may be funded or unfunded. An organization may create a special internal fund to pay for losses. On the other hand, some organizations have sufficient cash flow to pay for retained losses as they occur, or else they may use current liquid assets, borrow money from a bank, or issue equity to pay for losses. These are unfunded methods.

Contractual Transfer for Risk Financing
The other method of financing loss that is traditionally adopted by organizations is commercial insurance, which adequately covers property, liability, net income, and human resource losses. But insurance today has evolved to cover risks such as financial
or market risks. Insurance also provides numerous services for an organization, such as loss control, claims processing, and legal assistance.

A non-insurance contractual transfer of risk may take the form of a hold-harmless or indemnity agreement. Under a hold-harmless agreement, one party, the indemnitor, agrees to pay certain losses on behalf of a second party, the indemnitee. Under an indemnity agreement, the indemnitor agrees to reimburse the indemnitee for losses that the latter has already paid.

**Commercial Insurance**

Commercial insurance is bought on the insurance marketplace and is dependent on the financial capacity of the insurance companies and their underwriting strategy. In turn, insurance is supported by the reinsurance market, without which insurers would be unable to spread the risk. Insurance policies contain a limit, known as the aggregate limit, representing the maximum amount the insurer will pay for all losses over the policy period. The limit can apply from the ground up (from the first dollar) or in excess of a dollar attachment point, below which there is another insurance policy or a self-insured retention. Insurance covering losses above an attachment point is called excess insurance. Insurance that falls below excess insurance and applies coverage from the ground up is called primary or underlying insurance. There may be several excess polices to cover high severity losses, above which an umbrella policy may cover catastrophe-type loss. An umbrella policy provides higher limits, but comes with additional coverage not available under the excess policies. These polices are subject to a self-insured retention.

**Legal Principles of Insurance**

The insurance contract is based on the commercial principle of offer and acceptance. The underwriter offers conditions of insurance, which are then accepted by the proposer (the future policyholder). Insurance is governed by a number of strict legal principles. First, to take out insurance, the proposer must have an insurable interest (i.e., he must stand to suffer financial loss on the occurrence of the insured event). He must disclose with the utmost good faith details pertaining to the risk to be insured. The principle of indemnity implies that insurance can only cover the actual loss sustained, and that one cannot make a profit from insurance. The rule of contribution provides that if more than one policy is taken out for the same interest (other than for life insurance), all insurers will contribute to the loss in ratable proportion. Finally, the principle of subrogation applies to liability claims paid by the insurer, who is subrogated to the rights of the insured to recover the amount of the claim he has settled.

**Business or Speculative Risks**

In general, business or speculative risks cannot be transferred to the insurance market, since their cost would be prohibitive. Such risks created by price changes may be handled through a risk financing technique known as hedging. The risk transferred is the exposure to loss from declines in the market price of a commodity. Thus, the risk of price change is transferred to speculators buying or selling commodities through a futures contract on the derivatives market. This is a promise to deliver a given quantity of a commodity by a specified future date.

**Conclusion**

Risk management can be seen as an essential management tool for any economic operation. The cost of potential accidental or business loss must be successfully managed to ensure the profitability of an organization. Indeed, a fully integrated risk management function involving every sector of the organization may ensure its very survival when faced with loss arising from its activities.

**Notes**


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**Italian Language Services**

**Global Multilingual Translations**

Via Cavour, 15
50129 Firenze (FI)
Tel. +39 055 2658133
Fax +39 055 2654102
http://www.gmt-ils.it

**e-mail 1:** giovannim@gmt-ils.it
**e-mail 2:** info@gmt-ils.it

**Italian translations made in Italy by Italians for Italians**

**Technical/Non technical**

**Quality, Speed, Accuracy**
How to Get and Use Your Own Internet Domain Name

By Bruce D. Popp

The Internet has become an important, even essential, tool for professional translators and interpreters. It allows translators to exchange project files with clients, to find new clients, and to extend their business presence worldwide. As a professional translator or interpreter using the Internet for e-mail or a website, your address, the Internet domain name you use, is there on display. That domain name tells readers of your e-mail messages and visitors to your website about your professional identity.

Whenever you send an e-mail, the recipient sees an Internet domain name (the part of the e-mail address that follows the @ sign). The Internet domain name is also part of a website address; typically, the domain name is the part that follows www. A domain name, such as atanet.org, has two parts. The last part, .org, is the top-level domain, and the first part, atanet, is the second-level domain. Converted through a domain name server to a numerical address (such as 192.168.1.1), the Internet domain name tells the routers and equipment that comprise the Internet how to direct the e-mail or website address to the correct destination.

What does the domain name that appears in your e-mail address tell the recipient about you? Does it help you get and retain clients, or cause you to lose them? Do you have a website with the same domain name as your e-mail? Here is how to take control of your Internet domain name and get it to speak positively about you.

Why You Should Have Your Own Domain Name

Going back a few years, many people had cable modem service from MediaOne and used the e-mail address that came with their MediaOne accounts. That address would then have looked like postmaster@mediaone.net. When MediaOne was bought by AT&T Broadband, the subscribers with MediaOne accounts had to change their e-mail addresses. Their addresses now looked something like postmaster@attbi.net. Then, when AT&T decided to exit the cable TV business and sold their properties to Comcast, the same people had to change their e-mail addresses yet again. Now they look something like postmaster@comcast.net.

“…Choosing a domain name that is memorable, easy to type, and says the right things about your professional identity is important…”

If a professional translator or interpreter was using a mediaone.net e-mail address, what happened to them during these changes? Did their clients keep up with the domain name changes, or did they lose business without even knowing it? Because their cable modem service provider owned the domain name they were using for their e-mail addresses, the users were swept along without control by the ebb and flow of business changes.

Here’s an obvious question with an instructive answer—Why didn’t Comcast, or AT&T Broadband before that, let the users keep their previous e-mail addresses? The answer is strictly good business: the comcast.net domain name used in the e-mail address is good advertising for Comcast. It says the person sending the e-mail is a current subscriber and user of Comcast, therefore it spreads awareness of the Comcast brand. However, as a language professional using e-mail to do business, would you rather advertise Comcast or yourself?

Pick Your Domain Name

Getting your own domain name for professional use is a good idea, and it’s easy, too. The first step is to pick a top-level domain. For most language professionals, the choice will be simple, .com. There are other options available that you may wish to consider. Other top-level domains include .fr, .be, and .jp. Depending upon the languages you translate, the customers you work with, and how you want to identify yourself, you may wish to choose a top-level domain identified with, for example, France, Belgium, or Japan. If these top-level domains interest you, keep in mind that the fee structure may be different, or that there may be specific restrictions (such as providing an address within a geographic area). It could also affect your choice of service providers.

Next, you need to choose a second-level domain to go with the top-level domain. Here, availability is an essential consideration. Choosing a domain name that is memorable, easy to type, and says the right things about your professional identity is important. Many websites will help you find out if a particular domain name is available, or you can type in www. in front of the domain name to see if a website by that name already exists.

When choosing among available domain names, consider how you and other people will use it. If you’re giving your e-mail address over the phone, will the person you want to do business with be able to write down the address correctly and easily? Try it out over the phone with a friend or
colleague. What would happen if the domain name was misspelled or parts of it transposed, such as netata.org? Try looking for websites with these misspellings or transpositions. You should feel comfortable that someone trying to type your domain name won’t end up at a competitor’s or at an objectionable site.

You may also wish to check whether your choice of a domain name resembles or conflicts with a trademark. In the U.S., registered trademarks can be searched online through the U.S. Patent and Trademark Office at www.uspto.gov.

Registering Your Domain Name

At this point, you can register the domain name you have chosen. Domain names are leased, and the leases can expire or be transferred. For each top-level domain, a domain registrar does the record keeping for the domain names and leases. For the top-level domains .com and .net, Verisign is the domain registrar. You can work directly with Verisign to register your domain name (www.verisign.com/nds/naming/idn).

However, instead of registering the domain name yourself, it is easier to select a service provider and services to go with your domain name. Generally, the service provider will register the domain name for you as part of a service package. Just remember that the lease on the domain name is in your name and is yours to keep. If you change service providers, you’ll need to transfer the lease. The new service provider can also help you with this transfer.

Services to Go With Your Domain Name

The most common services that accompany a domain name are e-mail and a website. There are several ways to get access to e-mail and a website, and the price for the different options can vary from a few dollars a year to $20 per month.

Forwarding

When you signed up for Internet access, your service provider also gave you one or more e-mail addresses for you to use. They probably also gave you free space for a website. For instance, Comcast offers seven e-mail addresses and free web space. If you’re already satisfied with this, then that’s a good start. You can use your Internet domain name with your existing e-mail address and free website.

You can receive e-mail messages sent to your new domain name address by having the messages forwarded to your existing e-mail inbox. To do this, work with a service provider to register your domain name and to set up e-mail addresses for that domain (for example, webmaster@yourdomain.com, translator@yourdomain.com, and kilroy@yourdomain.com). For each of these new addresses, you configure the options to have the incoming mail forwarded to one of your existing addresses. Mail sent to you at your new address is first directed to a computer managed by your forwarding service provider. That computer looks up the configuration that you stored for the e-mail address and forwards the mail message to your existing e-mail address. This will transfer the message to your computer and you can read it just the way you have been doing. This service is referred to as e-mail forwarding.

A similar service works for websites. Working with the new service provider, you can give them the Internet address of your existing free website from your Internet access provider. Requests for www.yourdomain.com are first routed to your new service provider’s computer. There, the request is redirected to the free website provided by your existing Internet access and service provider. The web surfer then receives the content from your website to display in their browser. This is referred to as domain name forwarding. An essential option for domain name forwarding is masking. Masking, unlike basic domain name forwarding, prevents the real address of your free website from being displayed. The web surfer only sees the address associated with your new domain name.

It’s possible that your existing Internet access and service provider will also register your domain name and provide e-mail forwarding and domain name forwarding with masking. Many other providers do offer these services. For example, godaddy.com has a good reputation and offers these services at a very competitive price. You should investigate your options and consider the price and reliability offered by various service providers.

There is an important drawback to e-mail forwarding. With forwarding, you are still sending e-mail through your existing e-mail account, and you may be required to display that address on outgoing mail. As a security measure and to prevent sending spam from your account, your service provider may require that the “From:” address on your e-mail messages match the e-mail address from which you are sending the message. This means the e-mail messages you send will not have your new domain name in the “From:” line. In this situation, your best option is to configure your e-mail program to put your new @yourdomain.com address in the “Reply-to:” field of your outgoing e-mail message. If you’re unwilling to live with this drawback, you should consider a hosting service.
You should also consider the storage limits on your free website. The total free storage space for your site content is probably limited to about 10MB. For many basic websites, this is plenty of space. If you have a lot of graphics or a large website, you may quickly run out of space. Besides space, a free website may also have a significant restriction on the total amount of content (pages, pictures, files with sample translations, etc.) that may be viewed or downloaded from your site during a month. If you go over their limit, your site goes off the air until the end of the month. If these limits pose a problem for you, then you should consider web hosting with limits that you can live with.

If you want to start with e-mail forwarding and domain name forwarding, remember that you can switch to hosting and still keep the same domain name. Your clients will not need to know that you made the change.

**Hosting**

For hosting, you pay a service provider to supply you with mailboxes and a website. You receive and send your e-mail through this service provider, and your site is hosted on their web server. You will need to configure your e-mail program (e.g., Outlook Express, Netscape) to send and receive e-mail through your server at the hosting service provider. Your outgoing e-mail will have your address with your domain name in the “From:” line, thus avoiding the drawback of e-mail forwarding.

Even basic web hosting options have very generous limits on storage space and content transfer per month. As a freelancer, it’s unlikely you would run into a problem with either limit.

When choosing hosting options, you will need to consider whether you want a shared or dedicated server, the number of e-mail addresses you want, and the limits on the website size and content transfer. As an individual professional, shared hosting service with 5-10 e-mail boxes and a small size website are likely to be very adequate. Also, you probably won’t need support for streaming audio and video or e-commerce (online sales). This means you will be looking at basic starter packages with a price tag of $10-$20 a month.

There are many hosting service providers, so you should shop around to find the one that has the combination of price, service, options, and reliability you want.

**Content for Your Website**

As a language professional, there are several things you should consider including on your website. Certainly, you should include your contact information, along with information on your language pairs, services, and specializations. Beyond that, include your resume, samples of your work, your client list, a list of the tools you use, and anything that helps to distinguish you as a professional.

