in this issue: marketing
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American Translators Association
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Tel: (703) 683-6100 • Fax (703) 683-6122
E-mail: Chronicle@atanet.org • Website: www.atanet.org
Millennium Challenge Corporation
Reducing Poverty Through Growth

Request for Applications for Individual Translators using Personal Service Contracts

The Millennium Challenge Corporation (MCC) is a U.S. Government corporation, with headquarters in the Washington DC metropolitan area, which provides incentive-based foreign assistance in support of economic growth and poverty reduction. The MCC requires professional services to provide translation services. The National Business Center (NBC), as the designated representative for MCC, will obtain the required service through Personal Service Contracts (PSC) with qualified individual translators.

MCC is engaging with countries that have been selected by MCC's Board of Directors as “eligible countries” for Millennium Challenge Account (“MCA”) assistance. MCC plans to enter into assistance agreements with eligible countries that submit quality proposals for programs that focus on poverty reduction through economic growth.

Professional translation services will be required by NBC to support MCC’s review of proposals, due diligence assessments, negotiation of agreements, and oversight of MCC-funded programs with the selected eligible countries. Competent, accurate, and professionally accountable translation of these documents into English (American), and from English into the Host Country's language is required.

Background information on MCC can be found at, www.mcc.gov. Interested parties are encouraged to review this information.

NBC seeks to enter into a contract with highly qualified individuals that possess the necessary skills to meet NBC's translation needs. We have eight languages, with requirements for legal, technical and general translation services. The languages are: Spanish (Latin/Central American); French (Continental); Portuguese (Portuguese/Portuguese); Georgian; Armenian; Arabic (Classic); Albanian; and Russian.

NBC envisions multiple awards to several different individuals. Specific Knowledge, Skills or Abilities for Legal, Technical and general translation service must be demonstrated by a contractor in order to be eligible for selection.

Evaluation factors listed in descending order of importance:
1. Knowledge, Skills and Abilities of individual's applying for a PSC.
2. Past Performance of select specific professional translations, (references from American based multi-national donors, law firms, investment bankers, International Finance institutions. (No less than three references no more than five references, include name, title, organization, work performed and telephone number of reference. NO other information!)
3. Accuracy of Translation Service
4. Speed of translation
5. Ability to provide long term commitment based on past work record.
6. Price

Offerors are required to be registered in Central Contractor Registration (www.ccr.gov) to be eligible for award of a contract with the Federal Government.

There is no commitment to a minimum or maximum amount of work implied by submitting an application nor is there a guaranteed quantity of work implied by being accepted for contract award by the NBC.

All applications must be received No Later than April 15th 2005 4:00 pm EST. We reserve the right to make awards prior to the Closing date of April 15, 2005, however all applications received prior to the closing date will be given full consideration.

For further information on this solicitation including instructions on how to apply, please go to http://www.fedbizopps.gov/, hit the “Find Business Opportunities” go button, in the “Full Text Search:” window type in “Lincoln S. Capstick III” and hit the “Start Search” button and open the file numbered NBCQ05201. If you have questions or problems please send an e-mail to “Lincoln_S_Capstick@nbc.gov” and include the words “Individual Translation Services via PSC” in the subject line.

The Federal Government is an Equal Opportunity Employer.
31 Canadian English: Eh to Zed
By David C. Rumsey
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By Maria Rosdolsky
When translating psychiatric documents, awareness and understanding of cultural differences in psychiatric symptomatology is essential. For translations of psychiatric texts, the translator’s most important tool is the Diagnostic and Statistical Manual of Mental Disorders in both the source and target languages.

40 A Revolution in Consecutive Interpretation: Digital Voice Recorder-Assisted CI
By Erik Camayd-Freixas
A revolution in consecutive interpretation is in the making. This article will tell you all about it and help you get connected, so that you can quickly begin to profit from this new technology.

ATA Financial Translation and Interpreting Conference
ATA will hold its Financial Translation and Interpreting Conference, April 29—May 1, 2005, in Jersey City, New Jersey.

This three-day conference will target practicing financial translators and interpreters seeking advanced-level training. A combination of non-language-specific sessions presented in English and language-specific sessions will be offered. See page 49 for more details!

April 29—May 1, 2005
Jersey City, New Jersey

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About Our Authors...

Renato S. Beninatto is a partner at Common Sense Advisory, Inc., a business research and sales consulting company. He has served on the executive teams for some of the industry’s most prominent companies, most recently as vice-president and director of Alpnet Inc. and Berlitz GlobalNet, respectively. He was a member of the Localisation Industry Standards Association’s (LISA) Executive Committee, and is a founding member of SINTRA, the Brazilian Translators Association. He has made presentations and keynote speeches at events organized by LISA, the International Quality and Productivity Center, the New York New Media Association, the New York Software Industry Association, the Institute of International Research, and the Software and Information Industry Association, among others. Contact: renato@commonsenseadvisory.com.

Donald A. DePalma, president and founder of Common Sense Advisory, Inc., is an industry analyst, author, and corporate strategist with expertise in the business- and marketing-focused application of technology. His approach to global business issues, as laid out in his book, Business Without Borders: A Strategic Guide to Global Marketing, set the stage for Common Sense Advisory, a research and consulting firm committed to improving the quality of international business and the efficiency of the online and offline operations that support it. Contact: don@commonsenseadvisory.com.

Roland Grefer, a bilingual German–English translator, is co-founder and vice-president of Global Support Services Group, Inc. He completed his education in computer sciences, business administration, accounting, and economics in his native Germany in 1987, and moved to the U.S. in 1996, where he has been working in the fields of computer science, information security, and translation. Contact: rgrefer@globalsupportinc.com.

Grant Hamilton is the founder and owner of Anglocom Inc., a Quebec City–based firm specializing in French-to-English translation and English copywriting. Anglocom currently works with over 30 ad agencies in Quebec and France. Contact: (418) 529-6928, anglocom@anglocom.com, or www.anglocom.com.

Maria Rosdolsky worked as a physician in Europe, specializing in neurology and psychiatry. Since 1980, she has lived in or near Philadelphia, and has worked as a medical translator (English–German) for more than 20 years. She also teaches medical translations (German–English) online at New York University. Contact: mariaros@aol.com.

David C. Rumsey is a dual U.S./Canadian citizen who has lived on both sides of the border for most of his life. He is administrator of ATA’s Nordic Division (www.americantranslators.org/divisions/ND/nordic.htm). He works full-time, translating Swedish, Danish, Norwegian, and German medical, technical, and commercial documents into U.S. and Canadian English. Contact: david@northcountrytranslations.com.

Robert Sette has been a translator of romance languages into English since 1987. He holds ATA certification in Spanish, French, and Portuguese into English, and served on ATA’s Board of Directors. He is the 2005 Nominating Committee chair. Contact: robert.sette@verizon.net.

Jill Sommer is a German–English translator and the current president of the Northeast Ohio Translators Association (www.ohiotranslators.org). She received her master’s degree in German translation from Kent State University in 1995 and moved to Bonn, Germany a month later, where she worked as a freelance translator and Internet researcher for six years. She enjoys constantly learning about new issues in regard to Internet privacy— as should we all. Contact: js@jill-sommer.com.

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The ATA Board of Directors met January 29-30, 2005 in Austin, Texas. In addition, the Board hosted a reception for local ATA and Austin Area Translators and Interpreters Association members, of which nearly 70 attended. Here are some highlights of the meeting.

Nominating Committee. The 2005 Nominating Committee was appointed. The members are Robert Sette (chair), Michael Blumenthal, Nora Favorov, Giovanna Lester, and Jost Zetzsche. For more information, see page 9.

Chronicle Editorial Policy. The Board approved a Chronicle editorial policy. This policy will help members see how editorial decisions are, and will be, made. The policy is on page 13.

Division Financial Guidelines. The Board approved establishing financial guidelines for ATA’s 13 divisions. These guidelines will help the divisions’ volunteer leaders do their job and establish some uniformity across all divisions. ATA Divisions Committee Chair Dorothee Racette spearheaded the effort. She worked closely with ATA Treasurer Jiri Stejskal, the division administrators, and the ATA staff to get their input and approval.

Active Membership Review Committee. The Board approved Timothy Yuan’s appointment as Active Membership Review Committee chair. Tim has served in a variety of positions for ATA, including ATA director (currently in the last year of his second term), Divisions Committee chair, and Portuguese Language Division administrator.

ATA Honorary Membership Conferred

The ATA Board of Directors conferred honorary membership to Ann Macfarlane and Glenn Nordin. ATA Bylaws state that honorary membership may be conferred upon individuals who have distinguished themselves in the translation or interpretation professions.

Ann and Glenn join 10 other honorary members: Alison Bertsche, Ted Crump, Henry Fischbach, Marilyn Gaddis Rose, Don Gorham, Susana Greiss, Peter Krawutschke, Rosemary Malia, Patricia Newman, and Josephine Thornton.

Ann Macfarlane is the executive director of the National Association of Judiciary Interpreters and Translators, an ATA Past President, a past president of the Northwest Translators and Interpreters Society, and an active supporter of the International Federation of Translators (FIT) and FIT’s Regional Network of North America. She is an insightful mentor to many of ATA’s key volunteers, and a force in building partnerships among translator/interpreter associations in the United States. Ann has been an ATA member since 1992.

Glenn Nordin is the assistant director (Language), Office of the Secretary of Defense. He has devoted his professional career to promoting translation and interpreting throughout the government and the military. While Glenn has only been an ATA member since 2001, he has served as the intermediary between the government and ATA for over a decade. ATA members will be most familiar with his work with ATA’s Public Relations Committee and his participation as a panelist on the widely publicized Translation and Terrorism panel at the 2002 Annual Conference in Atlanta. He helped build the Interagency Language Roundtable, a network of government translators, interpreters, and language trainers, into the thriving organization it is today. Glenn currently serves as a director on the Board of the American Foundation for Translation and Interpretation.

Both Ann and Glenn continue to be invaluable resources for ATA and the translation and interpreting professions.
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.

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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Hays Affinity Solutions (HAYS)
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cjones@hayscompanies.com or
lmccormick@hayscompanies.com
http://ata.haysaffinity.com

Collection Services/Receivables Management
Dun & Bradstreet
Mike Horoski
(800) 333-6497 ext. 7226
(484) 242-7226
Horoskim@dnb.com

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

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UPS
Reference Code: C0000700415
(800) 325-7000
www.ups.com

Professional Liability Insurance
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cjones@hayscompanies.com
http://ata.haysaffinity.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.
Wanted: Talented, Willing Volunteers!
Shedding Light on the ATA Nominations Process…

By Robert Sette, ATA Nominating Committee Chair

The ATA 46th Annual Conference is still eight months away. Most of us haven’t thought about flight or hotel reservations, and I bet some are not even sure where the conference is being held this year (the great Emerald City of Seattle, FYI). And although Toronto is still fresh in our memories, now is the time to start thinking about nominations for this year’s elections. That’s right, before long the 2005 Nominating Committee will be meeting to begin considering candidates for this year’s slate of directors and the offices of secretary, treasurer, and president-elect, to be presented to the voting membership in Seattle.