**But how do you get people to look at your website?**

The surest way is to point people to your website. Put your web address on your business card (along with your new e-mail address), in the signature line of your e-mail messages, in your other correspondence, in your listing in the ATA Directory of Translation and Interpreting Services, and in any other directory where you’re listed. This helps people who are considering contacting you by giving them information that sets you apart and makes it easier for them to choose you.

Your website’s ranking with search engines (including Google) will likely be enhanced if you have links to other reputable websites and if they have links to your site. Definitely include a link to ATA’s website, your local chapter, and other translation organizations with which you are affiliated. Adding links to your client’s websites may also be a good idea. Be sure to have information about specific skills or abilities that will help you show up in well-focused searches.

If you are familiar with HTML or use an HTML editor that allows you to put fields in your website’s HTML header, then you may want specific fields, called “meta tags,” in the HTML header of your web page. These meta tags may help when search engines index your website. Other search engines only look at the actual content of your website. If you choose to use them, here are some examples of meta tags.

```
<meta name="keywords" content="translation,french,english, translator,technical">
<meta name="description" content="A well-chosen Internet domain name for your e-mail or website should be part of your professional identity. Getting and using your own Internet domain name is easy and inexpensive."/>
```

You may receive solicitations or come across services that offer to list your website with search engines for a fee. It is very hard to tell whether this will get your site indexed by the search engines any sooner, or if it will have any impact on the ranking of your site. Really, you have no idea whether you’re getting anything for your money. This is certainly a situation where the buyer should beware.

Continued on p.45
Legal mandates and consumer demand have led to an increase in attention to healthcare interpreting. As hospitals and other venues develop and/or enhance their interpreter services programs, training has developed that results in interpreters who are technically skilled in the logistics of interpretation. Thus, trained interpreters understand modes of interpretation, body placement, issues surrounding confidentiality and ethics, and the basic terminology and concepts of medicine. Where does culture fit into this picture? What are the boundaries, if any, to cultural brokering? Are cultural “standards” realistic? What is the role of the interpreter in medical culture? And given the plurality of cultures present in the U.S. in 2003, does this conundrum of culture invite a universal or a personal approach to the provision of healthcare?

These and other issues were addressed at the seventh annual conference of The Massachusetts Medical Interpreters Association (“The Role of Culture in Medical Interpreting”), held October 17-18, 2003, at Harvard Medical School. The conference had the following educational objectives: to examine the role of culture in the bilingual medical interview; to increase understanding of diverse cultural/linguistic minority groups; to enhance practical skills for the novice interpreter; to broaden the skills of the advanced interpreter; to assist administrators in the effective provision of interpreter services; and to enhance awareness of all stakeholder issues throughout various healthcare systems. This year’s event showed an even wider array of people what members of MMIA have known all along—our work is necessary to the medical field.

The registration room was crowded, but by far the longest line of registrants consisted of new members. Medical interpreters are a classy group, educated and sharp looking, but their most distinguishing attribute is their spirit of generosity. I heard “How can I help?” at least three times when things started to get overwhelming for Joy Connell, the new president of MMIA and senior associate for Cross Cultural Consultation and Training at the Massachusetts Department of Mental Health.

Joy has been with MMIA since its formation in 1986, and is firmly committed to continuing to enhance the value of the association. Her introductory speech during the opening session referred to a year full of transitions (“some painful”) and served to reaffirm her goal “to improve the organization for interpreters and providers.”

Dr. Augustus White, from Harvard Medical School, was also on hand at the opening session to welcome us. He reminded participants of the need for qualified interpreters, stating that about one-third of all medical problems are due to miscommunication between the physician and the patient. It was a sobering reminder of the importance of the work that we do.

Julia Puebla Fortier, director of the Resources for the Cross Cultural Health Care website, asked those present to take every opportunity to educate their colleagues, interpreters and non-interpreters alike, about the need for quality medical interpreting. She pointed out that being an effective interpreter involves much more than proficiency in the patient’s language.

One must also understand how cultural differences impact the patient-physician relationship. She explained that there is a need to study cases in which medical interpreting standards can serve as a structure (rather than a straightjacket: standard[izing]) to guide the actions of medical interpreters. Such standards need to serve as an educational tool to help lay the groundwork for equal access to quality healthcare for all people, as well as to lead to the advancement of professional medical interpreting.

Her speech was followed by Alison MacAdam, of National Public Radio’s “All Things Considered,” whose description of an interpreter at work covered such issues as personal beliefs, cultures, money, advocacy, religion, and how nonverbal communication is just as important as verbal communication. This inspired a lively discussion led by John Nickrosz, former MMIA president.

The high point of the session came when Maria-Paz Avery was recognized with a plaque for her work on the association’s Standards of Practice.

Going workshop hopping gave me a plateful of new ideas. I went from definitions of culture (“Culture is the software of the mind”—my favorite) and interpreting (“I know it when I see it. I don’t know what it is, but I know when I don’t see it”—my other favorite), to the Essential Cultural Orientations model of cultural assessment by Dr. Nicolas Carballeira. Dr. Loretta Saint-Louis’s report on a pilot study for testing new technologies in medical interpreting revealed that some patients prefer the privacy of videoconferenced medical interpretation. This fact surprised many in the audience and led to a room full of new technology questions. Dolores Calaf’s...
The Onionskin Steps Back  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.

Client Outreach—Gathering Momentum

Speakers at translation industry events regularly cite the consequences of poor decisions made by language-insensitive clients. And a depressing litany it makes—from slapdash overnight jobs and translations produced by the cousin who spent a summer in Madrid to dictionary lookups (“it’s just five words”) and last-minute “adjustments” by a well-meaning but non-native CEO or personal assistant.

From Arizona to Zurich, the same tales of woe emerge.

The aim of these articulate, even downright erudite contributions is usually to raise awareness of translators and translation. But speakers often express a note of exasperation as well: how foolish, what a waste, don’t these clients ever learn?

Preaching to the Choir

One reason clients don’t learn is that they are not in the room.

Despite conference programs with glowing blurbs on delegate profiles, the truth is that business people, engineers, healthcare personnel, diplomats, and other individuals with a vested interest in securing high-quality translations rarely attend language-industry events.

Which means that even the most insightful comments on best practice voiced at these venues rarely reach a broader audience. Instead, the message is broadcast to other language professionals—the very people who suffer the consequences of poor procedures, rather than those with the networks, budgets, and the authority to make long-needed changes to corporate or institutional practices.

Even when such presentations are recycled as articles, these tend to run in linguists’ magazines rather than in the business, industrial, technical, or even general-interest press—which is where the clients are, and where the lessons might, just might, be taken on board. And yes, The Onionskin is aware that it should itself be syndicated in the general and business press (leads welcome) or at the very least be available online.

“…One reason clients don’t learn is that individuals with a vested interest in securing high-quality translations rarely attend language-industry events…”

But stepping back—and we are among linguists here, so introspection is allowed—how intriguing that translators so often overlook genuine client outreach, talking among themselves rather than directly addressing the audience they want and need to win over.

Speaking Their Language

How curious, too, that language specialists—language specialists!—often find it so difficult to mobilize the words and rhetoric needed to make their case to those using (or misusing) their skills.

Note, for example, how many would-be client education articles bristle with opaque jargon. It is easy to forget that even terms as transparent (for professional translators) as “source language” and “target language” will usually require explanation for non-linguists.

“Machine translation,” which seems perfectly clear to linguists, is another case. The term appears as a heading in Translation, Getting It Right, a client-education brochure based on Onionskin stories that was first published in 2000 by the U.K. translators’ association Institute of Translation and Interpreting. Yet in preparing a U.S. English adaptation of the brochure for ATA in 2003, it emerged that the U.S. target audience—middle management, monolingual—simply did not understand the reference. Since this same audience immediately recognized “computer translation” and “translation software,” ATA suggested either term as an alternative. In a telling exchange, an experienced translator involved in the project objected vehemently, arguing that the modification would be “unfair to translation memory software,” and citing references to “machine translation” on U.S. websites.

On closer examination, it became apparent that (1) discussion of translation memory software was a red herring for this particular brochure, designed as a translation primer, and (2) that the websites cited were for linguists and language technology professionals only.

So the change was made—and rightly so. But the experience was a salutary reminder of just how easy it is to lose sight of reader focus, even for a professional linguist.

Short and Sweet(-tempered) Works Best

Jargon aside, many would-be client education materials are far too long, rambling and/or unfocused. Others adopt a haranguing tone, presenting translators as a shrill corps of finger-waggers rather than bridges, facilitators, and solution providers. This is no way to win converts to
your cause, especially when that cause—effective cross-border communication—is shared by both translators and clients, or should be.

Conclusion: language skills are not synonymous with communication skills. To speak to a designated target group you must be able to put yourself in your readers’ shoes. Perhaps the attention to detail that serves translators well on professional assignments works against them when dealing with clients, branding them as hair-splitters and nitpickers. One thing is certain: when eyes glaze over, the message is lost.

Lifting the Veil: Bringing Clients into the Process

More helpful, in our experience, are regular reminders of best practice: using the catastrophe or silly example as a hook, but ending with a solution or practical piece of advice rather than prim lecturing. The assumption here is that clients can be taught—and indeed want to learn. They just haven’t been given an opportunity.

The author is convinced that bringing clients into the translation process in this way is a positive thing for translation quality, for individual translators, and for the industry as a whole. But to get the ball rolling, we must develop practical strategies that lure clients into translator venues, publications, and processes. We must speak to them in language they can relate to. (And that encourage translators themselves to learn more about clients and their expectations.) A few practical suggestions for accomplishing this follow.

Clients as Speakers

One way forward is to invite translation users to appear as featured speakers at language events. And not simply heads of corporate translation departments or government translation service administrators, however knowledgeable they may be. For one thing, many such administrators are linguists themselves; they already know about best practice (or should). For another, many have problems making the case for best practice to their own superiors.

Rather, it is high time to invite more bankers, chemists, patent lawyers, designers, and press officers to address translator groups.

Benefits All Around

That an increasing number of conferences do feature non-linguist presenters is a promising development, with two immediate payoffs for the translation community:

- A host of professions make use of translations as a matter of course, yet many individuals in these fields have never given much serious thought to how foreign-language texts are produced or made accessible to them. If invited to speak, these people need not choose a topic that is strictly language-related, but the very act of preparing comments for an audience of linguists will be a consciousness-raising exercise for them personally, which can be usefully reinforced by structured Q&A.
- These same clients and potential clients will return to banking, doctoring, lawyering, patent-writing, press officering, and design practices carrying an essential message to their colleagues and institutions: translating and interpreting are highly skilled professions, there are trained people out there who do this, and they can help us perform our work more effectively.

There is also another spinoff: the information, attitudes, and priorities these clients present can help both practicing translators and students acquire a better grasp of the Big Picture (the context in which texts are used, the complexity of issues surrounding translations commissioned, and precisely what translations are expected to achieve).

This, in turn, will help shape student attitudes and performance on translation assignments, while encouraging jaded or sincere but out-of-touch translation professionals to re-examine the product they are delivering.

Putting Other Pens to Work

While not necessarily clients, fellow writers are also effective allies. In June 2003, Lucy Kellaway, who writes a management column for the Financial Times (London), delivered a critical and occasionally scathing talk on business jargon to a group of translators at a Paris Bourse conference (proceedings forthcoming). In the Q&A session that followed, Ms. Kellaway discussed strategies for dealing with jargon-laden source texts with translator delegates. Her remarks appear in this issue of the ATA Chronicle (pages 19-22), but—very much to the point for translation client education—also gave rise to a column in the Financial Times.

Clients as Trainers

Even at smaller-scale “events”—on translation courses, for example—client input can shed new light on translation tasks and priorities. True, it
may be difficult to lure harried business executives or engineers into the classroom, but case studies and analyses of demanding customers’ requirements make excellent background reading for classroom discussion.

ATA training events increasingly feature speakers from outside the language services industry. Another example was a client roundtable discussion at the La Rochelle summer conference on financial translation (July 2002). A key message that emerged from that particular discussion was clients’ insistence on interaction with their translation suppliers. The French transcript can be downloaded as a pdf file from the Société Française des Traducteurs website at www.sft.fr. An English-language summary is also available online at www.jostrans.org.1

Testify, Testify

Regular readers of this column will remember translation-pays arguments made spontaneously by users of translation services:

• Dr. Mauri Ziff, a researcher at The Johns Hopkins University Department of General Pediatrics, paid tribute to translators of a brochure targeting Spanish-speaking partners assisting adolescents at risk of contracting HIV. Her team reaped unexpected benefits from the translators’ suggestions and clarifications, she said. Not only was the brochure a success, but the translators’ proactive stance meant that “the project worked as a confidence-building exercise between us and our [field] coordinators.”2

• Product manager Gary Blanchard, of Advanced Mechanical Technology, Inc. in Massachusetts, is adamant that smooth translation can make or break a sale. For the engineering specialists he sells to, numbers can give an idea of technical performance, says Blanchard, but from a sales point of view “it is the language that draws customers in and wins them over.”