When I first served on the Nominating Committee several years ago, I had the impression that our work would be to sort through 60 or 70 nominations sent in by members. I don’t remember the exact number of candidates who stepped forward and submitted nominations that particular year, but the number was quite low, and I quickly became aware that the work of the Nominating Committee involved much more recruiting legwork than I had previously thought! In addition to actually selecting candidates, for the past few years the Board has charged the Nominating Committee with planting seeds for the future as well, by exploring ways to develop leadership within the association.

Who can run for the ATA Board?

Per the ATA bylaws, all candidates for the ATA Board must be active members of the association. This means that either they hold ATA certification, or they have successfully completed the Active Membership Review process. This latter option is available to those members who want to have a say in ATA matters by becoming an active member, but who for any reason are not able or willing to take a certification exam. (For more information on this review process, go to www.atanet.org, click on “Membership,” then “Alternative Routes to Active or Corresponding Membership.”)

What makes a good candidate?

When pulling together a list of potential candidates, the Nominating Committee looks in many areas, including key volunteers with past leadership experience in ATA chapters or divisions, ATA conference and seminar presenters, and members serving on ATA committees. We also look for qualified individuals with experience in other non-profit organizations. Before selecting the final slate of nominees, the committee also considers personal qualities and experience, and examines the composition of the current ATA Board to try to ensure that candidates are nominated from a variety of geographical areas and from a wide range of language combinations. For officer positions (i.e., secretary, treasurer, and president-elect, which are up for election this year), a certain skill or background can be helpful in completing the duties of a particular position, so these skills are taken into account. In general, it is good to have a broad cross-section of professional experience represented on the Board, including such areas as accounting and finance, law, marketing and public relations, and government. The committee tries to achieve this balance by calling upon candidates with the corresponding specific skills.

In addition to all the aspects mentioned above, several overarching considerations come into play when selecting candidates: Is the member a person of good judgment? Will he or she participate actively and amicably in Board duties as well as other areas of responsibility? Does the person "play well with others," or, in other words, can they disagree without being disagreeable? Lastly, although ATA does not have designated constituencies, every year the Nominating Committee attempts to focus on recruiting from sub-groups within the association that may be underrepresented.

How to Nominate a Candidate...

So if you’ve made it this far, hopefully you have started to think of a colleague, an interesting conference presenter, or someone you have met at a conference, seminar, or other ATA or chapter event whom you think the ATA Nominating Committee should consider for the elections this fall. Or perhaps you would like to be considered as a candidate (any member may make a self-nomination, using the form on ATA’s website). Either way, take a moment right now and go to the "Members Only" section of ATA’s website and download a copy of the 2005 Nominations form. The form is also printed on page 11 of this issue.

Don’t be shy! Even if you just have a question about some aspect of serving on ATA’s Board of Directors, or maybe you have an interest in being considered as a candidate in the future, feel free to contact me or one of the other members of this year’s Nominating Committee (See page 11). The ATA members who want to have a say in ATA matters by becoming an active members who want to have a say in ATA matters by becoming an active
Wanted: Talented, Willing Volunteers! Continued

It is very easy, particularly after the ordeals and high emotions of the recent national elections in the U.S., to take a pessimistic attitude towards all things electoral. In contrast, I take the view that this is an opportunity for every ATA member to actively participate in the elections process, and to contribute your own views and knowledge to the betterment of the association!

From the Executive Director Continued from p. 7

Red Cross Letter of Agreement.
The Board discussed the letter of agreement between ATA and the American National Red Cross. The two organizations have agreed to work cooperatively together to help people prepare for, prevent, and respond to emergencies. The agreement specifically calls for the Red Cross to work with ATA’s Interpreters Division to create a volunteer force of interpreters for various disaster relief efforts. ATA ID Assistant Administrator Giovanna Lester and ATA President Scott Brennan worked with the Red Cross on hammering out the agreement. The complete letter will be published in next month’s magazine.

The minutes of the Board meeting will be posted in the Members Only section of ATA’s website (www.atanet.org/membersonly). Past meeting minutes are also posted on the site. The next meeting is set for April 22-23 in Alexandria, Virginia. As always, the meeting is open to all ATA members.

Win A Free Registration To ATA’s Annual Conference!

Get in on the ground floor. Join ATA’s School Outreach movement and start educating clients one classroom at a time.

It’s easy • It’s fun • It’s free
…and it could win you free registration to next year’s conference in Seattle, Washington, November 9-12, 2005.

Here’s how:

- Visit ATA’s website at www.atanet.org.
- Click on School Outreach.
- Pick the age level you like the best and click on it.
- Download a presentation and deliver it at your local school or university.
- Get someone to take a picture of you in the classroom.
- Send it to ATA’s Public Relations Committee at pr@atanet.org (subject line: School Outreach Contest), or mail it to ATA at 225 Reinekers Lane, Suite 590, Alexandria, VA 22314. Please include your name and contact information, the date of the presentation, the school’s name and location, and a brief description of the class.

Deadline: July 15, 2005.
The best photograph wins free registration at next year’s ATA conference in Seattle, Washington. The winner will be contacted by August 15, 2005. Any member of ATA or any ATA-affiliated organization is eligible to enter.

Any questions? Contact:
Amanda Ennis, germantoenglish@earthlink.net
Lillian Clementi, lillian@lingualegal.com
Call for Nominations

The 2005 Nominating Committee is pleased to call for nominations from the ATA membership to fill the positions of president-elect, treasurer, and secretary (each a two-year term), as well as three directors’ positions (each a three-year term). Elections will be held at the Annual Meeting of Voting Members on Thursday, November 10, in Seattle, Washington. All active members of the ATA are eligible to run for elected office. Any member may make a nomination using the form below and online (www.atanet.org/membersonly). Nominations should be submitted as early as possible so that the Nominating Committee can fully consider proposed candidates. The final deadline for nominations is May 18, 2005.

The members of the 2005 Nominating Committee are:
Robert Sette, chair
Michael Blumenthal
Nora Favorov
Giovanna Lester
Jost Zetzsche

Current directors whose terms expire in 2005:
Alan Melby (Secretary)
Jiri Stejskal (Treasurer)
Kirk Anderson (director)
Beatriz Bonnet (director)
Timothy Yuan (director)

2005 Nomination Form: ATA Directors

Please submit the nomination form as early as possible: the final deadline is May 18, 2005. Mail or fax the completed form to:

Robert Sette
Chair, ATA Nominating Committee
225 Reinekers Lane, Suite 590
Alexandria, VA 22314
Fax: 703-683-6122

Thank you for submitting your nomination for the ATA Board of Directors. Under the ATA bylaws, active members have the right to serve on the Board of Directors. Other member categories are not eligible to serve as officers or directors. However, any member may submit a nomination. On November 10, 2005, the voting members of the ATA will elect a president-elect, treasurer, and secretary to serve two-year terms, as well as three directors to serve three-year terms.

If you plan to put a name forward for nomination, please contact the potential nominee first, tell them your intention, and let them know that a nomination does not guarantee a formal invitation to run for office. All ATA officers and directors serve on a volunteer basis: please do not nominate colleagues who express serious concerns about service, or who have conflicting priorities.

Please complete the entire nomination form with the candidate’s help, so that the Nominating Committee has up-to-date information about the candidate’s service and affiliation with ATA. Members may nominate themselves.

Person making nomination: ____________________________________________

E-mail address: __________________________ Telephone: __________________________

Nominee information

Name: ____________________________________________
Address: ____________________________________________
E-mail address: __________________________ Telephone: __________________________
Current profession (please check all that apply):

- [ ] full-time
- [ ] part-time
- [ ] translator
- [ ] interpreter
- [ ] in-house employee
- [ ] other (specify): ____________________

Number of years in translation/interpreting:

- [ ] 1-4
- [ ] 5-9
- [ ] 10-14
- [ ] 15-20+

Working languages and directions (e.g., German into English):
_______________________________________________________
_____________________________________________________________________________________

Years as an ATA member:

- [ ] 1-4
- [ ] 5-9
- [ ] 10-14
- [ ] 15-20+

Membership in ATA chapters, other regional groups, and/or divisions:
_______________________________________________________
_____________________________________________________________________________________

Volunteer service for ATA, ATA chapters, other regional groups, and/or divisions:
_______________________________________________________
_____________________________________________________________________________________ 

Other relevant service:
_______________________________________________________
_____________________________________________________________________________________

Please answer the following questions (attach additional sheets, if needed):

How has the candidate demonstrated commitment to the translation and interpreting professions?
_______________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

What strengths would this person bring to the ATA Board of Directors?
_______________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Why did you nominate this person?
_______________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Final thoughts: What perspectives or points of view do you feel it is important to have represented on the ATA Board?

_____________________________________________________________________________________
_____________________________________________________________________________________

Any other comments?

_____________________________________________________________________________________
_____________________________________________________________________________________

Thank you for your active commitment to the future of your association.
Board Approves New Chronicle Policy

Several months ago, ATA President Scott Brennan asked me to recruit a committee to write a policy statement for the association’s magazine, the *ATA Chronicle*. Two distinguished members accepted the challenge: Isabel A. Leonard, former *Chronicle* editor (1976–1979), and Lydia Razran Stone, editor of the Slavic Language Division’s newsletter, the *SlavFile* (since 1995). I have held the positions of assistant editor of the *Chronicle* (1994–1995) and editor of *The AATIA Letter*, newsletter of the Austin Area Translators and Interpreters Association (since 1992).

The committee’s main concern was to ensure and stipulate a place for free speech and open discussion within the existing *Chronicle* framework.

The committee began by examining current practice. *Chronicle* Editor Jeff Sanfacon gave us a comprehensive description of the publication process, and former ATA President Ann Macfarlane provided a preliminary draft for a policy. We also drew upon policy statements from other publications. At several stages in the process we solicited input and suggestions from members of the ATA Board of Directors, Executive Director Walter Bacak, and editors of chapter and division publications.

The committee presented its draft to the Board of Directors at its January meeting in Austin, Texas; the Board approved it with several amendments. The final text is printed below and will appear on ATA’s website at www.atanet.org.

R. Michael Conner
February 8, 2005

*ATA Chronicle* Editorial Policy

The *ATA Chronicle* is the flagship publication of the American Translators Association and a major membership benefit. In addition to publishing articles of professional interest to language professionals, the *Chronicle* provides a forum for the members and a medium for association officials to communicate with them. Although the Board of Directors is ultimately responsible for the *Chronicle*, its day-to-day operation has been delegated to the editor and editorial board.

The *Chronicle* will include informative, educational, and entertaining articles that target a readership primarily of the members. It will publish newsworthy items on the association’s activities, member achievements, opportunities for professional development, and the wider translation and interpretation community. It will also provide a venue for members to publish articles pertaining to their work and interests.

Besides articles, the magazine will also publish information and opinion on ATA policies and practices. The *Chronicle* will make its pages available to the ATA Board, staff, committees, and other official bodies so that they can explain, justify, and, if necessary, defend such policies and practices. Members may also submit opinion pieces that critique and seek to improve aspects of ATA policies and practices, as well as address issues affecting the profession. Opinion pieces will not be rejected because of content, but if necessary, for reasons of civility, cogency, factual accuracy, or space limitations. In the latter case, a representative sampling will be published, with preference given to submissions that are timely and well-informed.