In these examples and many others, client comments and case studies featuring specific companies, products, and language solutions are win-win. They remind practicing translators that the best-practice message is taken on board when properly presented. And they create a ripple effect, bringing home to translation users in similar or different business environments the very real added value that translators can supply, through examples and language they can relate to.

Lifting the veil to demystify translation, actively drawing clients into the translation process, and encouraging interaction with practicing translators is surely one of the most effective ways of improving translation quality. And with it translators’ working conditions, job satisfaction, and all-important self-image.

Notes


This article is based on a contribution to a forthcoming publication by Peter Lang (Switzerland).

FOR LONG-TERM PLANNERS
Future Annual Conference Sites and Dates

<table>
<thead>
<tr>
<th>2004</th>
<th>2005</th>
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<td>Toronto, Canada</td>
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<td>October 13-16</td>
<td>November 9-12</td>
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Dictionary Reviews

Compiled by Boris Silversteyn

Silversteyn is chair of the ATA Dictionary Review Committee.

Chinese → English, English → Chinese Information Technology Glossary
With Abbreviations Commonly Used in Telecommunications

Compiler:
Bruce G. Hyman
Publisher:
Dunwoody Press
Publication date:
2001
Number of pages:
473
Number of entries:
Chinese → English, approximately 5,000 terms alphabetized by Pinyin romanization;
Alphabetized English → Chinese, approximately 5,000 terms; also alphabetized by English abbreviation, approximately 3,500 terms.
ISBN:
1-881265-81-1
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$40
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6564 Loisdale Ct., Suite 800
Springfield, VA 22150 U.S.A.
Tel: (703) 921-1600
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E-mail: dpadmin@dunwoodypress.com

Reviewed by:
Dave Chen

The quality of the binding, paper, and print of this hardcover glossary is excellent. Typeface and legibility are also good. Each page of the glossary was arranged in table format with four columns (Chinese characters, Pinyin romanization, English words, and English abbreviations), which makes it easy for readers to look up terms. Bruce G. Hyman, who compiled the dictionary, declared in the Preface: “This glossary was compiled in the hope that it will assist translators working with Chinese materials in the information technology fields.” There certainly seems to be a need for his efforts, since there are far less Chinese → English glossaries or dictionaries than English → Chinese glossaries or dictionaries in the IT field.

The glossary starts with Part 1 Chinese → English. In the first 10 pages, every single page has errors. The first page alone, containing 29 entries, has 7 errors. The following shows the breakdown of these errors in the first 10 pages:

Page 1
按内容的寻址的存储器 (content addressable storage): The first “的” should be deleted.

按需分配多址 (demand assignment multiple address): The last Chinese character, “止,” means to “stop” while the corresponding English for this character is “access.” The Chinese character “止” should be “址.”

百万次浮点运算/秒 (one million floating-point operations): The corresponding English missed the translation of “秒” (second).

Page 2
包自适应路径选择 (packet adaptive routing): The word “routing” is normally translated as “路由选择” in Chinese.

Page 3
被控应答 (answer message [ISUP message]): The Chinese character “较” should be “叫.” The back translation of the corresponding English “answer message” should be “应答信号”

被叫方不挂机信号 (called subscriber held): From its corresponding English, “called subscriber held,” one can see that the Chinese character “叫” (support) should be “用户” (user).

被叫号码识别 (connected line identification presentation): The word “presentation” in the corresponding English is not reflected in Chinese.

Page 4
备余量 (margin): This is an incorrect collocation of Chinese. The correct Chinese phrase should be either “备余量” or “余量”.

变频的帧同步 (Modified Huffman Code): The Chinese character “码” (which is a question word) should be “码” (code).

Page 5
标准的二进制补码 (Complementary Straight Binary Code): The Chinese character “码” should be “码.” Here, the Chinese character “制” is usually omitted.

Page 6
预留的直接归属 PLMN 国家国际呼叫 (barring of outgoing international calls except those direct to the home PLMN): This Chinese expression is very awkward. The adjective is too long and is mixed with an English abbreviation. This can be broken into two entries: “备用国际呼叫” and “直接归属 PLMN 国家.” Furthermore, the abbreviation “PLMN” should be translated into Chinese.

比奇奇您验码 (bit interleave parity): This entry should be “比奇特校验码”

闲码 (Interlock Code [CUG SS]): This three-character entry has two errors. The character “闲” should be “闲,” and the character “码” should be “码.” The Pinyin romanization is also wrong.
Page 7

不适用的目标 BS (invalid target BS): This entry has two problems. First, “适用” is not a correct collocation, and you cannot find this phrase in any formal, standard Chinese. It might be “设置” (set-up) or an abbreviation for “预留配置” (in which case, the corresponding English should be “suitable” and “configurable”). The Chinese equivalent for the word “invalid” is “无效.” Second, the Chinese entry cannot end with two English letters. You can either translate “BS” or leave “BS” and put its Chinese meaning in brackets.

不提供数字通路信号 (digital path not provided signal): This Chinese entry implies ambiguity and can be understood in two ways: 1.) 不提供数字通路信号 (does not provide signal for digital path); 2.) 不提供数字通路的信号 (signal for digital path is not provided). The corresponding English that is provided is not good English.

Page 8

Page 9

Page 10

操作符字段 (operation field): The Chinese character “码” is missing in English.

There are quite a lot of items that one would expect to find in this type of work that were not found. They include: anonymous call rejection; automatic speech recognition; bandwidth-on-demand; ball grid array; call screen; card extractor; digital access cross connection; device-aware application; e-stalker; enterprise-wide access switches; feed horn; foldable keyboard; group package radio service; global system for mobile communication; high-definition television; hunt group; inter-operability, interrupt service routine; line build-outs; low noise block; mast assembly.

Information technology is a new field that lacks standardization or a set translation for terms. Some companies choose their own translation for terminology or jargon that may not be universal. Under such circumstances, the compiler should have taken universality into consideration when selecting terms for entries in the Information Technology Glossary. The translation of a term should be the one most widely accepted in the industry, rather than the one used by a select number of companies. For example, the term “call forward” is most often translated as “呼叫转移” or “呼叫转移” (See English-Chinese Telecommunications Dictionary and English-Chinese Computer Applications and New Technology Dictionary, both published in Beijing, China). The glossary provides the translation “前转,” which is not as widely used as the two translations I just mentioned. Since there is not only one set translation, the glossary should have...
provided as many translations as possible, rather than only one equivalent. Generally speaking, entries in a glossary or dictionary should be words or phrases, not sentences. Several entries in the glossary are complete sentences. For example, “当隔出必 PLMN 国家后，闭锁所有入局呼令,” a complex sentence containing an adverbial phrase of time or condition, should have been divided into two entries: “隔出必 PLMN 国家” and “闭锁入局呼令.” By the way, the English translation the glossary provided is incomplete and incorrect. This example brings out another problem with the glossary—the Chinese entries should not include any English. The abbreviation PLMN should be translated into Chinese or left it in English (if it is a very popular English abbreviation in China, which is not the case here), with the Chinese explanation appearing in brackets. Finally, a number of Chinese and English terms used in the glossary are very odd, rather than authentic and idiomatic (see earlier breakdown of errors for details).

Despite its shortcomings, this glossary can still be used as a reference source for translators/interpreters. Its Pinyin romanization can help non-native speakers of Chinese to pronounce the Chinese characters. I was told that the compiler is going to publish the second edition of the glossary. I sincerely hope he invites a native speaker of Chinese to be a co-compiler or editor to ensure the correctness and accuracy of the glossary. I also hope the review of the revised edition will be a positive one.

Dave Chen is a lecturer, writer, interpreter, and translator. He has taught English at the Shanghai Institute of Mechanical Engineering for eight years. He has several publications in both China and the U.S., including a set of university course books in English for science and technology and The Comprehensive Chinese-English Dictionary. He has a multidisciplinary technical background (English and telecommunications), and is experienced in simultaneous interpreting, voice talent, software localization, and technical translation (both into and from English). He also renders translation into both Simplified and Traditional Chinese. He has served as technical lead and language lead in many large volume projects. Contact: chen073@aol.com.

The preface of this dictionary purports to restrict the area of investigation to the rich plant life of the border area between the U.S. and Mexico, but from my experience in the Peruvian rain forest and in the lake district of Chile, the entries included in this carefully compiled dictionary come from an area much larger than the U.S./Mexico border area. For instance, the dictionary lists Notophagus Antarctica (haya antarctica, haya austral, or ñire in Spanish, with false beech and southern beech in English) and Notophagus dombeyi (coihue or haya chilena in Spanish, with no English gloss provided). Both of these proud trees are found at the southern tip of the Andean slopes and on the large island of Tierra del Fuego, but I doubt whether they can be found north of Santiago, Chile, if that far. The dictionary even goes so far as to list the most gorgeous red marzipan-like vine-flower that grows only in the southern pine forest of Chile, the copihue, which is listed as Lapageria rosea (copihue), or Chilean belflower. Thus, it is safe to say that the 7,000-plus species treated in this dictionary cover most any plant a translator may encounter in ecological studies from any part of the Americas. Nevertheless, specialists of the specified border area will be happy to find a particularly complete inventory of chiles, frijoles, cacti, and other typical plants of the U.S./Mexican border.

In the days when the Dutch edition of National Geographic was checked for factual errors by translators in the U.S., I was particularly pleased to have discovered an Internet (mostly Google) methodology for...
Dictionary Reviews Continued

checking the equivalence of not readily known flora and fauna. I would conduct a search on the obscure Dutch common name of the animal, fish, or plant in an attempt to discover its Latin genus and species name, and then enter the Latin name and try to discover the English common name for said animal, fish, or plant. This method usually worked, and I thought I had discovered something unique. Then, the dictionary under review came to my desk, and there was my search method, neatly on paper and very well done.

The primary and first section of this book contains the Latin plant names, followed by a section on the primarily Mexican-Spanish common names, and, lastly, a section with the American English common names. So, let’s say we encounter the term *retama*, the Spanish common name for the small, bright yellow orchid-shaped flower at the tips of a very tough and hardy plant that grows from the central part of the U.S. to the southern tip of the Andes. The Spanish section of the dictionary refers us to some 25 types of *retama* (at this point, it would be nice to have some pictures) with such adjectives as: china, Canarias, cerda, escobas, España, delgada, del Monte Etna, país, olor, escocesa, inglesa, loca, macho, negra, pelosa, real, serrana, etc. However, the term we are looking for is listed as *Spartium junceum* (camboño, gayombo, genista, piorro, retama, retama de China, retama de escobas, retama de España, retama de flor, retama delgada, retama de olor, retama macho), or Spanish broom. There are many names for this plant in Spanish, and only one in English. Each of the Spanish common names is listed in the Spanish index and leads us to the Latin name, which in turn leads us to the English common name. This seems like a lot of work, but there is probably no better and more complete method.

Let’s quickly look at such ever-problematic terms as cranberry and blueberry to see what the author of this dictionary does with them. For cranberry, we find *Vaccinium macrocarpon* (arándano, arándano agrio, arándano macrocarpo, arándano trepado, baya de grulla). For blueberry, highbush blueberry, we choose *Vaccinium corymbosum* (arándano, arándano americano, arándano azul, arándano corimboso, madroñito). Thus, *arándano* by itself in Spanish causes the sticky problem, but this dictionary, by means of the Latin names, clarifies the difference.

Looking at one more item, let’s say we encounter the word *caña brava*, that pesky and sharp-leafed cane that grows in the tropical and subtropical wetlands in the Americas. The dictionary gives us no less than nine Latin species names, which tells us that *caña brava* seems to be a catch-all name for many types of cane. But the one we need is listed as *Arthrostylegium racemiflora* (caña brava, guiyaa, otate), or wild cane. From this we also find out that this type of cane is called *otate* in Mexico, which could turn out to be a useful piece of information at some point.

This is a very complete and well-organized dictionary that will help you to find just the right Spanish or English name for a plant. Nevertheless, the fastest and surest way to find the correct terms might be to find the Latin name and a picture of the plant on the Internet, and then go to this dictionary to find all the different common names and glosses in Spanish and English for the particular item. In addition to the lack of pictures in this dictionary, it would have been a big help if the author had indicated the countries, or some sort of country codes, for the multiplicity of glosses under any plant.

All in all, this is a carefully constructed dictionary that would be a great addition to the library of any serious student, scientist, or translator. The book is beautifully printed on sturdy, bright paper and has a handsome, well-bound green cover that fits the subject matter. In my opinion, the book is worth the price.

Robert Croese has an M.A. in theoretical linguistics and was involved in linguistics, translation, and bilingual education among South American indigenous groups in Peru and Chile from 1970 until 1988. For the last 10 years, he has built a solid translation business in the U.S., specializing in Dutch and Spanish-to-English (ATA-certified Dutch->English). He is also a director on the ATA Board of Directors and the chair of ATA’s Chapters Committee. Contact: rcroese@charter.net.

Elsevier’s Dictionary of Nature and Hunting (English, German, Russian, and French)

Author: Cyril (Kirill) Zykov
Publisher: Elsevier
Publication date: 2002
ISBN: 0-444-50420-6
Price: $120 (from Books-A-Million)

Reviewed by: Ted Crump
n the introduction to this dictionary, Cyril Zykov states that interest in hunting tourism and environment conservation has increased substantially in recent years. This has brought about a demand for a relatively small multilingual dictionary covering the requisite botanical, conservation, biological, and hunting terms, complete with the names of plants and animals, to serve the purposes of hunters, environmentalists, biologists, travelers, and translators, as well as all those who are interested in nature. Zykov mentions previous multi-volume dictionaries that have specialized in conservation, animals, and biological terminology, including Elsevier’s Dictionary of the World’s Game and Wildlife, which contained some 6,000 entries relating to hunting. However, Zykov states that all these editions were mainly intended for experts. The inference is that Elsevier’s Dictionary of Nature and Hunting seeks a niche in the backpacks of modern-day Dersu Uzala wannabees, amateur nature-lovers, and on the desks of inexpert translators.

The selection of languages covered (English, German, Russian, and French, with Latin names of plant and animal species) and the range of the species included does limit the dictionary’s focus to the geographical area of Europe and Northern Asia. As is common with Elsevier dictionaries, the 5,594 entries are listed alphabetically by English headword (U.K. spelling—“behaviour,” “faeces”) followed by equivalents in the other languages, with the usual indices by language in the back so that each of the languages can be used as both source and target. The vowel of the stressed syllable is presented in bold for the Russian terms, the gender is given for French, German, and Russian nouns, and English verbs are marked with the letter v. Russian entries are sometimes accompanied by explanations (in Russian), but this does not carry over to the other languages.

Zykov compiled the dictionary on the basis of large bilingual dictionaries, specialized biological dictionaries, the Seven-Language Dictionary of Animal Names, and a number of other dictionaries specializing in insects, birds, wildlife, plants, fish, trees, shrubs, hunting, etc.—40 sources in all. He was assisted by colleagues at the Severtsov Institute of Ecology and Evolution, officials from the Union of the Hunters and Fishermen of Russia, and French colleagues from various organizations dealing with environmental protection and natural resources. The terms were checked by specialists from the Russian Academy of Sciences and Moscow State University.

Despite this rather impressive crowd, the tome has more than a few curious equivalents as well as typos. The typos begin in the Introduction (Russian page). The German terms for “accommodation” (f. adaptation, г. приспособление) are incorrect: “Anwendung; Ausnutzung; Gebrauch,” which are also used for “adaptation and adjustment.” And it goes on from there: “actif biting” (of fish); “Afgan fox,” “ВОЗРАСТНОЙ СОТАВ [sic]”; “announce” (instead of “announcement”) paired with “annonce, anounс, and Anzeige”; “anoura amphibian” (instead of anura—anoura are bats); “bank” (in a boat, place to sit, instead of seat, thwart, gunwale, deck, or wing, depending on the type of boat); “be chocked with weeds” (choked?); “beasts of prey” (instead of predatory animals—quaint, but it’s straight out of Cassell’s!); “clatter of teeth” (instead of “chatter”: нёлкать зубами); “cur-dog” is given as an equivalent for a “mongrel dog” in Russian, German, and French, while it is actually a breed with several variants; “demi-ass” instead of “mule” (demi-asses are mules that appear on coats of arms); etc.

But these are the usual carps for Elsevier’s multilingual dictionaries. The question is how well does the dictionary serve the outdoorsman with bigger fish to fry? For hunting, in addition to “ammunition,” it offers the “Berdan rifle,” or “berdanka,” as it is called in Russia. This rifle first appeared in 1874 as a single-shot, 42-inch breech-loader, which eventually became a single-shot bolt-action rifle, until it was finally declared obsolete by 1919. However, it is still popular with hunters.

Other essential accoutrements are here, including: binoculars; bird dog; bird shot; biting lice; breech bolt; buckshot; carabine (although “carbine” is the preferred spelling); cartridge; damask barrel; double-barrel shotgun; express rifle; and fetch! So does this dictionary merit backpack space for the Schnapsensnake, sallying forth with his Lederhosen, Berdan rifle, and inexpert translator to gut-shoot some fellow warm-blooded animals? There are many plant and animal species listed, but how well does it do in a field trial?

Googling the keywords “Jagen” and “Russland” turned up the Teutonic version of Field and Stream, Jagen Weltweit, in which I tested Zykov against a few articles. In “Elche: Zwischen Alaska und Kamtschatka,” Zykov hits with “Elch” (like the Germans, he refers to moose [Alces alces] as “American elk,” which are actually Cervus elaphus),

So the Schnapsnase hunter may not fare so well with this tome.

Nevertheless, again there are many animal and plant species listed, and for the nature lover with nothing else, Zykov may render some help.

Glossario delle Tecniche Artistiche e del Restauro
Authors: Claudio Paolini; Manfredi Faldi
Publisher: Edizioni Palazzo Spinelli
Publication date: 2000
Price: €29.00
Available from: Istituto per l’Arte ed il Restauro “Palazzo Spinelli” Borgo S. Croce 10, I-50122 Firenze, Italy

Languages: Italian, French, English, German, Spanish
Number of pages: 351
Number of entries: 1,200+

Lessico del Restauro Storia Tecniche Strumenti
Author: Cristina Giannini
Publisher: Nardini Editore
Publication date: 1998
Price: €22.00
ISBN: Not available
Available from: Nardini Editore via del Salvati 1, I-50014 Fiesole (FI), Italy

Languages: Italian
Number of pages: 351

Reviewed by: Jacopo Màdaro Moro

In the early 1980s, I heard of a glossary of painting restoration that was described to me as being superb*. Useless to say, I never got it, but while looking for it I found its modern incarnation and its historic and technical backdrop. Luck and hard work done by Libreria Goldoni in Venice have produced two volumes of great interest for those who translate in the field of fine arts.


Nevertheless, paintings, frescos, and their techniques were left to the cognoscenti. The relevance of the Glossario delle Tecniche Artistiche e del Restauro is supported by a prestigious European sponsorship, the program INFO 2000 of the European Commission, Directorate General XIII/E, Luxembourg, which has also produced an online glossary based upon Paolini and Faldi’s [P&F] recueil, with about 1,200 lemmata (again, in four languages: Italian, English, Spanish, and Dutch), available at www.argosproject.org.

The hardcopy has the advantage of offering expert Italian definitions of the terms (absent from the online database) and the disadvantage of lacking cross-indices, thus limiting the direction of translation from Italian into the other three languages. This diversified approach is quite useful, as shown, for instance, by the small treatise on colors and pigments which emerges from

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<table>
<thead>
<tr>
<th>E</th>
<th>I</th>
<th>Mollett</th>
<th>P&amp;F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arzica [an antique yellow pigment]</td>
<td>Arzica</td>
<td>✗</td>
<td>Also, lacca di gualda, erba lucia, guada, gualda, lacca gialla lutea, luza.</td>
</tr>
<tr>
<td>Cochineal</td>
<td>Lacca di cocciniglia</td>
<td>✗ Also carmine, red lake</td>
<td>Also carminio, rosso di carminio, lacca di Firenze, lacca di Monaco</td>
</tr>
<tr>
<td>Copal</td>
<td>Coppale o copale</td>
<td>✗ Also South African Copal</td>
<td>Also, Copal of Zanzibar o copale di Zanzibar</td>
</tr>
<tr>
<td>Encaustic</td>
<td>Encausto</td>
<td>✗</td>
<td>Also the distinct encausticatura, causticazione, encaustizzazione, or encaustic finish</td>
</tr>
<tr>
<td>Fish glue</td>
<td>Colla di pesce</td>
<td>✗</td>
<td>Also ittiocolla</td>
</tr>
<tr>
<td>Garanza lake</td>
<td>Lacca di garanza</td>
<td>✗ Under madder only. Also garance</td>
<td>Also barantia, garancia, lacca di alzarina, lacca madder, lacca di robia, lacca di Rubens, retzel, reza, rubea</td>
</tr>
<tr>
<td>Indigo</td>
<td>Indaco</td>
<td>✗ Also indigo brown, indigo red, and the Sanscrit chandaras</td>
<td>Also luluacin, indaco baccadeo, del Bengala, della Carolina, color rame, fiore, maccebeo, di Giava, and del Messico</td>
</tr>
<tr>
<td>Malachite green</td>
<td>Verde malachite</td>
<td>✗ Only malachite</td>
<td>Also verde azzurro di Spagna, verde azzurro, verde tedesco, verde di montagna, lapis armenis</td>
</tr>
<tr>
<td>Purple</td>
<td>Porpora</td>
<td>✗ Also its pigments: madder purple, violet mars and burnt carmine</td>
<td>Also its ancient synonym (pelagia)</td>
</tr>
<tr>
<td>Realgar [an antique red pigment]</td>
<td>Realgal or risalgallo</td>
<td>✗</td>
<td>Also risigale, realgar d’orpimento, rubino d’arsenico, sandaracha, sandaraca</td>
</tr>
<tr>
<td>Ultramarine green</td>
<td>Verde oltremare</td>
<td>✗ Also lapis lazuli, azzurrum transmarinum</td>
<td></td>
</tr>
<tr>
<td>Venetian red or Venice lake</td>
<td>Lacca di Venezia</td>
<td>✗ Only Venetian red</td>
<td>Only Venice lake, another variety of cochineal</td>
</tr>
<tr>
<td>Yellow lake</td>
<td>Lacca gialla</td>
<td>✗</td>
<td>Also lacca di Philadelphia, di quecitrone</td>
</tr>
</tbody>
</table>

P&F definitions. Although the individual variations are all included in the online database, without the hardcopy or specific competence, it would be almost impossible to tell that corpum mortum, caput mortum, colcothar, morello, morel di sale, vetriolo cotto, and vetriolo romano bruciato are just synonyms of English brown, or that Baltimore, chrome, Hansa, and brilliant yellows are one and the same pigment (although, we are told that the latter is often a cadmium yellow instead). Also, one must know in advance that isotropia/isotropy, or having the same properties (i.e., hardness, strength, etc.) in every direction (strangely translated by P&F).
with the adjective isotropic), is the opposite of anisotropia or anisotropy. Read the book, because the database does not volunteer such information.

While Pollini has coordinated the project and defined the terms pertaining to art history and critique, painting techniques, and related materials, Faldi has provided the lemmata specific to degradation, scientific assay, restoration techniques, and related materials and tools. I benchmarked their effort using a solid all-English reference, continuously in print since it was first published in 1883: J.W Mollett’s Illustrated Dictionary of Words used in Art and Archeology, reprinted in 1987 by Omega Books, Ltd., London, under the new title An Illustrated Dictionary of Antique Art and Archeology.

This comparison is already telling, but does not express P&F’s incredible richness. The proof is within. For instance, there are 24 headwords and 42 synonyms of lake (or lacca); 72 greens; 26 reds; 72 yellows; and over 75 whites.

To fully appreciate the difficulties so brilliantly overcome by P&F, I believe it is quite useful to read Cristina Giannini’s seminal work. Her Lessico del restauro is a sound example of solid historiography, combining linguistic research, art history, and the history of technology. Giannini follows the restoration field in France and (mostly) Italy, presenting all the major figures of four centuries of development and their techniques. In so doing, she unearths a trove of new information, defining the elements of what we know as the “cleaning controversy” (which recently reached the American public at the time of the Sistine Chapel restoration, thanks to Polaroid’s superior visual documenta-
tion). Giannini redefines the often obscure figure of the peintre-restaurateur on the basis of his evolving restoring methodology. Particular attention is dedicated to two father founders of the Italian restoration school, Ulisse Forni and Giovanni Secco Suardo, whose work and writings are analyzed in detail in view of the technical innovations they introduced. Giannini’s research is important for the translator as well, in terms of both linguistic development (showing the parallels between French and Italian) and lexicon.