The *Chronicle* will have an editorial board that consists of ATA voting members who have editorial experience with official ATA national, division, or chapter publications. Its functions include providing advice to the editor if requested and ruling on appeals by members whose submissions are not accepted. Members of the editorial board will be listed in the *Chronicle*’s masthead.

Submission guidelines will appear in each issue of the *Chronicle*. The editor will have the authority to make exceptions to the submission guidelines. All material submitted for publication will be subject to peer review when appropriate and possible.

Ad hoc *Chronicle* Policy Committee
R. Michael Conner, Isabel A. Leonard, Lydia Razran Stone
The following is based on techniques outlined in Jay Conrad Levinson’s Guerrilla Marketing Excellence.

Many translators, and even some translation companies, are highly skilled in localization issues and linguistic nuances, but do not know how to effectively market their services to gain new business. While marketing is often perceived as a nebulous subject, it consists of specific actions guided by common-sense principles that, when followed, result in expansion and increased success. The following details some marketing tools, using as a reference the materials taught by Jay Conrad Levinson, “the Father of Guerrilla Marketing.”

What is marketing?

**n. marketing:**
1. The act or process of buying and selling in a market.
2. The commercial functions involved in transferring goods from producer to consumer.

*The American Heritage® Dictionary of the English Language, Fourth Edition*

What Marketing is NOT

- Marketing is not advertising. Advertising is but ONE weapon of marketing.
- Marketing is not entertainment. Marketing pieces should not be overly humorous or clever—you want them to remember your offer, not your cleverness.
- Marketing is not show business. In show business, the attention is on the entertainer, with the audience somewhere in the dark. In marketing, one is interested in the audience, the potential client.

They have the spotlight.

- Marketing is not complicated. It consists of communicating the right thing to the right people at the right time, and in the right way so they get the right message. There are ways to find out how to do it right, and whether you’re doing it right.

Marketing is All Around You

Marketing is evident in every action your company undertakes. For instance, the way your receptionist answers the phone, the way your lobby looks, your stationery, your business card, the clothing you choose for a sales meeting, and the format you use for presenting an estimate to a potential client—all are part of your marketing (or lack thereof!).

Every day you influence the perception people have of your company, services, and abilities through the many messages you send—both intentional and unintentional.

Why do Marketing?

“We’ve all seen the “seedless fruit,” or marketing without a clear result in mind. How many times have we watched a TV spot only to think, “That was a great commercial! What was it for?”

Marketing should have a goal. That goal should be known and stated clearly in your marketing plan. Are you aiming at an increase in sales of 25% over last year’s? Are you hoping to expand into a new language pair or a new industry? This goal cannot be something vague, as in “get more bids.” It needs to be tangible and measurable. (More on measuring results later.)

Have a Plan

A marketing effort is wasted without a stated marketing plan. This plan does not have to be very complicated, but it must include some essential elements:

**Main Objective:** Clearly stated in measurable form.

**Product or Service:** What makes your service different, better, desirable?

**Benefits:** Research what tangible benefits you can bring your client, especially benefits not offered elsewhere.

**Market:** Plans do not occur in a vacuum. You should understand the business environment in order to present an offer that is germane to your prospects’ needs, for a price that is viable and fair, and for a product or service that is genuinely needed in the market.

**Industry:** By being finely attuned to what is going on within your industry (and the client’s industry!), you will be able to spot opportunities, potential vulnerabilities, and learn from others’ successes and failures.

**Competition:** Do not be taken by surprise—learn from market trends and from your competitors’ open content what strategies may influence your own plan. An old adage says "keep your friends near, but your enemies closer." While your business competitors are not your enemies (in fact, one should strive for a collaborative tone among competitors for mutual
growth), the principle still applies. Be aware of what others are doing.

Customers: Learn what drives your customers—your prospects are likely to share the same concerns, anxieties, preferences, prejudices, and notions.

Prospects: Learn where the prospect pools are by conducting research. Learn from prospects what is needed and wanted. Establish a dialogue with your prospects. Don’t just engage them “for the kill”—build a friendly communication line where the sharing of information becomes routine.

Media, Internet: These venues are a means of two-way communication. You can take advantage of their capabilities as a user, to learn what your industry is doing, and as a marketer, to find ways to communicate your message.

Technology: Prepare a strategy on how to harness technology to: a) do your marketing; and b) offer services TO be marketed.

Tracking: Your marketing plan must include a benchmark to start from, and statistics by which you will measure the plan’s success. If you’re driving people to your website, ensure that the technology tools to track visitors and their source are in place. If you’re routing calls to your salespeople, make sure that they take the time to ask what drove the new business in. Track your marketing! Tell your employees, anyone answering the phone, and your sales force to always ask “How did you hear about us?”—80% of your marketing is generally going to waste. You need to find out about the 20% that is working.

Writing a Marketing Plan

Start by defining the main purpose of your marketing plan (to get requests for quotes, or to increase sales by 25%, etc.). Once you have this purpose defined, do an inventory of the benefits or competitive advantages you will stress to achieve that purpose. Next, describe your target audience. The more you know about your target audience, the more efficiently you will be able to communicate to them.

You may choose to hire a consultant to help you with your marketing plan. However, having helped several company owners through this process, the key hurdle to overcome that I see in most cases is a tendency to overthink and overcomplicate. Keep it simple.

List various marketing weapons you may use in your plan. In his book Guerrilla Marketing Weapons, Jay Conrad Levinson describes 100 such strategies.

One example of a little-used marketing weapon is “Marketing on Phone Hold.” Suppose a customer calls and is being transferred to a project manager. Instead of having him spend two minutes listening to elevator music, why not expose the client to a recorded message from your agency’s president describing new services, enlightening the client about the challenges of globalization, or explaining concepts like “software localization” or “translation memory,” etc.

What is your niche in the marketplace?

You should have a well defined niche, and your marketing plan should be written with this in mind. For instance, what language(s) do you translate? Are you specialized in bio-tech translations? Structure your marketing plan to secure your niche.

What is your budget?

Allocate a specific budget to your marketing plan, and distribute your funds to various marketing tools. This is essential! Not having a marketing budget can lead to overspending, which will hamper your growth and possibly waste your sales efforts. Not having a budget can also lead to under-spending, which will also limit growth. Either way, not having a marketing budget leads to constant anxiety over the money being spent on marketing and to a constant feeling of unease. Marketing is a worthy investment. Commit to a budget and stick to it.

Commitment

Commit yourself to your marketing plan. It is an investment that will reap results for the long haul. Many companies abandon their plan for lack of immediate results, thus cutting their investment short.

The Flipside of the Coin: Adaptability and Change

Be willing to change your plan. Ideally, your plan will stay with you forever, but competitive shifts, technology changes, or industry shifts may change that. Dare to dream.

Marketing plans should aim for the top of the tree. Follow it, and you may just reach the stars.

Your Identity

Marketing should speak of your identity. Make your identity fit into one single statement. Make sure it is your true identity, not some phony slogan. If you’re a legal translations company based in Canada founded on Christian principles, make that known and make it part of your marketing plan. Ben & Jerry’s Ice Cream is a primary example of how the founders’ identity fuels consumer loyalty. Make yourself known.
Let that which you are shine through. People want to see who they do business with, and once they can identify you from someone else, provided the quality meets their standards, they will be loyal to you. If you don’t make your identity known, you remain a face in the crowd, and customer loyalty will suffer no matter what your level of quality.

Never try to change your identity. New marketing plans build on old marketing plans, but changing your identity confuses the prospect, gives an image of no direction, and nulls the value of both the old identity and the new one. An example of this was Homegrocer.com. They spent a fortune on goodwill advertising, and then they changed their name to WebVan. It only confused the consumer base. Today, WebVan is road kill on the information superhighway.

Your Competitive Advantage

Ascertain whether the benefits you’re touting are actual benefits to prospects. Simply bragging about some quality or achievement isn’t enough. To gain a competitive advantage, you must have something they want, and preferably something they cannot get elsewhere (or cannot get elsewhere as affordably, or as efficiently, or as fast.)

Turn that one benefit into a statement that is easy to remember, and use it consistently in your advertising (for example: “Nissan—Driven”; “Coke is it”; “Do you Yahoo?”).

This can even be a matter of self-defense. Long ago, I heard the story of a barber in a small town by the beach who charged $10 a haircut. He had a small sign on his window, “Haircuts—$10.” A large chain started opening stores all around him, and these stores charged $6 a haircut. The barber’s business dropped dramatically. He naturally was very worried. What did he do? He placed a big sign on top of his store stating “WE FIX $6 HAIRCUTS.” Business went back to normal, and then some.

Convenience

Accept many forms of payment. Take all types of credit cards. Become familiar with Paypal (www.paypal.com) if you aren’t already. Make it easy for the client to do business with you. Sometimes a client will pick convenience over cost. If your competitor is charging the same fee, the client will always be driven to the most convenient approach.

Amazing!

In your day-to-day business there are many amazing aspects of the way you do the voodoo that you do. Your marketing must contain an element of the AMAZING quality of your work. You have two people whose only job is quality control? AMAZING! You use four types of computer-assisted technology, and are proficient in all of them? AMAZING! Your FTP site runs on the fastest broadband available, making file transfer a cinch? AMAZING!

At Effective Translations (my English-Spanish subcontracting agency), we pride ourselves in providing translation, editing, AND proofreading. Our marketing materials say “three pairs of eyes for the price of one.”

Whatever your specific strength is, you should recognize it, and boast publicly about it.

Trade Shows

What trade shows should you attend? What trade shows are you not attending? Call your customers and ask them which trade shows THEY go to. Want Kodak for a client? How

about the Photographers’ Marketing Association convention in Chicago? Want a publisher as a client? Drop in on the Frankfurt Book Fair. Don’t exhibit—go as an attendee, with your cards and your brochures.

There are 27,000 associations in the U.S. alone. Check your local library for a copy of the Gale Encyclopedia of Associations (Ref. 1).

Announce to your prospects in advance that you will be attending or exhibiting at a show. Use promotions to ensure you see them there.

Brochures

• Pack your brochures with valuable details about your business. Remember that it would cost you a lot more to communicate the same information through mass media.

• Respect your prospects’ willingness to give you their attention by providing hard data. They’re doing their research, and allowing you a rare opportunity to tell them about your services. Don’t clutter the brochure with sales jargon, just give them facts.

• Try to make a sale at the end of your brochure.

• Make your piece visually stimulating, but DO NOT OVERPOWER the message.

• Organize the data on a reverse pyramid (do not bury the lead!).

• Make it timeless so that you can reuse your brochure in three years.

Give and You Shall Receive

Remember to give back to your community. People prefer to do business with friends rather than strangers. Help your community.
Become a known “source of wisdom” in your circles.

Who is your community? A community can be geographic, digital, professional, etc. It can be your local Rotary Club, it could be your town, it could be an online board, or even ATA and its members.

Important note: When you help your community, do it with sincerity. Of course, you can assume that name recognition and goodwill are to follow, but don’t be tacky about it. Only get involved in community projects you honestly care about, and care about them. Be genuine.

Help Your Clients

Another aspect of this is your interaction with prospects and clients: personally, on the phone, on your website, and so forth. Can people get some VALUE for free just by being in contact with you?