In particular, an appendix entitled Il lessico degli strumenti (Tool Lexicon) packs in only six pages a complete list of every painter and restorer’s tool ever used, from pennelli, or paint brushes (P&F dedicate half a page to the definition alone), to the feared raschini, or scrapers (all their variants: raschiatoio, raspino, bisturi, lancetta, mestichino, coltello da pitore, coltello adunco, etc., are mentioned by both Giannini and P&F).

This is probably the ultimate testimonial of the relevance of both works. The first cogent historical analysis of restoration and the first multilingual glossary in that same field are so perfectly and independently matched that among the hundreds of tools listed by Giannini only one is not mentioned by P&F: piumaccioli di cotone (big Q-tips ante literam, used during froissement [or sfregagione], another of the few terms which P&F did not include).

One final note regarding www.argosproject.org. It exists, it is user-friendly, and its database works well. What a pleasant surprise!

**Note:**

* I still do not have it, but at least now I know that it was entitled Glossario tecnico-artistico per il restauratore dei dipinti by its author Jacqueline Ascoli, and that it was an internal document of the Istituto “Palazzo Spinelli.”

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**Dizionario Multilingue dell’Oreficeria**

Author: Giò Carbone  
Publisher: Edizioni Polistampa Firenze  
Publication date: 2001  
Price: €18.08  
Available from: Edizioni Polistampa Firenze via S. Maria 27/r, I-50125 Firenze, Italy www.polistampa.com or www.cellini.infogroup.it  
Languages: Italian, English, German, Spanish, Portuguese, Dutch  
Number of pages: 371  
Number of entries: 1,000+  
Reviewed by: Jacopo Mädaro Moro

When a friend told me about the Cellini Project, I could not hide a big smile.

I never bought Elsevier’s Dictionary of Jewellery and Watchmaking by Carl Forget (English-French-Danish-Italian-Spanish*. Amsterdam: 1984) because
of its hefty price and pronounced leaning towards mechanical watches. Instead, I made do with my glossaries and the help of my contacts in the trade, both in Venice (the diamond capital of Italy) and Vicenza (where most “18K Made in Italy” pieces are produced). Knowing its sponsors, including the European Commission—Directorate General Education and Culture, The European Parliament of Jewellery Schools, France Education Ministry, and Regione Toscana, and the sources (Le Arti Orafe—Jewellery International School, Florence; the Scuola di Arti e Mestieri, Vicenza; the Escuela Internacional de Joyeria, Gemología y Tosaciones [sic!], Madrid; North Glasgow College, Glasgow; Lycée Professionnel Jean Guehenno, St. Armand Montrand; Rok Zadkine—Volkschool voor Edelsmedenen fijne techniek, Amsterdam; and the Escola Antonio Arroio, Lisbon), I expected a solid dictionary that could finally alleviate our severe shortage of specific multilingual references.

I finally purchased the dictionary after a merry chase lasting almost two years, but upon opening it my smile became definitely thinner. Considering the excellent price, I could not justifiably protest the coarse recycled paper, the perfect binding, or the stiff and brittle cardboard cover. Nor do I know the difficulties of publishing such a major recueil at the top European level and coordinating more than two dozen editions in several countries. Still, my first thought after looking at the result of such great effort and commitment was: “Another triumph of political correctness over common sense.”

The complete wordlist, terms and equivalents alike, is presented in straight alphabetical order, rather than the standard headwords plus indices approach. The dictionary contains 1,000 lemmata spread over 371 pages and more than 8,000 entries. These entries are organized along a discontinuous grid of 45 rows and eight columns on two side-by-side pages, printed using a Narrow Arial 7 font and framed by a zebra-like motif of alternating two-tone matte gray accents as pleasant as barbed wire. Terms are split into four distinct segments, entitled Dictionary [sic!], Tools, Chemistry, and Gemology. Each group is alphabetized separately, so that any search can be multiplied fourfold.

Worse still, the ballooning text has forced the exclusion of 2,500 terms and their related equivalents, all of which were included in the original database (the dictionary was abridged in order to save printed space). The issue of these missing terms is clarified on the fourth page, where we are informed that the whole database is offered on a free CD and that a website has been dedicated to database query and downloading. Of course, that was in 2001. Today, the site no longer exists and I cannot tell where, when, or who produced the original CD.

The loss of 2,500 terms is a very minor event in comparison to the burning of the library of Alexandria or the sacking of Iraq’s antiquities, but it still makes us poorer. Then again, if we only have to deal with this dictionary alone, relative deprivation is meaningless and even the textual organization must be downgraded from absurd to mildly irritating.

I started my exploration of this dictionary with a search for the word castone (or bezel). The Cellini Project team lists five variants (castone a griffe, Cartier, a illusione, diritto and per diamanti; or claw setting, Cartier’s, illusion, sraight [sic!], and diamond bezels).

A cross-check on bezel, shows that the other trade-related meaning of the noun (sfaccettature principali superiori, or the top main facets of a brilliant cut diamond) is not included. This is the common fate of almost all the names for diamond facets (girdle or collare; quoin or angoli superiori; although table or gradino is listed), diamond defects (such as piqué), and standardized diamond colors (see Table 1).

TheDictionary section lists both gold karat and stone carat (carato), albeit without stating the difference. Every major diamond cut, or taglio, (21 in total) is duly presented under Gemology (emerald, brilliant, marquise, square, step, oval, rose, trap, and baguette cuts or tagli smeraldo, brillante, marquise, quadrato, a gradini, ovale, a rosa, a tavola e gradini, baguette, etc.).

Gemology is probably the

| Table 1 |
|---------|-----------------|
| River   | bianco azzurro  |
| Top Wesselton | bianco raro o finissimo |
| Wesselton | bianco |
| Top Crystal | bianco con lievi tonalità |
| Crystal  | bianco colorato |
| Top Cape | lievemente paglierino |
| Cape     | paglierino |
| Light Yellow | lievemente giallastro |
| Yellow   | giallastro |
best section to read, because it is concentrated in only 64 pages and more uniform in content. Precious and semi-precious stones are well documented, as indicated by Table 2, although the inclusion of pearls and mother of pearl (madreperla) is understandable, but semantically ludicrous (a gem is by definition a cut and polished stone). To fully justify such classification (limited to the relentless repetition of natural, baroque, cultivated, and blister pearls or perle naturali, barocche, coltivate e blister), the Cellini Project team could have enlarged its research, including expressions such as bird wing pearls (perle barocche di fiume); pearl-eye (perla sferica perfetta); or bird’s eyes (occhi d’uccello, indicating slightly imperfect fresh-water pearls with dark rings).

The distinctions between the dictionary’s sections are often blurred. For instance, opale appears twice under the Dictionary section, while only fire opal (opale di fuoco) is included under Gemology. Also, cameo (cameo) is not listed in the same section of pearls and mother of pearl, but in the Dictionary section. This same section lists cuttlefish bone (osso di sepia, a material which is used to produce small gold castings), in addition to crucible (crogiuolo) and crucible holder (porfacrogiuolo). Similar confusion is created by placing carta smeriglio (emory paper) under Tools and pumice stone, bench peg, and grindstone (pietra pomice, stocca, and pietra da affilare) under Dictionary.

Notwithstanding the apparent confusion, the listing of tools is concentrated within 32 pages and contains some 100 entries. The same relevancy is quite high throughout the volume, as shown by a basic absence of filler words.

In conclusion, even though it is frustrating and repetitious, this is an excellent dictionary. The CD version must have been a delight to use. Too bad we are stuck with only the printed version.

<table>
<thead>
<tr>
<th>Table 2: Gems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aventurine Avventurina</td>
</tr>
<tr>
<td>Brazilianite Brasilianite</td>
</tr>
<tr>
<td>Corundum Corindone</td>
</tr>
<tr>
<td>Dumortierite Dumortierite</td>
</tr>
<tr>
<td>Epidote Epidoto</td>
</tr>
<tr>
<td>Feldspar Feldspato</td>
</tr>
<tr>
<td>Garnet Granato</td>
</tr>
<tr>
<td>Hematite Ematite</td>
</tr>
<tr>
<td>Iolite Iolite</td>
</tr>
<tr>
<td>Jet Giaietto</td>
</tr>
<tr>
<td>Kunzite Kunzite</td>
</tr>
<tr>
<td>Lazurite Lazurite</td>
</tr>
<tr>
<td>Marcasite Marcassite</td>
</tr>
<tr>
<td>Novacekite Novacekite</td>
</tr>
<tr>
<td>Olivine Olivina</td>
</tr>
<tr>
<td>Phenakite Fenachite</td>
</tr>
<tr>
<td>Quartz Quarzo (13 listed)</td>
</tr>
<tr>
<td>Rhodonite Rodonite</td>
</tr>
<tr>
<td>Sunstone Pietra del sole</td>
</tr>
<tr>
<td>Tigerseye Occhio di tigre</td>
</tr>
<tr>
<td>Uvarovite Uvarovite, granato</td>
</tr>
<tr>
<td>Vanuralite Vanuralite</td>
</tr>
<tr>
<td>Wulfenite Wulfenite</td>
</tr>
<tr>
<td>Zircon Zircone</td>
</tr>
</tbody>
</table>

Jacopo Màdaro Mòro is a technical translator into Italian. He specializes in medicine, bioengineering, and optoelectronics. Contact: jmadar0@verizon.net.

Programs in Translation Studies: An ATA Handbook

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Getting with a serious, goof-proof language program is a must in the aeronautics business, says Paul Harvey, the syndicated presenter of news and commentary in the United States. He recently reported that some 1,500 airline deaths over a 20-year period could be attributed to the verbal data or instructions of air traffic controllers not being properly understood due to language or accent differences between the person on the ground and the person in the air. Tell that to the next person who is rude enough to wonder aloud whether our profession amounts to anything of consequence!

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

New Queries

(E-G 4-04/1) Noting that it referred to a cost compilation for a bridge construction project, a ProZ user asked for a German equivalent for bridge carriageway pavement—sealing of edge by tape. What does this procedure involve, and what is good German for it?

(F-G 4-04/4) Difficulty in visualizing what was being referred to was a major part of this Lantra-l denizen’s problem in translating “Enseigne en tryptique.” The content involved a car manufacturer and numerous publicity devices.

(G-E 4-04/5) Here’s one that has to do with toothed wheels and gear tooth forming technology. A ProZ correspondent asked about the word “Schlichtumgang,” with the following context sentence: “Sie haben die Eingabe des Schleifprogrammes abgeschlossen, durch Eingabe eines Schlichtumganges.” What is it?

(I-E 4-04/6) Taken from a table in a medical journal article under “post-treatment” for an anti-diabetic treatment, the phrase “presente indosable” caused problems for a ProZ man. And at the time of this compilation, no one with even a hint of a solution had come forth. So come forth!

(I-F 4-04/7) For this legal query, good English would be acceptable. The troublesome words in the following legal text are “atti di impulso”: “XXXXX dichiara di accettare la proposta di compreso arbitrale avanzata, per faculta concordatoria, con gli atti di impulso alla costituzione dello stesso collegio arbitrale, da YYY....” Anyone want to try it?

(Pi-E 4-04/8) The phrase “Hotel XYZ: Decoração e fornecimento” caused problems for a Lantra-l participant who was working on a list of jobs by an interior decorator. To paraphrase it, the decorator has created a design and done the actual work of decorating or redecorating the rooms. What would this be in English?

(Pt-E 4-04/9) Here’s one asked by a Lantra-l while doing what was described as a “short corporate blab-blah document.” The troublesome term was “seguridad de suministro,” and here’s what led up to it: “XXXXX es el primer operador europeo en la gestión y mantenimiento de instalaciones de climatización (45,000 instalaciones), redes urbanas de calefacción y frío, cogeneración y producción autónoma de electricidad. Ahorros inmediatos y garantizados a largo plazo; cambio de gastos fijos a gastos variables; transferencia de riesgos y seguridad de suministro. What to make of the latter?

(Sp-E 4-04/10) What is “energía comprimida?” The sentence from which this Lantra-l query came reads like this: “Las prestaciones abarcan la realización de auditorías energéticas, la producción y distribución de energía comprimida y el mantenimiento industrial.”

Responses to Old Queries

(E-Sp 2-04/4) (brownstock): According to Alicia Urteaga, one entry under the topic “pulp and paper industry” gives the meaning as “pasta de descarga.”

(E-Sw 2-04/5) (parcel shelf): Jessie Christensen does not claim to know Swedish, but she is a mom (Mother’s Day will arrive just a short time after this issue: have a good one, Jessie!) and has installed a car seat before. Most likely, the shelf being referred to is the shelf behind the rear seat of the car and under the rear window. Most of the newer child seats have an extra tether strap that attaches to anchors located on this shelf. This further secures the top of the child seat, especially if it is a taller one for older children.