When making an offer, include a freebie for people who respond within 30 days. Offer a free report on your website in exchange for their e-mail address. Offer free consultations of a prospect’s globalization needs.

Someone I know sent a mass mailing. One of the responses was an e-mail from someone asking a question about a translation in progress for a major pharmaceutical corporation. The translation presented was incorrect, and the translator replied immediately, in a polite tone, offering a better translation to the one sentence, with references to back up his choice. It turned out that the question had been sent by the manager at that corporation’s languages division. Taking the two minutes to reply attentively and to help landed the translator that corporation’s account in one language pair. It might lead to other language pairs, who knows.

Give and you shall receive. Be willing to help. Position yourself as a source of advice and help to the community(ies) you serve.

Be a Genuine Human Voice

In The Cluetrain Manifesto, by Levine, Locke, Searls, Winberger (Ref. 2), they write:

- “The community of discourse is the market”
- “Companies that do not belong to a community of discourse will die.”

The authors are talking about the customer’s need to talk to someone (a real person, not a company), and the need for genuine human voices.

As I write this, I receive a reply from an information technology company in response to a complaint about a gadget I purchased in the hopes of using IP Telephony. The response comes from “Customer Care.” I do not know who “Customer Care” is. Presumably the only daughter of Mr. Take Care and Mrs. Tender Loving Care. This is not a person. I am not communicating genuinely, and neither are they. And I know it, and I feel it.

You and the Client: Getting Through the Door

Do you know where the door is? This may seem like a silly question, but the truth is that quite often the real door, the road to your client, is not the obvious one.

For instance, a large corporation had a maze of departments, several “Corporate Communications” teams, a “Global team,” and so forth. None of these were reachable. An account executive learned that the company had a strong diversity policy encouraging “supplier diversity.” By being relentless in pursuing his contact point in the office of supplier diversity, he got this person to refer him to a communications team just as they were launching a globalization initiative.

One approach to get your foot in the door is to build a bond with a company employee (not the decision maker, but some assistant), take them to lunch (on you), and encourage them to explain their company structure. They’ll be happy to vent about office politics, and you will get an education. I’m not talking about getting your contact to divulge secrets, you understand, but giving you insight into the internal reality of the company you might never have otherwise. Who makes decisions on globalization? What is their cultural, professional, and education background? How well positioned are they in the company? Is anyone championing globalization? Is anyone discouraging it?

When is the door?

Rather than asking “Where is the door?” sometimes a more appropriate question is “When is the door?” Most large corporations place large projects such as globalization on hold for a long time, only to act suddenly and without warning when there is an internal budget or personnel shift. When that time comes, they refer to their vendor file. Are you on that file, or are you still waiting to get in?

One good way to get in that file is to develop a relationship with potential clients long before they make their globalization decisions. Encourage their communications team to create a globalization references folder “just in case,” and periodically send them news clips or online articles about globalization, stapled to a letter with your letterhead. (Remember, e-mails are often deleted. Mailings and brochures are filed.) Offer to give them a free seminar on the prerequisites for globalization “for future reference.” When the time comes to act, guess who they will be calling first.
Getting in with Small Projects

Many large companies have a difficult, laborious process for bringing vendors aboard. In these cases, the middle manager is more likely to pick an existing vendor over a possibly better or more affordable vendor in order to avoid the hassle of the vendor-activation process. One good way to overcome this is to offer to do a small project for a very low fee, as an “introductory offer.” On this, make them an offer they can’t refuse. Lose money if you have to. (Make it extremely clear that this is a relationship-building effort on your part, and that you will not be able to offer this on a regular basis!) This will offer the incentive to get you into their vendor system, and allow you to be “already in” when requests for proposals on larger projects are sent out.

Care about Your Customer

Jay Conrad Levinson writes that it costs six times more to sell something to a new customer than to an existing one (Ref. 3).

Become involved with your clients. What’s involved? Caring about their success. How many of you, in returning a translation for a press release or a marketing piece, also attach some useful advice about the target audience your client is courting?

Suppose the client’s target audience is in a country where hand-shaking is not a habitual greeting, and their website includes the phrase “we would welcome the opportunity to shake your hand.” How many of you would translate the phrase literally? How many of you would offer an alternative that accounted for localization? And how many would include a brief article attached to the translation, offering insight into that specific market for the client?

Offer extra value. Help the client achieve their true business goals of globalization, not just the translation of the piece at hand.

Phillip Kotler, in Kellog on Marketing, said, “Industrial-Age marketing is rooted in the metaphor of marketing as hunting. The marketplace is seen as a jungle” (Ref. 4).

None of us likes being manipulated or treated as if we’re stupid, so let’s not do it to our prospects. In response to Kotler, I propose that marketing is akin to a schoolyard during recess. You go up to some other kid and say, “Wanna play tag?” and you both go running and have fun. Why did you choose that kid? Because you ascertained from your research that he was bored—i.e., in need of your services (playing tag). Why did you offer yourself as a playmate? Because you considered yourself qualified. And you both had a good time, and maybe other kids joined in.

We must remember once again the joy of playing, the pleasure in sharing, and the freedom of trusting each other.

Follow-Through

Rarely does a person buy something the first time they see or hear about it. Statistics show, however, that most people who are serious enough to inquire about a product end up making a purchase related to that inquiry. It takes repeated exposure to achieve the comfort level needed to make a commitment. Some marketing experts say the magic number is 11—that is, 11 sightings before the customer buys. Regardless, the key datum is that it takes a number of contacts before the client is able to commit. And yet, most salesmen abandon the effort after maybe one follow-up call.

Follow up. Keep track of the inquiries and prospects. Invest in CRM (Client Relationship Management) software, such as ACT! or Goldmine, or develop a system of your own, but don’t lose track of the people who come to you.

Who is your customer, really?

You might think that your client is LeHuge Corporation. In fact, in LeHuge Corporation, you may have three clients or more.

One client, the immediate one, is the middle management employee who leads the globalization effort. What value do you bring to him or her personally? The ability to look good in front of their boss, job security, and the opportunity to look like an expert on languages in an internal meeting.

Another client is the vice-president or director who is championing the project. (Incidentally, if you do not have a direct line to this person, your position is tenuous at best.) What value do you bring to this client? Perhaps it’s the confidence that one of their goals for that year has been accomplished. Possibly it is simply piece of mind that an expert source has been found. Learn what your value is through dialogue and good communication skills. Take this information down, and make a determined effort to reinforce this value.

Finally, your client is ultimately that company’s audience. Of course, they will give feedback on the globalized materials, feedback you often don’t have access to. Whenever possible, learn who these hidden stakeholders are, get their contact information, and ask for their input early in the game. You will gain allies, possibly get new business, and preempt the negative critique that may stem simply from not being “invited to play” earlier on.

La Donna è Mobile: When the Customer Changes
One agency had a large account with a corporation, and their primary contact was a project manager whose many responsibilities included globalization. Since this project manager had many other responsibilities, she did not consider her sole value to the company to stem from translations. Thus, her attitude toward the translation agency was carefree and benign. When that project manager was transferred, the new contact became a person whose professional background and aspirations relied heavily on his language skills. This new manager strained the relationship by critiquing ever minute detail in every translation, much to the consternation of the vendor. What was missed? A proper relationship with the new project manager had never been established, and his own priorities, which differed from his predecessor’s, were not taken into account.

Watch for personnel changes, budget changes, and strategy changes within your client’s company. By understanding these you can adjust your approach and maintain a long-term client-vendor relationship.

About Your Web Presence
- *It is a web—weave it!* Think of your website as a physical place that your client or prospect will wander into. Can they easily find what they’re looking for, or are they confused by multiple doors and hallways?
- Never show a page “under construction.” If it’s under construction, why allow a prospect to walk in there? Keep the link off the site until the section is fully developed, at least in its first evolution.
- *Link! It is called the Web for a reason.* If you don’t weave your site into the Web, it’s not a WEBsite, it’s just some documents in a computer somewhere.

- Employ search engine marketing. This is a highly specialized game, and a great vendor for search engine marketing is www.coastalsites.com. Another very successful approach is cross-linking with businesses that do not directly compete with you. Promote the local printer on your site in exchange for a link on theirs. Promote a software manufacturer and ask them to place a link on their site listing you as one of their users. Build networks of links. It’s very cost-effective and yields surprising fruit.

**Different Strokes for Different Folks**
Do not make everyone come in through the same page. Do a search for Phoenix University and you will see a dozen sites, all promoting Phoenix University in different ways for different demographics. One site, www.collegeboard.com, has as its home page a gateway that immediately splits into three entrances: students, teachers, and alumni. Once you select one entry point, a window asks you if you’d like this one to be your entrance point to the site on a regular basis.

Build one site dedicated for clients, and another for prospects. Build another site or section for your vendors and freelancers.

You can even have one site dedicated to software localization, one strictly about subtitling for the film industry, one for technical translations, and so forth. You can brand them all with the same logo and color scheme, but your prospects will read information that is directly germane to their needs, unhampered by peripheral information that would only distract from the message.

**Marketing Tips for Freelancers**

**Freelancer Marketing Do’s and Don’ts:**
- *Do* include your contact information as part of your signature on every e-mail. If an agency can’t get a hold of you easily, they’ll get a hold of someone else.

- *Do* train everyone in the house on the proper way to answer the phone, and what to do when a client calls.

- *Do* get a cell phone. Don’t miss out on a 30,000-word assignment because you were out buying groceries.

- *Do* proof your CV many times to ensure absolutely no typos are made. A recent resume we received included the statement “Attention to dteal.”

- *Do not* include “ñ” or “é” or other such characters in the document name of your CV. It may not save correctly, and cause your resume to be forgotten or misfiled.

- *Do not* name your resume “CV_English.” Make sure it includes your full name.

- *Do not* list work that is not relevant to your profession or the work you seek. The agency does not care that you worked as a busboy at “Felipe’s Tavern” in 1987.

- *Do mention* items that, while not linearly related, might still give you an edge. If you’ve lived in another country, mention it. If you’ve traveled extensively, mention it. If you’ve...
your hobby is crossword puzzles, mention it. (Crossword puzzle solvers make good proofreaders.)

• If you’re sending your resume to a U.S. company, you do not need to mention your age, married status, and whether you have children or not. It can lead to discrimination against you based on assumptions about your time availability, etc.; such discrimination is unlawful in the U.S. Don’t hand someone the stick to hit you with. Nobody needs to know you’re an 80-year-old single mother raising 11 young children.

Translation Boards
Online translation boards are a great source of possible work. If you’re not already familiar with these, I encourage you to visit these sites:

www.ekoke.com
www.freelancebank.com
www.gotranslators.com
www.linguistsuccess.com
www.proz.com
www.trally.com
www.translatorsbase.com
www.translatorscafe.com

References
(Unless otherwise noted, materials reference the book Mastering Guerrilla Marketing, by Jay Conrad Levinson.)

1. Guerrilla Trade-Show Selling (Levinson, Smith, Wilson)
2. The Cluetrain Manifesto (Levine, Locke, Searls, Winberger)
3. Guerrilla Marketing Excellence (Jay Conrad Levinson)
4. Gonzo Marketing (Christopher Locke)

(All of these works are available at your local booksellers, or through Amazon.com.)

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A n account executive at a busy ad agency once commented how much she loved calling us for her translation needs. “You answer the phone,” she explained.

Undoubtedly, her needs were more complicated than this, such as rapid turnaround, or quality and creativity. However, she couldn’t deal with these aspects until her most basic requirements had been met.

This got me thinking about the whole issue of advertisers and translators and why, in my opinion, neither seems to have a very high opinion of the other.

So allow me to reveal a well-guarded little secret: If you can bridge the gap between the two, you’ve got it made.

Why ad agencies?

Think about it for a minute. Who today produces words?

Technical departments do, as they churn out user guides, specifications, and other fascinating materials. But do you really want to spend your entire day translating material related to ballistic missiles or recycling trucks? And chances are the texts are already in English, so if that’s your target language, you’re out of luck.

The government does, too, but not all of those words get translated. Foreign governments may want you to translate their work into English, but lucky you if you can find a client like that, and even luckier you if it’s interesting stuff.

Advertisers are, in fact, among the biggest producers of words in the world. Sure, there may only be 50 words in that TV ad they ask you to do, but there could be 3,000 in the contest rules that go with that “Win a Trip to Paris” contest, or hundreds more in the 17 versions of sweepstakes letters they’re sending to everyone in Italy.

But aside from sheer volume, there are other reasons you should consider working in advertising:

For the creative challenge: There’s nothing run-of-the-mill about doing advertising work. Every job can be a creative challenge. It makes a nice change from the regular world of translation and brings another set of skills into play.

“For the variety: In the space of three months, our office—which deals with advertising agencies on a daily basis—has worked on everything from gardening tools and hog breeding to ski resorts and kitchen cabinets, and from beer and pizza to cedar shingles and symphony orchestras. There’s no time to get tired of a subject, because the subject always changes.

For the job security: If you translate from German into English, the German business that needs your skills can hardly outsource their job to Bangalore. This kind of assignment needs your American street smarts and cultural sensitivity to craft the right message for the market.

For the appreciation: Advertisers know more about your work than most clients do. They’re wordsmiths like you. They know your job is hard, they appreciate when it’s well done, and they tend to say so.

For the repute: Working for ad agencies is one of the best and fastest ways to gain word-of-mouth and to create a buzz. Advertising personnel move around, and they tend to remember you. They may move to another ad agency. Or then again, they could wind up in the marketing department of Coke, IBM, or some other multinational, and take you with them as their preferred supplier of translations.

It’s not all hard: Not everything the agencies hand out involves a creative challenge. Do the hard stuff well, and they will come to you for the easy stuff, too.

Why would they choose you?

To earn the trust and business of ad agencies, you have to meet certain essential requirements. For instance, we’ve already seen that it’s a good idea to answer the phone, a fundamental that, surprisingly enough, some people overlook. Here are a few more tips:

Return your messages. Right away, not later. Remember, your callers are probably on deadline and don’t have time to wait around.

Meet your deadlines. Once you’ve promised it, do it. Or expect never to be called again.

Know what your client is up against. Clients are not intentionally trying to be mean. They have a problem, and they’re looking to you for a solution. If that website’s not up and running on time, their own client’s presentation at next week’s trade show could be a flop. Or the competition could beat them to the punch. Be understanding—and helpful.
How Working for Ad Agencies Can Work for You Continued

Know the field. It doesn’t take much to stay up-to-date on the advertising industry. Read the trade press from your source-language country to know who’s doing what. Read the press from your target-language country (publications such as Adweek and Advertising Age in the U.S.) to make sure you know all the industry jargon.

Understand the requirements. Will your text actually be used in a real ad, or are you translating it into English for head office approval in the U.S. before they roll it out in Japan? Understanding what is expected will tell you whether to do a true adaptation or to stick closely to the source language (for instance, whether or not it is necessary for you to actually explain the plays on words appearing in the copy).

Think like an advertiser. There is more to an ad than just the words you translate. Find out everything you can about it: graphic environment, medium, use of color, cultural context, target audience, etc.

Be proactive. That wonderful ad concept developed in France may fall flat on its face in the U.S., but you might be able to do something about it. Perhaps there’s a great concept or play on words the advertisers didn’t notice because they did the initial creative work in French. Bring what you have found to their attention. And if the accompanying map showing all their U.S. offices puts Boston somewhere in the middle of Pennsylvania, suggest they fix that, too.

Present your ideas attractively. If you’ve been asked to come up with the English translation of a Spanish slogan, there may be dozens of possibilities. So don’t just send your client an e-mail saying X = Y. Present your ideas like an ad agency would, in a table listing several possibilities and explaining the pros and cons of each. Your client will get more value for the money and will have a clearer idea of the time and effort you put in. If you wish, you can keep a few ideas in reserve in case your client comes back to ask for other suggestions.

Make it simple and enjoyable to work with you. Don’t be upset when they come back 10 times to make changes. Just do the work, then charge them for it. They’ll pay your bill, but will remember what a pleasure it was to do business with you.

Yes, you need to hone your skills

All the good intentions and friendly banter in the world will get you nowhere, however, if you don’t know how to produce good ad copy. Here are a few pointers:

Know the rules. You should already have a favorite style guide and know it by heart. You should also know which rules are not really rules, but style preferences. How do you use hyphens? What about periods? Capitalization? Split infinitives? Singular use of “they”? When your client in Spain asks you whether he should write “US” or “U.S.”, will you be ready with an answer? You have to be able to speak authoritatively to be considered an authority.

Know when to break the rules. Remember, this is advertising. You can break the rules if you have a good reason. For example, one day we got a call from a client that held the General Motors account, saying that every time they talked about Saturn retailers, the French translators switched it to Saturn dealers. Of course, we all know that the people who sell cars are called dealers, not retailers, but General Motors had a good reason to say retailers—they wanted to convey how easy and hassle-free it was to buy a Saturn. This was a case of advertisers thinking like advertisers, and translators thinking like translators.

Know the target audience. Ad agencies expect you to know how to talk to their target market, whether it’s business people, teens, working moms, seniors, grocery shoppers, or anybody else. If you don’t know who the target is, ask. And if you don’t know how to talk to that particular target, examine how other advertisers do it. Describing the hood of a sweater in a fashion ad as “warm and comfy” may sound fine—until you discover the item is for teenage skateboarders, not preteen girls.

Get to the point. We translators love words. But remember—the fewer words the better. Let the pictures and graphics talk. Use bold and italic, or suggest it to your client when appropriate. Remove unnecessary adjectives. Kill convoluted introductions and explanations. If you can’t say it simply, you can’t say it effectively.

Get rid of the stilted copy. If it sounds odd to you when you read your ad out loud, chances are that other people will also find it odd—or worse, ignore the ad altogether. This is a sign you’re going to have to step back from the original copy and rewrite the ad idiomatically in the target language. Ask yourself: Would this ad convince me to buy? Can I make it better than the original? Can I shorten it?

Google your slogans. Nothing’s worse than coming up with the world’s most perfect adaptation of an ad slogan, only to discover the client’s number
one competitor already uses it.

Don’t be uptight. You may not like to write or talk like a 16-year-old male, but if that’s your client’s target market, you may have to. Use words that will speak to the target, not to you.

Don’t take things personally. Many times we’ve submitted what we thought was our very best work, only to have the agency come back and say it did not fit with the strategic thrust of their message. But when that happens, we almost invariably like our next round of solutions even more. So don’t get too attached to an idea—it can interfere with the creative process and your ability to step back for perspective.

What if it’s untranslatable?

Some slogans and concepts don’t travel well between languages. When they show up in your in-basket, you may feel like running and hiding. Don’t do that. Ask yourself these questions instead:

What is the context? People will try to have you translate things out of context all the time. Don’t let them.

Is there a play on words? If the word choice seems strange to you, there’s probably a reason. Ask.

Is there a cultural reference? Sometimes this is the cause of the strange word choice.

Is there a picture that goes with it? If the header says “Jump to it” and the picture beside it is a kangaroo, you may want to preserve the “jumping” image in the target language.

How much space is there? I’ve seen great translations get shot to pieces because there wasn’t enough room to fit them into the space available.

Are there any special connotations? Think of the target audience, the product, and the marketplace. If you miss out on a connotation, your translation is almost sure not to work.

Does it rhyme? You may not even have noticed that the slogan or header rhymes. But if it does, you should try to make it rhyme, too.

Does it refer to a proverb, a saying, or a song lyric? Here again, what appears to be a strange choice of words to you could actually be a proverb, a saying, or a song lyric from the source language that you are unfamiliar with. Investigate.

Does it use any other stylistic device? If the title uses alliteration, assonance, or some other stylistic device, it’s probably a good idea to try to do the same thing in the target language.

Once you’ve gathered all your answers, you can get to work on translating the untranslatable. This usually entails drawing up a great list of words and sayings that can spur your creativity. For instance, if your hard-to-adapt slogan is about money, you’d want to list every proverb and saying you can find about money, every synonym of money, every idiomatic expression that has even the vaguest reference to money in it (e.g., “he stopped on a dime”), plus words that rhyme with all of the above, that are frequently used with all of the above, or that fit well with all of the above. If there is a picture, seek inspiration from that, too. Now mix and match until inspiration hits.

No inspiration has hit? Put it aside until later, then try again. It’s amazing how many great ideas show up the next day.

Still no luck? Go back to the copy platform for direction. The copy platform is the idea you want people to retain after they have viewed, read, or heard your ad (e.g., Saturn cars are great family vehicles that are affordable, easy to buy, and fun to drive). This will help you suggest a new approach or concept. Just remember to keep the target audience and graphic environment in mind.

And don’t worry about all the time this is taking, because there’s another trade secret about ad agencies you should know: They expect you to charge by the hour. That’s what they do, and they won’t blink an eye if you do, too, particularly if all the work you’ve put in is obvious to them (see “Present your ideas attractively,” page 22).

Feel you need to familiarize yourself a bit more with the world of ad slogans? A good website to visit is adslogans.co.uk. You’ll find some of the greatest slogans of all times, and learn about what makes them so great.

Okay, I’m convinced. So how do I get my foot in the door?

Now you’ll have to decide which services you’ll offer. Just translation? Copywriting, too? Proofreading? How about editing texts somebody else has produced? It’s up to you and your comfort level. Keep in mind, however, that the more flexible you are, the more valued you will be in the eyes of your clients.

Next, make a list of potential clients to approach. For U.S. agencies, you’ll need to know which ones handle bilingual accounts—they may have foreign creative work to adapt into English for the U.S. market, or homegrown creative work to translate back into the client’s language for overseas approval. You can learn who has landed foreign
Woody Allen once wrote that man has two fears—loud noises and falling. He said that his biggest nightmare was making a loud noise while falling. What a bag-carrying salesperson fears most is not meeting quota while engaging in a long sales cycle with the wrong person. Before you dive into a long sales cycle with the wrong person, understand your target. Knowing who is buying lets you better target your sales and marketing efforts.