(F-E 5-03/5) (“agent de maintenance”): Miriam Lassman-Rosin thinks this is the person responsible for the general upkeep of a residential building. In the U.S., he would be...
a super or handyman, the guy that makes minor repairs in tenants’ apartments.

(F-E 9-03/6) (“un brève”): Perhaps news flash, says Miriam Lassman-Rosin, citing as an example a brief item from the 1950s in which it was stated that some labor union leaders were discontinuing the wearing of their union suits.

(G-E 1-04/6) (“Leistungsfach”): Putting it a little differently from those who answered previously, Stephanie Müllenmeister-Grow says it refers to whatever subject students choose as one of two subjects to be extensively tested in for their high school diploma. Choice does exist for the student, but it may be necessary for the student to pick, for example, at least one subject from the hard sciences. It’s the high school equivalent of a college major.

(G-E 1-04/7) (“apparative Nachsorge”): Miriam Lassman-Rosin, God bless her, is even willing to write with pen and paper from a bed while in hospice care to say that “Nachsorge” generally means medical follow-up. In the case cited on page 58 of the January issue, it is most likely an annual re-examination of the contralateral breast through such procedures as ultrasound or a mammogram.

(I-E 2-04/10) (“ostensioni”): Neil L. Inglis wonders whether this might be a type of “ostensioni.” He admits it is not a typical use of the word, but perhaps it refers here to students’ lodgings, dorms, and living quarters: in other words, architectural extensions to the main university building.

(M-E 1-04/9) (растворимый): Keith Goeringer states that this verb can mean to shake, so that the phrase can mean something along the lines of We had to shake them, show that they can be leaders…. This is figurative speech, he presumes, implying an attempt to grab the members of the group being referred to and to try and shake some sense into them.

(Sp-E 1-04/13) (NBI): Anne Hartzenbusch claims the Instituto Nacional de Estadísticas y Censo of Argentina refers to this as “Necesidades Básicas Insatisfechas.” Paul Martin agrees, and says that the answer came up in a fraction of a second using Google, a tool which he refers to as a lifesaver when trying to figure out abbreviations. Natascha Ostroumoff had just finished a job in which she encountered this, and decided that the best equivalent in English was unmet essential needs. In other words, the kind of needs felt by people who live in places with dirt floors, bad roofs, no flushing toilets, or running water.

Renato Calderón cites an article published just before the close of 2003 in the Los Angeles Times, stating that Spanglish is gradually becoming a mainstream phenomenon. Marketers now use it, as do script writers for television and movies. The world of academia was once a bastion of anti-Spanglish sentiment, but no more. This type of vernacular is now studied in courses bearing names such as Crossing Borders. An Amherst College professor has now even published a Spanglish dictionary. Two broad subdivisions of this phenomenon are distinguished: code switching, as in “Vamos a la store para comprar milk,” and the Hispanicization of English words like troca or troque for truck. Two areas of debate remain. Is it a genuine language, or just a category of slang? And, is it a fleeting trend or something permanent?
Several months ago I asked readers to write to me about the reasons for the multiplicity of non-cognate terms for “German.” As of the date of writing this column, I have heard from Roy Cochrun, John Decker, William Derbyshire, Ulrich Garn, Chris Gould, Robert Killingsworth, John Kinory, and J. C. Zavala. The information included in this column comes from them. Any mistakes are mine.

Some terms seem to come from the Old High German word for “German” and the Gothic word for “people/gentile,” others from the names of the various disunited Germanic tribes, and others from a word for all the Germanic tribes collectively. Yet other terms arise from an uncomplimentary characterization of Germans as mutes.

The Old High German and Gothic words are “diutisc” and “thiudisko,” respectively, and from these words come German “deutsch,” Dutch “duits,” Italian “tedesco,” Japanese “doitsu,” the Chinese combining form “de,” and possibly the Scandinavian “tysk.” The name of the tribe “Teutonen” may also be related. And, since Scandinavian “tysk” is close to “tyst,” meaning silent, perhaps this term also comes from or was influenced by the fact that Norwegians considered Germans to be dumb.

There is no doubt that Slavs considered Germans to be dumb. Czech “němčina” and Polish “niemiecki” both mean “cannot speak,” and the words may be related to other words meaning “to stutter,” “to lack understanding,” and possibly even to English “mumble.” (The last seems far-fetched.) A Russian word similar to the Czech and Polish above is sometimes used to designate foreigners in general. Then there is Hungarian “nemétil,” an obvious borrowing from the Slavs which does not preclude an independent judgment on the part of Hungarians that Germans are dumb.

One tribe that definitely lent its name to a term for German was the “Allemannen,” who lived next to France and gave rise to French “allemand” and thence Spanish “alemán,” Portuguese “alemão,” Arabic “almani,” and Turkish “alman.”

Another tribe was the Saxons, from whence comes Finnish “saksa.”

The word “German” itself and its cognates stands for all the German tribes collectively, giving rise to the terms in English, Latin, and Greek.

Just as the name of a particular Germanic tribe sometimes came to stand for the language and people as a whole, conversely, a general term sometimes came to stand for a specific subset of the Germanic languages and peoples. There is English “Dutch,” and also Arabic “nemsi,” borrowed from the Slavs and meaning “Austrian.”

In other communications regarding the previous column, Kim Braithwaite points out that, in the television series, Detective Poirot inflects his English with French just as the English speakers give an English inflection to French words such as Poirot’s name.

And fellow columnist John Decker gives a source, possibly apocryphal, for the mixing up of Bayreuth and Beirut in the film Wagner. In 1876, the dragon costume for Fafner was constructed and shipped in segments. The neck, from a factory in Britain, was indeed sent to Beirut, and poor Fafner, in Bayreuth, had to perform, perhaps in anticipation of Tennessee Williams, as a no-necked monster.
panel discussion (“How Culture Fits into My Training and My Role as a Medical Interpreter”) displayed the newly obtained interpreting abilities of graduates from the Cambridge College Medical Interpreter Training Program at Lawrence and Cambridge. (Janis Peterson, founder of the Cambridge program, also attended this discussion.) Susy Martorell’s session on children with special needs and Gregory Figaro’s good advice on business fundamentals for independent interpreters were both worth the crowded rooms. There were also sessions addressing terminal illness and end of life issues (vocabulary, medical, legal, and ethical issues) for Russian, Portuguese, Haitian, and Spanish language interpreters.

The Monday following the conference, I asked fellow colleague and conference participant John Nickrosz to give me his thoughts on the event. He told me, “I think that in regards to the content, it was great, although I think that we need to have more people involved in the planning. Des idées jaillit la lumière. We can always improve.” Later, I spoke with Joy Connell, who said she had not been able to look at the evaluations, but that “so far, I have received nothing but positive feedback.”

For more information on MMIA, please visit the association’s website at www.mmia.org.
Call for Papers

45th Annual Conference of the American Translators Association

Toronto, Canada • October 13-16, 2004

Proposals are invited on topics in all areas of translation and interpreting, including the following:

- Agencies, Bureaus, and Companies
- Financial Translation and Interpreting
- Independent Contractors
- Interpreting
- Language-Specific Sessions
- Legal Translation and Interpreting
- Literary
- Medical Translation and Interpreting
- Scientific and Technology
- Social Sciences
- Terminology
- Training and Pedagogy
- Translators and Computers

Suggestions for additional topics are welcome. Proposals for sessions must be submitted on the Conference Presentation Proposal Form to: Conference Organizer, ATA Headquarters, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Fax: (703) 683-6122. All proposals for sessions must be in English.

There’s no time like the present! Download a Conference Presentation Proposal Form at www.atanet.org/abstract.htm.
Upcoming Events

IJET-15
Yokohama, Japan
May 22-23, 2004
Theme: “The Translator as an Entrepreneur”

For more information, please go to www.jat.org/ijet/ijet-15/program.html.

World to World/Mundo a Mundo
Literary Translation Workshop
July 19-30, 2004
Querétaro, Mexico

Binational workshop offered by the Inter-American University Studies Institute, and co-sponsored with the University Autónoma de Querétaro and the University of Oregon. Open to university, college, and high school teachers, graduate students, creative writers, journalists, professional translators, among others. Details: www.iusi.org.

Refresher Course for Professional Simultaneous Conference Interpreters
2004 Cambridge Conference Interpretation Course
Cambridge, United Kingdom
August 1-14, 2004

Course languages are English, French, German, Russian, and Spanish. The language of general instruction is English. Early enrollment is recommended. For all information, detailed course brochure, fees, and enrollment forms, please contact:
Christopher Guichot de Fortis
Tel: (+32-2) 654 2080 (Brussels) • Fax: (+32-2) 652 5826 (Brussels)
E-mail: defortis@belgacom.net

Global Security: Implications for Translation and Interpretation

New York University
Kimmel Center for University Life
New York City
June 3-5, 2004
Registration Fee: $320

To register and for more information, go to www.scps.nyu.edu/translationconf or call (212) 998-7200.

Sponsored by New York University’s School of Continuing and Professional Studies
ATA Chapters, Affiliated Group, and Other Groups

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

Carolina Association of Translators and Interpreters (CATI)
318 Bandock Drive
Durham, NC 27703
Tel: (919) 577-0840
catiweb@pobox.com • www.catiweb.org

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

Michigan Translators/Interpreters Network (MITIN)
P.O. Box 852
Novi, MI 48376
Tel: (248) 344-0909 • Fax: (248) 344-0092
info@mitinweb.org • www.mitinweb.org

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

Midwest Association of Translators and Interpreters (MATI)
542 S Dearborn Street, Suite 1060
Chicago, IL 60605
Tel: (312) 427-5450 • Fax: (312) 427-1505
moirapujols@aol.com
www.geocities.com/futureata

National Capital Area Chapter of ATA (NCATA)
P.O. Box 65200
Washington, DC 20035-5200
Tel: (703) 255-9290 • Fax (202) 234-5656
johnvazquez@msn.com • www.ncata.org

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

Northeast Ohio Translators Association (NOTA)
33425 Bainbridge Road
Solon, OH 44139
Tel: (440) 526-2365 • Fax: (440) 717-3333
js@jill-sommer.com • www.ohiotranslators.org

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

Midwest Translators and Interpreters Society (NOTIS)
P.O. Box 53
Minneapolis, MN 55440
Tel: (612) 625-3096
info@notisnet.org • www.notisnet.org

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

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

Affiliated Group
Utah Translators and Interpreters Association (UTIA)
P.O. Box 433
Salt Lake City, UT 84110
jcalleman@aol.com
www.stampscapes.com/utia

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

American Literary Translators Association (ALTA)
The University of Texas at Dallas
Box 830688 Mail Station MC35
Richardson TX 75083-0688
Tel: (972) 883-2093 • Fax: (972) 883-6303
ert@utdallas.edu • www.literarytranslators.org

Austin Area Translators and Interpreters Association (AATIA)
P.O. Box 13331
Austin, TX 78711-3331
Tel: (512) 707-3900
president@aatia.org • www.aatia.org

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

Chicago Area Translators and Interpreters Association (CHICATA)
P.O. Box 804595
Chicago, IL 60680-4107
Tel: (312) 836-0961
webmaster@chicata.org • www.chicata.org

Colorado Translators Association (CTA)
941 Cedwick Street
Lafayette, CO 80026
tel: (720) 890-7934
kathy@kdttranslations.com
www.cta-web.org

Delaware Translators Network (DTN)
2401 Pennsylvania Avenue #912
Wilmington, DE 19806
Tel: (302) 655-5368
levinx@cs.com
Delaware Valley Translators Association (DVTA)
606 John Anthony Drive
West Chester, PA 19382-7191
Tel: (215) 222-0955
cytran@compuserve.com

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

Houston Interpreters and Translators Association (HITA)
P.O. Box 421343
Houston, TX 77242-1343
Tel: (713) 202-6169
www.hitagroup.org

The Kentucky Translators and Interpreters Association (KTIA)
P.O. Box 7468
Louisville, KY 40257-0468
Tel: (502) 548-3988
E-mail: vapues@insightbb.com

Metroplex Interpreters and Translators Association (MITA)
712 Cornfield Drive
Arlington, TX 76017
Tel: (817) 417-4747
www.dfw-mita.com

National Association of Judiciary Interpreters and Translators (NAJIT)
2150 N 107th Street, Suite 205
Seattle, WA 98133-9009
Tel: (206) 367-8704 • Fax: (206) 367-8777
headquarters@najit.org • www.najit.org