In the past, identifying who bought translation services was typically based on guesswork and extrapolations. Now, both buyers and vendors of translation services can learn where they fit in the economics of this competitive industry due to Common Sense Advisory’s latest industry report “Finding the Elusive Translation Buyer.” This new research profiles the most likely buyers of language services, letting service providers optimize their selling process by clearly identifying prospects and their buying patterns. In this report, we add to industry knowledge by profiling the “typical” buyer.

Understanding Your “Typical” Buyer

With thousands of competitors worldwide, language service providers need to distinguish their offering in the minds of their prospects. The best way to do this is to take whatever selling proposition they have, target a profile, tailor the message, and channel it to the desired audience. To help service providers do this, we surveyed sales representatives from 25 language service providers to provide data on their top three clients. Fifty-nine salespeople responded, yielding a sample of 177 clients that were statistically analyzed. We then used a combination of “correspondence” and “cluster” analysis—consumer marketing specialists frequently use this pairing for market segmentation, brand positioning, and other demographic analysis. We then employed these algorithms to develop statistical clusters that describe three types of language service buyers. The profiles incorporate both demographic information about the buyers of translation services (title, age, and gender) and behavioral data (for example, spending patterns for the last 12 months).

Demographic Detail: Gender, Age, and Tenure Ranges

We have heard many sales representatives joke that their clients sport liberal arts degrees from Vassar or Wellesley, are in their mid-20s, and are thrilled to have found a job that lets them use their college French. Our survey did not support this stereotype, showing instead that a bit more than half of the buyers are men for whom their 20s are a distant memory.

- Men tend to outnumber women. This survey statistic surprised some long-term observers of the translation sales process. To help service providers do this, we surveyed sales representatives from 25 language service providers to provide data on their top three clients. Fifty-nine salespeople responded, yielding a sample of 177 clients that were statistically analyzed. We then used a combination of “correspondence” and “cluster” analysis—consumer marketing specialists

- Authority often rests with a higher power. Nearly half of the buyers who responded claimed final authority, but many others had to ask their boss, procurement, or a committee for permission to buy translation services.

Targeting by Job Titles and Classification

Of the 86 unique job titles we encountered, nearly 31% contained the word “localization” or “localisation.” This term reflects the skew of the sample to the high-tech and medical device segments. Outside the language services industry and these market segments, this term tends to be vague at best, misleading at worst. As such, looking at job titles and classifications is a great starting point for anyone wanting to sell into these markets. In general, consider the following:

- Titles with “localization” spell success. A high percentage of buyers had this industry-insider word on their business cards. Trend watch: look for an increase in the term Chief Globalization Officer.

- Categories of buyers. Our research uncovered three main types of buyers: the “Techno Manager,” the “Translation Tyro,” and the “Hands-on CXO.” Each type of buyer has specific demographic (gender, age, tenure) and behavioral characteristics (spending patterns, type of relationship with translation companies, etc.).

- Hey, big spender. To our surprise, a significant percentage of our sample spends more than $500k per year in translations.

Tips of the Trade

What does this profiling of
industry buyers mean to you and your sales force? Not everyone can sell language services. We can’t begin to count how many times we have heard “I can sell snow to Eskimos” or “I can sell anything, because people like me and I like people.” What you’re selling, whom you’re selling to, the length of the sales cycle, the cost of the sale, pricing, and the contracts are all different from a traditional product-centric model.

If you are interested in not only finding the elusive buyer, but also winning more business, here are some tips to consider:

- **Hire salespeople who cater to the buyer categories.** Sales representatives and buyers often have an impedance mismatch—every sales person wants to sell to CEOs, but we have yet to find a chief executive who buys language services. When you interview new representatives or assign existing ones, make sure that they match the profile you want to sell.

- **Market to the cluster.** Recast your marketing communications to address the needs of the people to whom you want to sell.

- **Sell to their NEEDS.** Different prospects require different sales actions. Instead of building campaigns that try to reach every possible translation buyer, service providers must create targeted strategies that will be effective in reaching each type of individual.

- **Appear in the magazines they read.** Consider advertising in publications that cater to your target profile. If money is the moving factor that it is for many service providers, look for free ink—articles written by you, by a client, or about a client.

- **Organize and participate in industry events.** Find the conferences that speak to your buyers. If they don’t exist, create them.

- **Look beyond global.** Don’t ignore language opportunities in your backyard. Our research has identified some gaps in multicultural marketing that could easily be filled by service providers with expertise in Spanish and Asian languages. Add to your exploration and include ethnicity-focused titles.

As more corporations enter into the global market, the opportunities for language service providers will continue to expand. Knowing what it takes to achieve ongoing success from a sales perspective is invaluable—that includes defining your buyer. Learning the tools and strategies to achieve this will mean more deals and better partnerships for service providers. If your sales force does not understand these nuances or does not have the right sales skills set, it can end up costing you the deal.

**Find Out More**

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Internet Privacy for the Small or Home Office Environment

By Roland Grefer and Jill R. Sommer

Internet privacy for the home and small office is of vital importance to all translators. Many of us work with sensitive and confidential texts, and we need to be aware of the risks involved with the tools we use to communicate with clients and colleagues. There are so many ways that our privacy can be violated—from viruses and spam to breaches in our home and office network. With our help, you should be able to render your computer, company workstation, home network, or small business network “hack-resistant.” By “hack-resistant,” we do not mean making your system an impenetrable bunker, because nothing can do that. However, if you are aware of the risks, you will be able to use common sense and layers of protection, also known as defense-in-depth, to make compromising your system more trouble than it is worth.

While privacy has been an issue since the dawn of time, the advent of the Internet has made the matter all the more pressing. Surfing the Net can be fun and educational. E-mail is a great way to stay in touch with family and friends, and chatting and discussion groups allow you to communicate with people who have similar interests. Most people are aware of the Internet’s benefits, but not everyone is aware of how the Internet can threaten personal privacy and the steps you can take to protect your privacy in cyberspace. If you are aware of the dangers involved with Internet use and have taken steps to avoid those dangers, you can surf in peace, knowing that you did your best to be protected.

The Basics

To protect your computer, your intellectual property, and your clients’ confidentiality, you should, at a minimum, have the following installed on your computer:

- **Anti-virus software**: “Never run your computer without it” is probably sound advice, except in very few, controlled situations. Which anti-virus software you use will, in part, depend on your specific needs, as well as your budget. No matter which anti-virus software you plan to use, make sure that it updates its signatures automatically. Some “free” anti-virus software (a misinterpretation of the term “noncommercial use”) requires you to download and install updates manually; something you usually won’t take the time to do on a frequent basis (to remain protected, the software should be updated at least once a day).

- **A personal firewall**: This is software that acts as a filter between your computer and the Internet (or a local area network [LAN] that your computer is connected to). Typically, there is no need for the Internet to contact your computer, but rather your computer only needs to contact the Internet. You might have seen these annoying pop-up messages (i.e., when you are connected to one of the cheaper dial-up Internet service providers) urging you to buy this or that. A personal firewall helps keep these annoyances out. In addition, it will alert you to any unusual behavior from your computer (i.e., caused by infection with a new virus that attempts to “call home”).

“Always-On”

In this day and age, where speed is of the essence, more and more of us are switching from traditional dial-up connections (using an analog modem connected to a phone jack) to the much faster cable modem (connected to your TV cable) or digital subscriber line (DSL, a split off of your phone line). In either case, a lot of attacks from the Internet can already be blocked off by plugging an additional piece of hardware in between your computer and the Internet connection, like a DSL/cable-modem router. These devices come with a built-in hardware firewall that, by default, blocks all attempts to connect to your computer from the Internet and allows all connection attempts from your computer to the Internet. An additional benefit of most of these devices is that they also allow you to share your high speed Internet connection between multiple computers. In general, you have two options:

- **Regular (wired) networking**: Traditional networking with Ethernet cables allows for the most assurance that nobody is eavesdropping locally on your network, sniffing out your passwords, account numbers, identifications, and other sensitive or confidential information in transit. Please be aware that any information you transmit over the Internet via unencrypted communication (i.e., to a Web or file transfer protocol [FTP] server, or via e-mail) can be spied on, too.
Wireless networking (WLAN—wireless local area network): In terms of convenience, wireless networking is hard to beat, but in order to protect the confidentiality and privacy of communication, it is important to follow some basic advice:

1. Do not use the older technology, called 802.11b, with a maximum bandwidth of 11 Mbit/s (mega bits per second). Its wireless equivalency protocol (WEP) encryption technology is not sufficiently secure and can easily be cracked by anybody in the vicinity of your home or office (remember, you are no longer on your own little network, but are open to the rest of the world).

2. Use newer technology, called 802.11g, and configure it to only allow connections encrypted via wireless protected access (WPA). This encryption method is much more advanced than WEP, so it would take an attacker much longer to crack.

3. When you use 802.11g technology, do not allow 802.11b connections or WEP connections; otherwise, you will still be vulnerable to its weaknesses.

4. Change your wireless network’s default system identifier (SID); this is the name under which your wireless network advertises itself to any receiver in its proximity. If you leave it at its default name, you typically reveal the manufacturer of your wireless access point, thereby making it much easier for an attacker to determine if there is a vendor-specific vulnerability that could be exploited.

5. Last, but not least, change the default administrator password for your network device. This is something so obvious that it is puzzling why a lot of small office/home office (SOHO) devices are still accessible using default passwords.

Electronic Mail

How many of us are bombarded with unsolicited commercial e-mail (a.k.a. spam) on a regular basis? How often have you switched e-mail addresses to escape the flood of spam? The amount of unsolicited junk e-mail you receive as a result of your surfing can be an annoyance, but this “spam” is only the most obvious privacy problem. Any e-mail message you send or receive can be intercepted along the way and read, even changed, by anyone from your Internet service provider to the police. It is also easy to retrieve deleted e-mail messages from your computer hard disk or someone else’s if you know how. Also, it is possible for other people to send messages under your name, expressing opinions or ordering items without your knowledge and leaving you to deal with whatever problems that may arise.

What you can do:

Spam:
- If you receive spam messages, don’t answer them.
- Many junk e-mail messages offer the opportunity to remove (“unsubscribe”) you from their list. Don’t do it! By responding, you confirm your e-mail address is good, and whoever sent you the junk e-mail can sell that address to even more advertisers.
- Install a spam filter (software) on your computer, then configure your Internet service provider’s (ISP) junk filters to allow everything through, thereby allowing you to separate the chaff from the wheat without risking the loss of any important messages due to accidental junk-filtering performed by the ISP. Initially, you will have to spend a bit of time fine-tuning the out-of-the-box filters of the software, but ultimately you will have a very powerful tool that has been adjusted to your specific needs. One excellent tool we recommend is SpamPal (www.spampal.org). SpamPal is a mail classification program that helps separate spam from the mail you really want to read based on user-defined master lists of known spammers. SpamPal works in combination with a local e-mail program on your computer, such as Outlook, Outlook Express, Eudora, or The Bat; it does not work with web-based mail access, such as the ones provided by AOL, Hotmail, Yahoo!, Juno, MSN, or several other ISPs.