New England Translators Association (NETA)
419 Grove Street
Reading, MA 01867
tel: (781) 942-3632
drhudick@attbi.com • www.netaweb.org

New Mexico Translators and Interpreters Association (NMTIA)
P.O. Box 36263
Albuquerque, NM 87176
Tel: (505) 352-9258 • Fax: (505) 352-9372
uweschroeter@prodigy.net
www.cybermesa.com/~nmtia

The Translators and Interpreters Guild (TTIG)
962 Wayne Avenue, Suite 500
Silver Spring, MD 20910
Tel: (301) 563-6450 • (866) 563-6456
Fax: (301) 563-6020
info@ttig.org • www.ttig.org

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

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

AUSTRALIA
Australian Institute of Interpreters and Translators, Inc. (AUSIT)
P.O. Box A202
Sydney South, NSW 1235 Australia
Tel/Fax: +61 (02) 9626 7046
national@ausit.org • www.ausit.org

CANADA
Association of Translators and Interpreters of Alberta (ATIA)
P.O. Box 2635
Station M
Calgary, Alberta, Canada T2P 3C1
Tel: (403) 243-3477 (Alberta office) or (780) 434-8384 (Edmonton office)
www.atia.ab.ca

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

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

Society of Translators and Interpreters of British Columbia (STIBC)
Suite 511, 850 W Hastings Street, Box 33
Vancouver, British Columbia, Canada V6C 1E1
Tel: (604) 684-2940 • Fax: (604) 684-2947
office@stibc.org • www.stibc.org

ENGLAND
Institute of Translation & Interpreting (ITI)
Fortuna House
South Fifth Street
Milton Keynes
MK9 2EU England
Tel: +44 (0) 1908 325 250
Fax: +44 (0) 1908 325 259
info@iti.org.uk • www.iti.org.uk

PERU
Asociación de Traductores Profesionales del Perú (ATTP)
Casilla Postal 18-0251
Lima 18 Perú
Tel: +51 (1) 264-2214 • Fax: +51 (1) 264-5567
postmaster@atpp.org.pe
http://www.atpp.org.pe

Note: For more information on chapters or to start a chapter, please contact ATA Headquarters. Send updates to Mary David, ATA Chronicle, 225 Reinekers Lane, Suite 590, Alexandria, VA 22314; Tel: (703) 683-6100; Fax: (703) 683-6122; Mary@atanet.org.
ATA Translation Company Division
5th Annual Conference
Crowne Plaza Hotel and Executive Meeting Center
Austin, Texas
July 8-11, 2004

Don’t miss this event tailored to the needs and concerns of translation company owners and managers! The conference will begin with a private banquet on Thursday evening, July 8, in the 18th-floor Rooftop Café, with its beautiful view of the city. Friday and Saturday will be chock-full of informative and engaging concurrent sessions related to the business of translation as practiced by translation companies (more details coming soon). On Sunday morning, there will be a buffet breakfast and working meeting, during which division business will be conducted. Stay tuned to the TCD website—www.ata-divisions.org/TCD/index.htm—for registration forms and more information.

Linda Gauthier
TCD Administrator
linda@bgcommunications.ca

Kim Vitray
TCD Assistant Administrator
vitray@mcelroytranslation.com
Eligible Continuing Education

If you are now certified, your first 3-year reporting period ends on January 1, 2007. If you become ATA-certified after January 1, 2004, your first reporting period ends 3 years after the certification date.

You can begin accruing continuing education points on January 1, 2004, or as soon as you become certified. ATA-certified translators who will be 60 and older on the date their reporting period ends are exempt from continuing education requirements. All others must provide evidence of their continuing education activities as described here.

Keep track of your continuing education points and supporting documentation: this is your responsibility. Use the forms on pages 59 and 60 to request approval, if required, either before or after the event. ATA Headquarters will notify you and provide materials for reporting your continuing education points, when due.

You must earn 1 continuing education point on the ethics of translation and interpreting during your first 3-year reporting period. You may choose between attending an ethics workshop at the ATA Annual Conference or taking a self-directed course available online and in print. The self-directed course is expected to be available by mid-2004. The Continuing Education Requirements Committee may approve other ethics classes.

A. Translation/interpreting courses, seminars, workshops, and conferences

Points: 1 point per hour for attending translation/interpreting seminars, workshops, and conferences (up to 10 points per event); 1 point per hour for college and university courses (up to 5 points per course); 2 points per hour for teaching/presenting classes, seminars, workshops, and conference sessions.

Maximum: Up to 10 points in any given year.

No approval required: ATA annual/regional conferences, preconference seminars, and professional development seminars. ATA chapter and division seminars, conferences, and workshops. Courses, seminars, and conferences offered by nationally accredited university translation/interpreting programs in the United States. ATA Certification Program grader training.

Approval required (before or after the event): Translation/interpreting courses, seminars, workshops, and conferences offered by other translation/interpreting associations in the United States or abroad, or by university translation/interpreting programs abroad. Privately offered seminars on translation/interpreting.

Approval process: While no approval is required, ATA chapters, divisions, and nationally accredited translation/interpreting programs in the United States are encouraged to submit an approval request to ATA Headquarters for record keeping prior to their classes, seminars, and conferences. For other events, use the forms on pages 59 and 60 to submit instructor credentials and a session abstract, course description, syllabus, conference proceedings, or other supporting documentation to the Certification Program Manager at ATA Headquarters for approval, either before or after the event.

Examples: ATA Spanish Division Mid-Year Conference; NYU Translation Program online courses; Kent State University’s Terminology Summer Academy; conferences organized by the National Association of Judiciary Interpreters and Translators.

B. Other courses and seminars

Points: 1 point per hour for attending, 2 points per hour for teaching/presenting (up to 2 points per course or seminar).

Maximum: Up to 5 points in a 3-year period.

No approval required: Courses, seminars, and workshops in your area of specialization, such as law, medicine, finance, or technical fields. ATA translation/interpreting ethics workshop. Target-language grammar and writing courses. Seminars and workshops on translation-support software and other tools of the trade.

Approval required (before or after the event): Seminars and workshops on running your business.

Approval process: You will be asked to provide a statement at reporting time attesting that each course, seminar, or workshop relates to your specialization. You can claim the ATA ethics workshop only once. For seminars and workshops on running your business, use the forms on pages 59 and 60 to submit instructor credentials and a session abstract, course description, syllabus, conference proceedings, or other supporting documentation to the Certification Program Manager at ATA Headquarters for approval, either before or after the event.

Examples: Financial Accounting course at the University of Vermont; California Bar Association online legal continuing education; training sessions on TRADOS, Déjà Vu, Star, Transit, and other translation-support tools; Pharmacological Update at the Georgetown School of Nursing and Health Studies.
C. Memberships in professional associations
Points: 1 point for each current membership in a professional association of each type: translation/interpreting or specialization-specific.
Maximum: Up to 2 points per 3-year period.
No approval required: Membership in a translation/interpreting professional association.
Approval required: Membership in a specialization-specific professional association.
Approval process: You will be asked to provide evidence of membership at reporting time. For specialization-specific professional associations, you will be asked to provide a description of the association and how it relates to your translation work.
Examples: ATA and ATA local chapters; National Association of Judiciary Interpreters and Translators; International Association of Conference Interpreters; Austin Area Translators and Interpreters Association; Société Française des Traducteurs; Society for Technical Communication; Society of Automotive Engineers; European Society of Clinical Pharmacy.

D. Mentors, mentees, and ATA Certification Program graders
Points: 1 point for each activity per year.
Maximum: Up to 6 points per 3-year period.
Approval required: ATA certification exam grading. ATA certification exam passage selection.
Participating as a mentor or mentee in the ATA Mentoring Program.
Approval process: ATA Certification Program graders must have graded exams or selected passages during the year for which they claim points. Mentors and mentees must provide a statement from the Mentoring Committee Chair at reporting time.

E. New certifications and accreditations
Points: 1 point for each new certification or accreditation acquired from an approved professional organization or government agency.
Maximum: Up to 3 points per 3-year period.
No approval required: National Association of Judiciary Interpreters and Translators, Federal Court, and foreign sworn translator credentials.
Approval required: Other credentials.
Approval process: National Association of Judiciary Interpreters and Translators, Federal Court, and foreign sworn translator credentials are pre-approved, but proof must be provided. For other credentials, a description of the criteria for conferring the credential must be submitted to the Certification Program Manager at ATA Headquarters for approval. Attach a copy of the certificate awarded to your approval request.

F. Authoring articles or books
Points: 4 points for each new book published; 2 points for each new article published.
Maximum: Up to 4 points during the 3-year period.
Approval required: Published book on translation/interpreting. Published article on translation/interpreting in a professional journal/publication. (Translating a book or article is not counted as authoring a book or article.)
Approval process: Submit a copy of the title page of the book or article with the author’s name.
### Approval Request Form

**ATA Continuing Education Points (Individuals)**

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

Refer to CE Guidelines in print or online at www.atanet.org for further information!

#### Please print or type.

<table>
<thead>
<tr>
<th>1. Name of requesting individual:</th>
<th>Daytime Phone:</th>
<th>ATA Membership Number:</th>
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<th>2. Event sponsor’s contact information</th>
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<td>Contact Person:</td>
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<tr>
<td>Email:</td>
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<th>4. Brief description of content:</th>
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<th>5. Speaker’s name &amp; title:</th>
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*For conference or multi-day events, please list names and titles of speakers on a separate sheet*

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<th>6. Date(s) of activity:</th>
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<td>7. Time of activity: (from) (to)</td>
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<th>8. Number of continuing education points requested:</th>
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1 point per hour credit for seminars, workshops, and conferences, with a max. 10 points/event; 5 points max./university course

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<th>9. Signature of requesting individual:</th>
<th>Date:</th>
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**For ATA Use Only**

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<th>Reviewed by:</th>
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## Approval Request Form
### ATA Continuing Education Points (Groups)

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

Refer to CE Guidelines in print or online at www.atanet.org for further information!

<table>
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<td>1. Event sponsor’s contact information</td>
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<tr>
<td>Name of Sponsor:</td>
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<tr>
<td>❑ ATA Chapter/Division:</td>
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<tr>
<td>❑ Other*:</td>
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<tr>
<td>*Approval for non-ATA-sponsored activities must be sought by either the sponsor or the individual attending the activity</td>
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</tr>
<tr>
<td>Contact Person:</td>
<td>Email:</td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td>Fax:</td>
</tr>
<tr>
<td>2. Event/presentation:</td>
<td></td>
</tr>
<tr>
<td>3. Brief description of content:</td>
<td></td>
</tr>
<tr>
<td>4. Speaker’s name &amp; title:</td>
<td></td>
</tr>
<tr>
<td>*For conference or multi-day events, please list names and titles of speakers on a separate sheet</td>
<td></td>
</tr>
<tr>
<td>5. Date(s) of activity:</td>
<td>6. Time of activity: (from) (to)</td>
</tr>
<tr>
<td>7. Number of continuing education points requested:</td>
<td></td>
</tr>
<tr>
<td>1 point per hour credit for seminars, workshops, and conferences, with a max. 10 points/event; 5 points max./university course</td>
<td></td>
</tr>
<tr>
<td>8. Signature of requesting individual: Title: Date:</td>
<td></td>
</tr>
</tbody>
</table>

### For ATA Use Only

| Points approved: | Comments: |
| Reviewed by: |  |
| Date: |  |
## Instructions for Completing ATA Continuing Education Approval Request Forms

### General Information:
- ATA maintains a database of approved events at which ATA-certified members may earn continuing education points (CEPs).
- For events not listed, an ATA approval request form must be completed and submitted to ATA Headquarters.
- Approval may be requested either prior to an event or after an event, with the understanding that the approval may be denied if documentation is insufficient or if the educational content does not meet ATA criteria.
- Individuals and groups requesting CEPs will be notified by ATA Headquarters that the event has been approved for a particular number of CEPs or that approval is denied.
- Individuals must keep track of their earned CEPs and report them to ATA Headquarters every three years upon request.

### Select one of the following forms to complete:
1. If you represent a chapter, regional group, organization, institution, or other sponsor of activities, complete the Approval Request Form for Groups (page 60).
2. If you are an individual, complete the Approval Request Form for Individuals (page 59).

#### CEP Request Form for Groups
1) Provide the name and contact information for the group sponsoring the event.
   a) Check the appropriate box for your group and provide the group’s name.
   b) “Other” can include affiliated groups, international translation organizations, and universities.