- Configure your personal firewall software to allow your e-mail program to only communicate on the ports for Simple Mail Transfer Protocol (SMTP), Post Office Protocol 3 (POP3 - 110/tcp), and Internet Message Access Protocol (IMAP - 143/tcp). These are used by your e-mail program to talk to your ISP’s mail server. Spam can contain so-called Web bugs, tiny graphics-sized 1x1 pixel, as well as normal-sized graphics, which alert the sender that the spam recipient actually exists and was not just an arbitrarily generated new or outdated old address. The only drawback is that you will no longer be able to see graphics that are only included as a link from the Internet.
Internet Privacy for the Small or Home Office Environment Continued

• While it is tempting to ask your Internet service provider to have junk e-mail deleted before it gets to your mailbox, this bears the risk of the automatism accidentally deleting an important message from an existing or prospective new client.

Encryption:
• Think of e-mail as a postcard (an unsealed message that others can read or pass on to someone else). If you want to communicate privately, install software that allows you to “encrypt” or scramble your e-mail messages so no one can read them except you and the person to whom you are writing. Be aware that the recipient must also have the capability to decrypt (unscramble) the e-mail message.

“Signed” e-mail:
• To ensure that e-mail you are sending cannot be tampered with, you can electronically sign it with your personal key. This “key” is actually a key pair: a private key that only you know, and which you should not reveal to anybody, as well as a public key, which you publish to a public key server. The recipient’s e-mail program then connects to the public key server to check whether the e-mail that allegedly was sent by you was signed using your key.

Anonymous re-mailers:
• Even though there are various anonymous re-mailers (organizations that remove your identity from messages before sending them on to their destination) available, be aware that such originating addresses are increasingly blocked by companies and service providers due to the spam problem.

Recipient control:
• One of the more recent fads is to use e-mail software that lets you control who can see the messages you send—and for how long. Be aware that such products employ the same mechanisms as spam does, and that they are easily circumvented using the aforementioned methods.

Surfing the Net
Many websites collect personal information. Some sites ask you to register before you can view the site, while other sites collect information in more subtle ways. Some search engines remember what you have looked for by keeping track of the key words you input. Many other sites store “cookies” (small text files that can collect and store information) on your hard drive to tell them information, such as which banner ads you clicked on, what websites you visited, and any information you may have voluntarily provided (like your name, address, etc.). This information allows websites to identify you the next time you visit and track your visits. Some cookies are helpful; for instance, Amazon greets you by name every time you visit and keeps track of what you order until you place the order. This is especially helpful if your computer or browser crashes in the middle of an order, because you will not have to go through the process again and try to remember everything you ordered.

Some cookies, however, are not so helpful and enable websites or advertising networks to create a profile of you based on the information you provided and your browsing and shopping patterns, often for advertising purposes. Those companies are also commonly employing JavaScript or Dynamic Hyper Text Markup Language (DHTML) to obtain additional information, such as your computer’s network address and your operating system.

Adware and spyware applications are tiny Trojan horses that are built into other applications that track your habits and violate your privacy without your knowledge. Adware is considered to be any software application that displays advertising banners while the program is running. For example, a free version of Eudora that we use displays ads while you read your mail. Adware is pretty innocuous. It tracks which ads you have already seen. The real problem lies in spyware. Spyware is software that tracks your online habits and sends that data back to a third party (often without your permission or knowledge). Some companies quietly include spyware as part of the software they sell. In fact, several well-known freeware programs, such as Real Audio, have been found to include spyware.

What you can do:
• Refuse the cookies that websites send you. However, we find this method a bit too Draconian, so we have set our preferences to reject only “third party cookies.” Check your browser’s Help files to find out how to program your computer to do this. Just remember that some websites can make it difficult or even impossible for you to visit them if you do not accept their cookies. In the long run, you must decide whether or not it is worth your while to accept cookies.

• Be cautious about the information you provide to websites, because they may use the information for marketing purposes. We have free Web-based accounts like Yahoo! set up that we use when ordering online or whenever we are asked for our e-mail address. We only
give out our primary e-mail to clients, colleagues, and friends. As a result, we get very few spam messages a day at our primary addresses, and can sometimes go days without getting “spammed.”

- Reduce the amount of personal information that you provide to websites. Do not provide information that is not required. Also, some financial institutions are now offering one-time credit card numbers for Web purchases to offer greater security. Contact your bank to see if it offers this.

- Before you buy anything or make a financial transaction online, read the website’s privacy policy. If it does not have one, think twice about completing the transaction. Check opt-out boxes that limit the use of any information you provide. We also go a step further and write “do not pass on or sell my information to third parties” on any warranty or application we fill out.

Chat, Discussion, and News Groups

Discussion and news groups are wonderful resources, but you need to remember that anything you write could be used against you. Some ATA division mailing lists have had problems with abusive language or harassment, which has led to the eventual expulsion of people from the lists. Think before you write. Your colleagues remember your behavior and may not remember you favorably when asked about you or your work.

As just about everyone knows, chat rooms are usually anonymous, and you can be whomever you choose to be—as the numerous cases against pedophiles have shown. Newsgroups are in the middle of the spectrum. Participants may be who they say they are; however, they could be misrepresenting themselves as well. Caution is to be exercised in any case. If you take part in discussion and news groups, anyone from the simply curious to potential employers can search for copies of your messages through Google, which archives messages indefinitely. It is also possible to find the names of chat or discussion groups in which you participate and the names of news groups to which you subscribe. The names of those groups alone can reveal a lot about you. Again, a dummy e-mail address can help shield you from this kind of exposure (not to mention from spammers, who use robots to cull discussion groups for e-mails).

What you can do:

- Participate in chat or discussion groups under a fake name or using a Web-based e-mail address (please note that you should use your real name in professional discussion groups, such as ATA listservs).

- Be discreet. As a general rule, assume that your online communications are not private unless they are encrypted.

- Some groups that store your old messages allow you to delete them for good: consider it!

Additional Resources

There are several excellent resources available to help you protect your privacy on the Internet. One excellent book is Internet Privacy for Dummies, by John Levine, Ray Everett-Church, Gregg Stebben, and David Lawrence. This book can be an eye-opener and covers a wide range of topics, from the subjects covered here to telemarketers and Do-Not-Call lists, cell phone usage, and so forth. You can also visit the website at www.internetprivacyfordummies.com.

There are also a handful of programs (some of them free) that can protect you from peeping businesses and secret software.

Anti-virus products, such as Norton AntiVirus (www.symantec.com), McAfee AntiVirus (www.mcafee.com), Kaspersky AntiViral Toolkit Pro (AVP) (www.kaspersky.com), to name but a few, help protect your computer from viruses, worms, and similar malware. While the aforementioned products will be within your budget for installation on a single computer, if you are running up to 10 computers at your office and want to protect them all, you might be better off with F-Prot (www.f-prot.com/products/corporate_users/win) due to its corporate licensing model (you get 10 licenses for the same price you usually spend on a single license for the others).

Firewalls, such as Norton Personal Firewall (www.symantec.com) and Zone Alarm (www.zonealarm.com), among others, shield your computer from prying eyes. If you opt for the corresponding McAfee Personal Firewall product, make sure you obtain their “real” firewall product and not just the McAfee.com Personal Firewall, which only interfaces between your browser and the Internet, whereas the other personal firewall products protect communication between the Internet and all your applications.

While spyware/adware detectors, such as SpyBot Search & Destroy (www.safer-networking.org), Ad-aware (www.lavasoftusa.com), SpyBlocker (http://personal.bellsouth.net/mia/k/r/kryp), Guidescope (www.guidescope.com), SpyChecker (www.spychecker.com), or Pest Patrol (which is an add-on to Zone Alarm), clean...
computers of spyware and regulate to some extent what information is gathered by a website, carefully research the spyware detector/blocker you choose to install. Some spyware blockers actually contain spyware or adware. The authors have practical experience with SpyBot Search & Destroy and Ad-aware, and to the best of their knowledge, these two products are benign.

If you would like to use data encryption and/or electronic signatures, you can explore your e-mail application’s built-in digital-ID features, or employ a third party product, such as the commercial version of Pretty Good Privacy (PGP) (www.pgp.com), or one of the free PGP versions (www.pgp.org or www.pgpi.org), or GNU Privacy Guard (www.GnuPG.org).

Several good privacy awareness sites include a privacy analysis website (www.anonymizer.com/snoop.cgi), ShieldsUp! (grc.com), and Privacy Bird (www.privacybird.com).

If you favor convenience over a “best-of-breed” approach, as most of us probably will since our focus is on translating and interpreting or fulfilling one of various functions at an agency, it will be easiest to obtain an application suite, such as Norton Internet Security (www.symantec.com), which combines an anti-virus program, a personal firewall, and an anti-spam product in one package. Most of us will probably not have a need for the parental controls application that is also included. At least we would hope that none of you let your children play or work with your personal computer or laptop. Doing so could endanger your livelihood, your source of income, and, therefore, should be off-limits as part of your risk mitigation strategy.

Which brings up another important issue: Is your computer safe from your pets? A laptop dripping with coffee your cat knocked over is most likely of very limited use; once it has been cleaned, you might still be able to use it as a paperweight. It’s something to think about, just like purchasing an uninterruptible power source (UPS) for your computer(s) to avoid losing valuable work due to a power outage or a brownout. Going into more detail would go beyond the scope of this article. If you need advice on these topics, get in touch with the authors.

If you would like to stay up-to-date on information security topics, you might want to subscribe to some of the SANS Institute’s free weekly newsletters (www.sans.org/newsletters):

- SANS NewsBites:
  General information security news
- @RISK:
  Up-to-date vulnerability information
- Ouch!:
  Identity theft and attacks on computer users

If you think you do not need to worry about Internet privacy, do a quick search for your name (and its various forms) on Google. We think you will be surprised with what you find. Just to play it safe, you might also want to search for your social security number, credit card numbers, and bank account numbers online.
Many translators working into English are acutely aware of the distinctions between American English and British English, but how many U.S. translators could accurately translate a document into Canadian English? Canadian English is in the middle of a “linguistic no-man’s land.” British translators view it as another version of archaic American English, while U.S.-based translators figure they can get away with simply running a U.K. spell-check on their document to create a “Canadian English” version.

The truth is actually somewhere in the middle, which is entirely consistent with the Canadian outlook on life. Inconsistency is generally the rule when it comes to all things Canadian.

Many visitors to Canada are immediately aware that Canada uses the metric system as they cross over the border. However, although the road signs are in “kilometres” and gas is sold in “litres,” a quick trip to the grocery store will reveal meat sold in pounds, coffee in ounces, and lumber in feet and inches. Moreover, the political system is also one of “asymmetrical equilibrium,” with 10 provinces and three territories; some unilingually English, another unilingually French, and one or two that are officially bilingual. Civil law, immigration, schooling, and other policies may also vary by province or territory. Canadians take all these variations and anomalies in stride. Where the U.S. boasts of being a “melting pot” with a motto of “E Pluribus Unum” (out of many, one), Canadians are quietly content to remain a “fruit salad,” where each cultural element remains intact with its own distinct “flavour.”

This distinct blending of styles is also reflected in the Canadian use of the English language. As the famous Canadian author Stephen Leacock once wrote, “In Canada, we have enough to do keeping up with two spoken languages without trying to invent slang, so we just go right ahead and use English for literature, Scottish for sermons, and American for conversation.” It is these three elements, along with a dash of Irish influence, that form the foundation for modern Canadian English.