   **All ATA chapter educational events are automatically eligible for continuing education points. Events not sponsored by ATA or ATA chapters must be approved individually. Approval may be denied if documentation is insufficient or if the educational content does not meet ATA criteria.**

2) Provide the name of the event or presentation.
3) Provide a brief description of the content of the event or presentation—two or three sentences should be sufficient.
4) Provide the speaker’s name and title.
   a) If this is a single session, one name and descriptive title are sufficient.
   b) If this is a conference or multi-day event, provide all names and titles on a separate page.
5) Provide the date(s) of the event.
6) Provide the starting and ending times.
   a) If this is a conference or multi-day event, provide the number of session hours for each day of the event. Session hours do not include breaks or meals.
7) Provide the number of CEPs you are requesting for your attendees—one hour of creditworthy activity equals one CEP—no partial hours can be counted.
8) The form must be signed and dated by the individual recommending the presentation or event for CEP approval.

#### CEP Request Form for Individuals
1) The individual requesting the CEPs must provide his/her ATA membership number and sign and date the form.
2) Provide the name and contact information for the group sponsoring the event.

   **All ATA chapter educational events are automatically eligible for continuing education points. Events not sponsored by ATA or ATA chapters must be approved individually. Approval may be denied if documentation is insufficient or if the educational content does not meet ATA criteria.**

3) Provide the name of the event or presentation.
4) Provide a brief description of the content of the event or presentation—two or three sentences should be sufficient.
5) Provide the speaker’s name and title.
   a) If this is a single session, one name and descriptive title are sufficient.
   b) If this is a conference or multi-day event, provide all names and titles on a separate page.
6) Provide the date(s) of the event.
7) Provide the starting and ending times.
   a) If this is a conference or multi-day event, provide the number of session-hours for each day of the event—session hours do not include breaks or meals.
8) Provide the number of CEPs you are requesting—one hour of creditworthy activity equals one CEP.

### REMINDER
- ATA offers 1 CEP per hour for approved seminars, workshops, conferences, and presentations based on full hours (not including meals and breaks), up to a maximum of 10 CEPs per event. No partial hours will be counted.
- ATA offers a maximum of 5 CEPs for an approved college, university, or other course regardless of its length.
- The requesting group or individual will be notified if ATA does not approve the number of points requested.
- When reporting points, an ATA member is allowed a maximum of 10 CEPs for any given year.
Language Policies and Language Professions

5th Symposium on Translation, Terminology, and Interpretation in Cuba and Canada
Havana, Cuba
December 7-8, 2004

The Canadian Translators and Interpreters Council and the Cuban Association of Translators and Interpreters invite participants to examine how the complex relationship between the public authorities and the language disciplines has evolved over the years. In Canada and Europe, language policies have been a powerful driver in the development of our professions. Although translators, terminologists, and interpreters have benefited from language policies, what has been the trade-off? How instrumental have they been in the promotion of political objectives? Have they had a passive or active influence on policy? Has the collaboration always been easy? Will a new status for these professions emerge from this tension? Are they aware of their power within the political framework? And finally, does a monolingual country have any interest in developing language policy? These are just some of the issues to be discussed. For more information, visit www.aiic.net/ViewPage.cfm/page1363.htm.

University of Arizona
National Center for Interpretation
TUCSON, ARIZONA

Interpretation Seminars

Covering intensive skill development in all three modes of interpretation and topics that include ethics and protocol, legal procedure, medical interpretation, test-taking strategies, and vocabulary development.

- FCICE Exam Prep Seminars
  (April-June, 2004)
- Agnese Haury Institute
  (July 12-30)

For full details, go to the University of Arizona website at nci.arizona.edu.

Check out the photo gallery from ATA’s 44th Annual Conference at www.partypics.us.
The pictures are available for purchase in a variety of sizes.

Plan now!

American Translators Association
45th Annual Conference
October 13-16, 2004
Toronto, Canada
Gain insight and training from experts who are actively translating and interpreting for the Entertainment Industry; hear from an in-studio interpreter who interprets on-the-fly; learn the do's and don'ts of voiceover technique from the perspective of voice talent and directors of dubbing sessions; understand the art of interpreting for film and the performing arts; acquire the unique translation skills required for subtitling.

Saturday, May 22
ATA will provide a full day of in-depth sessions, including a continental breakfast, a Job Marketplace, and a Networking Session. Attendees will earn ATA Continuing Education Points. Sessions will be submitted for CIMCE credit in the States of California and Washington.

Sunday, May 23
NYCT will provide a half day of in-depth sessions. Attendees will earn ATA Continuing Education Points.

Registration Fees

<table>
<thead>
<tr>
<th>Registration Dates</th>
<th>Member Early-Bird</th>
<th>Member After May 14 &amp; Onsite</th>
<th>Nonmember Early-Bird</th>
<th>Nonmember After May 14 &amp; Onsite</th>
<th>Payment</th>
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</thead>
<tbody>
<tr>
<td>Both Days May 22-23</td>
<td>$180-Save $15</td>
<td>$265-Save $20</td>
<td>$310-Save $25</td>
<td>$395-Save $30</td>
<td>$_________</td>
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<tr>
<td>Saturday May 22</td>
<td>$145</td>
<td>$215</td>
<td>$260</td>
<td>$330</td>
<td>$_________</td>
</tr>
<tr>
<td>Sunday May 23</td>
<td>$50</td>
<td>$70</td>
<td>$75</td>
<td>$95</td>
<td>$_________</td>
</tr>
</tbody>
</table>

Hotel Information
Make your hotel reservations at the Hilton Newark Gateway, Gateway Center-Raymond Boulevard, Newark, NJ 07102. Call 1-973-622-5000 for reservations. Be sure to ask for the ATA group rate.

Cancellation Policy
Cancellations received in writing by May 14, 2004 are eligible for a refund. Refunds will not be honored after May 14. A $25 administrative fee will be applied to all refunds.

2 Ways to Register:
Fax registration form to: (703) 683-6122
Mail registration form to:
American Translators Association
225 Reinekers Lane, Suite 590
Alexandria, VA 22314

Don't Forget:
- include payment with your form
- make your hotel reservations
- tell a friend about this event

For more about the Translating and Interpreting for the Entertainment Industry Seminar, visit www.atanet.org/pd/entertainment or contact ATA at (703) 683-6100 or ata@atanet.org.
Call for Candidates:
Putting a Human Face on Linguists

“The American public doesn’t understand the relationship between interpreters and translators and their own prosperity, well-being, and security,” said former White House Press Secretary Dee Dee Myers in November 1999, acknowledging an image vacuum that plagues language service providers.

One way to raise awareness, she told her ATA audience, is to “put a human face on the translators and interpreters who are out there doing the hard work.” To connect translation to the lives of the American public by telling the story of translators on the job, “whether it’s at the Olympics or at a trade summit, or as part of some private business deal.”

ATA’s PR Committee agrees. And in our ongoing effort to raise awareness of the profession, we will be profiling a selection of translators and interpreters drawn from the association’s membership this year.

If you have a story to tell—an interesting assignment, a notable success, an unusual language combination, or simply a passion for your work—please contact us. If you can recommend a colleague with a story, we’re interested, too. You provide the background, we’ll do the write-up. Send a brief description of what makes your practice special to ata@atanet.org (mark your mail “translator profile candidate”), and help us promote the profession!

Kevin Hendzel
Co-chair, ATA Public Relations Committee
khendzel@asetquality.com

Chris Durban
Co-chair, ATA Public Relations Committee
chrisdurban@compuserve.com

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Medical Translation and Interpreting: A Resource Guide

This compilation of articles from ATA publications is a comprehensive resource for translating and interpreting in the medical field.

$20 Members • $25 Nonmembers
Order online—atanet.org—or call Headquarters at 703.683.6100.

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Project Manager Needed

CETRA, Inc. has an opening for an in-house project manager, starting in May. The ideal candidate is a professional translator with experience in project management. Interested individuals can contact Dr. Stejskal at (215) 635-7090 or at jiri@cetra.com. Based in Philadelphia area, CETRA, Inc. is a corporate member of ATA.
### Albanian<>English
Magna Cum Laude, Univ. of Tirana, Albania. Twelve years exp. Translating & Interpreting. Voice: (805) 907-9127
service@i-translate.com
www.i-translate.com

### Czech, Slovak <> English
Highly experienced, reliable, fast translator / conference interpreter. Any work volume. Quality control. (303) 530-9781; Fax: (303) 530-5600, ireznicek@aol.com.

### Freelance Multilingual DTP
Professional and affordable service for freelancers and agencies. DTP in FrameMaker, Quark, Arbortext Epic. We even use Trados! Also available: Technical Illustration/Graphic Design. Contact Christina: 262-784-7401 christina@vivalanguage.com

### Help Wanted
Very active translation department in need of highly organized assistant to help with ongoing translation projects. Position is 9-5 M-F Full time located in CENTRAL NEW JERSEY. Position requires office skills, comfortable in all word processing, powerpoint, and excel preferred. Candidate needs to have, excellent phone and computer skills, ability to understand and grasp complicated tasks quickly and the ability to take project from beginning to end. Will train. Some experience in a translating environment helpful. Bi-lingual English/Spanish preferred. Fax resume to 609-921-1377

### Korean<>English
Experienced translator. Technical, software and computer, business, and medical documents. Ph.D. in engineering. Voice: (909) 860-9155; Fax: (909)860-5643; E-mail: 102335.720@compuserve.com.

### Recruitment
Exceptional translation/DTP services. Ph. 253-735-1711; Fax: 253-735-1730; Email:wilas@thalingo.com

### Thai<>English

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To Advertise call Drew MacFadyen today at 215-321-9662, ext. 37

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Advertise in the

**July Preliminary Program Issue of the ATA Chronicle & ATAs 45th Annual Conference Program**

Position your company in front of our membership, get valuable exposure before the conference, AND generate more foot traffic for your booth. Research has proven that pre-show advertising increases booth traffic.

**Deadline for July Preliminary Program Issue is May 15th**

Call Drew MacFadyen Now!
215-321-9662 Ext. 37
WE'Re SAVING YOU A SPOT!

Call Now! 215-321-9662, ext. 37 or email dmacfadyen@mcneill-group.com

2003 Translation and Interpreting Compensation Survey

This survey presents the most complete, accurate, and up-to-date income data on the translation and interpreting professions.

$45 Members • $60 Nonmembers

Order online—atanet.org—or call Headquarters at 703.683.6100.
Make Plans to Join Us!

45th Annual Conference
Sheraton Centre Hotel • Toronto, Canada • October 13-16, 2004

**Hotel Information**
The Sheraton Centre Hotel is located in the heart of Toronto’s theatre and entertainment districts, 25 minutes from Pearson International Airport.

**Special Rate for ATA Conference Attendees**
- Single Room: $174 USD* / $226 CAD
- Double Room: $189 USD* / $246 CAD

Take advantage of this special rate, only available until September 23.
Call (800) 325-3535 and tell them you’re attending the ATA Conference.

### Why is Toronto perfect for ATA?
- Over 100 languages are spoken
- 5th largest city in North America
- Named for the Huron Indian word meaning “meeting place”

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**Registration Fees**

<table>
<thead>
<tr>
<th>CURRENCY (U.S. &amp; Canadian)</th>
<th>ATA Member</th>
<th>Non Member</th>
<th>Student Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early-Bird (by Sept. 10):</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>One-day:</td>
<td>$245 USD</td>
<td>$320 CAD</td>
<td>$110 USD</td>
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<td></td>
<td>$125 USD</td>
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<tr>
<td>After Sept. 10:</td>
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<td></td>
<td></td>
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<tr>
<td>One-day:</td>
<td>$305 USD</td>
<td>$395 CAD</td>
<td>$130 USD</td>
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<tr>
<td></td>
<td>$160 USD</td>
<td>$210 CAD</td>
<td>N/A</td>
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<tr>
<td>Onsite (after Oct. 1):</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One-day:</td>
<td>$380 USD</td>
<td>$495 CAD</td>
<td>$150 USD</td>
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<tr>
<td></td>
<td>$195 USD</td>
<td>$255 CAD</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*U.S. room rate is based on the exchange rate at time of payment.

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Look for the Registration Form and Preliminary Program with *The Chronicle* in July!
Today, more words need to be translated than ever before, and the trend is expected to continue.* Get Ready to translate faster and better with TRADOS 6.5 Freelance, the world’s most popular Translation Memory software.

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- Ensure consistency and language quality at the term and sentence level
- Avoid ever having to translate the same sentence more than once
- Win more business

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SAVE $100
- Now just $795
- Retail price $895.
- Big savings also on upgrades

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* A majority of members of ProZ.com, the world’s largest community of translators, agree with the statement, “The translation industry has never been busier.”
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