To understand the birth of Canadian English, one has to go back to the birth of the American Republic. With the defeat of French forces at Quebec City in 1763, the English crown controlled virtually all portions of the British Empire. However, this initial attempt at instituting a language law was doomed from the start, as many Canadian speakers had already picked up linguistic habits from the rapidly growing settlers south of the border. The widespread use of Noah Webster’s American dictionary throughout the U.S. found its way north as well. As a result, Canadian spelling is widely inconsistent, largely due to the lack of a single definitive dictionary to unite the Canadian population…

“In Canada, we have retained close linguistic ties to Britain, largely by defying American attempts to standardize English usage south of the border. It is in this area where Canadian English was born, eventually being transported westward as waves of new immigrants and adventure seekers settled the remote regions of the Prairies and British Columbia. To this day, the Canadian English dialect remains uniquely uniform across most of the country, of course, with the expected exception of the Irish-influenced dialect in Newfoundland.

In 1867, after an uneasy compromise championed by the first Prime Minister Sir John A. MacDonald, the Dominion of Canada was created with the passage of the British North America Act by the British Parliament. Twenty-three years later, MacDonald tried to further unite the country linguistically by mandating the use of British spelling, saying, “The same system should obtain in all portions of the British Empire.”

However, this initial attempt at instituting a language law was doomed from the start, as many Canadian speakers had already picked up linguistic habits from the rapidly growing settlers south of the border. The widespread use of Noah Webster’s American dictionary throughout the U.S. found its way north as well. As a result, Canadian spelling is widely inconsistent, largely due to the lack of a single definitive dictionary to unite the Canadian population. Indeed, most Canadian dictionaries on the bookshelf are simply American dictionaries that have been “edited” for Canada. Although the official style guide of the Canadian government refers editors to the Gage Canadian Dictionary, there is still no thorough consensus among Canadian editors regarding spelling. A survey of
spelling usage among members of the Editors Association of Canada in 1984 revealed widely varying results:

- Colour or Color? Only 75% preferred the traditional “-our” endings of colour or labour, except within words (e.g., coloration).

- Defence or Defense? 80% of the sample preferred “-ce” over “-se” in nouns, such as defence, practice, and pretence, but use “-se” for verbs, such as to practise the piano.

- Centre or Center? 89% preferred traditional “-re” endings, probably reflecting the French influence in the country.

- Organize or Organise? 68% of Canadian editors rejected the British “-ise” endings, preferring the American “-ize” endings.

- Enroll or Enrol? In an unusual show of uniformity, 90% of editors preferred the British double L within and at the end of such words as enroll, fulfill, install, marvelled, marvellous, and signalled.

To make matters worse, a quick review of the top Canadian dictionaries also reveals a lack of consistency in terms of orthography, as evidenced in Table 1.

The variation in spelling also matches the variation in terms of vocabulary. Ask any Canadian whether he prefers “candy bars” or “chocolate bars,” and he’s likely to respond, “It’s all good.” Indeed, Canadians are so familiar with American terminology and idioms that they often cannot determine which term is the preferred Canadian term, or even which one they themselves prefer.

Nevertheless, American visitors are more likely to be somewhat bewildered by particular Canadian terms and usages. When sitting down at a restaurant with their cutlery (silverware) and serviette (paper napkin), visitors may be surprised after ordering a soda when they receive plain sparkling water instead of the sugary “pop” which includes Coca-Cola. Mouths drop in horror when the Puritan descendants discover “homo” (whole or homogenized) milk at a dépanneur (convenience store) in Quebec, sold in litre bags instead of American gallon jugs; something that would also confuse their U.K. relatives, who are used to Imperial gallons. Finishing their breakfast of porridge (oatmeal) and brown (whole wheat) bread, they ask the server for the bill (the check), leaving a few loonies ($1 coin) and twoonies ($2 coins) at the table before heading to the bar—where they can get “pissed” (drunk) with a 24 of brew or a 26er of goof (sherry).

Although locals from “The Rock” (Newfoundland) and Hogtown (Toronto) to Cowtown (Calgary) may refer to their “neighbour” to the south as the United

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States, the US, or simply the States, they would never use the term America. This designation implies all of North and South America.

From the Canadian perspective, America was originally populated by the “First Nations” (aboriginals), which included American Indians and Inuit (non-Indian, northern aboriginals, i.e., Eskimos), who later intermarried with French settlers to form the Métis. Tragically, many of the First Nations have lost their ancestral lands, and live on “reserves” like their American counterparts on the “reservation.”

All Canadians, however, can relax after “marketing” (shopping), resting their groceries on the “chesterfield” (sofa), turning on the “garborator” (garbage disposal), and walking up to the second “floor” (storey) to see their grade 10 children (i.e., “sophomore” studying for entry into “university,” so they can avoid “college” [i.e., community trade school] and go on to a career in academia in the field of linguistics).

Which brings us to the next major feature of Canadian English: phonology. Canadians will consistently tell you that they “don’t have an accent,” apart from the ubiquitous “eh.” Indeed, they’ll proudly point to famous U.S. television personalities, such news anchors Peter Jennings or Robert MacNeil, as proof that Canadian English is devoid of an accent. “The networks choose Canadians so that everyone in the U.S. can understand them,” is the common reasoning.

Although it is certainly easier for Canadians to spot an American in their midst, U.S. residents with a trained ear can easily spot a northern “neighbour” in the heartland. The principle difference is that Canadians pronounce their vowel sounds farther back in the vocal tract than their American cousins, particularly the [a] and [o] sounds. The Great Vowel Shift that began in the 1600s resulted in American vowels remaining forward, while Canadian vowels shifted back. As a result, a Canadian from Windsor, Ontario, can drive across the river to Detroit and mistake the American pronunciation for “Stock” as “Stack.” The Canadian pronunciation of the same word would sound like “Stalk” to American ears.

On a related note, the rear location of Canadian vowels heightens the tendency for “monophthonisation,” whereby the American diphthongs for [a] or [o] are rendered as a single vowel by Canadians. There is little distinction between “Cot” and “Caught,” or “Dawn” versus “Don” for Canadians.

Americans also note a peculiar Canadian pronunciation of words, such as “house” or “about.” This is actually a related Canadian phonological event, called “Canadian Raising,” that affects Canadian vowels, their brain interprets it as a “high vowel.” Hence, “about the house” sounds like “about the hoose” to American ears.

Canadians, however, wince when they hear Americans substitute the [a] for [o] before an intervocalic [r]. When an American says, “I’m sorry, you can borrow the dish tomorrow,” Canadians only hear a nasal, “I’m sarry, you can borrow the dish tamarrow.”

However, the pronunciation rules appear to be completely reversed when foreign loan words enter the picture. While Americans pronounce the low [a] vowels in loan words at the back of the vocal tract, such as “pasta,” “drama,” and “Vietnam,” Canadians pronounce these same words at the front of the tract; resulting on “paesta,” “draema,” and “Vietnaem.” Both speakers are trying to assign a “low central” position to the vowels in these loan words. However, the standard American “a” vowel sound [ae] is already too far forward for the foreign word, and the Canadian equivalent sound is too far back. A compromise is reached that satisfies neither listener.

Americans trying to mimic a Canadian accent will often try to insert the term “eh” after every sentence in order to “blend in.” However, like all things Canadian, the usage of this now popular syntactic marker is not particularly consistent. It is often used after interrogative sentences, such as “How’s it going, eh?”; but it would not be used after other questions, such as “What’s your name, eh?” It is also used in narratives or imperative discourse as a way to subtly confirm the consent or understanding of the listener. For example, “We had pizza, eh, and beer.” is a narrative sentence. The popular “Take off, eh!” uttered from the mouths of the McKenzie brothers on the cult comedy show Second City Television, was funny precisely because this mildly profane comment was followed with a polite request for the listener’s consent. Politeness also is something Canadians are supposedly known for.

In the face of constant cultural pressure from the U.S., Canadians have been able to quietly and politely maintain their cultural and linguistic distinctness. Essentially an inconsistent offshoot of colonial British English, Canadian

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The ATA Chronicle | March 2005
Canadian English: Eh to Zed Continued

English has retained many features of British orthography, vocabulary, and pronunciation with the help of a steady stream of immigrants from the U.K., Hong Kong, the Indian subcontinents, and other parts of the Commonwealth. In addition, the Canadian government’s regulation of television and radio programming helps ensure that residents hear and see Canadian content with the proper accent. It is also the relative isolation of many of these communities, which rely on government broadcasting, that helps maintain the various linguistic features, flaws, and quirks that make up Canadian English.

Despite the much-hyped “cultural divide” between Americans and Canadians, the two groups share a large common linguistic and cultural base. However, it is the consistent inconsistency in Canadian English with respect to spelling, vocabulary, and pronunciation that will ensure the continued existence of the Canadian dialect.

References


Online Resources
Dave VE7CNV’s Truly Canadian Dictionary of Canadian Spelling (www.luther.ca/~dave7cnv/cdnspelling/cdnspelling.html)

Cornerstone’s Canadian English Page (www.cornerstoneword.com/misc/cdneng/cdneng.htm)

Canadian Raising and Other Oddities (www.yorku.ca/twainweb/troberts/raising.html)

2001 Language Samples Page Canadian English (www.ic.arizona.edu/~lsp/CanadianEnglish.html)

Wikipedia: Canadian English (http://en.wikipedia.org/wiki/Canadian_English)

Additional Resources


TIP-Lab Twelfth Midyear Distance Spanish Translation/Revision Workshop

TIP-Lab is pleased to announce its Twelfth Midyear Distance Spanish Translation/Revision Workshop, July to November 2005. This workshop is open to English-to-Spanish translators from any country in the world. Participants will be accepted on a first-come-first-served basis. Excellent command of both Spanish and English is a requirement. In the course of the workshop, four texts will be translated by the participants, reviewed by Leandro Wolfson, a professional translator from Argentina, and returned to each translator with revisions, annotated comments, and a model translation selected each month from the group. As in previous TIP-Lab workshops, application for continuing education credit will be submitted to the Judicial Council of California, the Washington State Courts, and ATA. Registration is now open. Space is very limited and interested translators are encouraged to register as soon as possible. For further information and to request a brochure with the registration form, call, fax, or e-mail: TIP-Lab, c/o Alicia Marshall (847) 869-4889 (phone/fax), e-mail: aliciamarshall@comcast.net.
Translating Psychiatric Texts

By Maria Rosdolsky

Although the human mind has been analyzed by psychological and technological methods, mental illness is still veiled in mystery. Despite the facts that imaging procedures and psychological tests are now readily available, and that mental diseases have now been defined, there is no device or test capable of determining, with certainty, the presence or absence of mental disease. The nature of mental disorders does not allow for a precise definition or the determination of a distinct border between sanity and insanity. The definition of “mental normality” varies. It was, and always will be, affected by era and culture (Refs. 1, 2).

History of Classification and Terminology of Mental Disorders

Although mental diseases have existed throughout history, classification and terminology have changed, particularly during the last 300 years, and overwhelmingly in the second half of the 20th century.

In ancient Greece and for centuries thereafter, mental diseases were classified into mania and melancholia. Mania included all disorders with agitation, and melancholia all types of depression. In the late 18th century and on into the 19th century, more detailed classifications arose that began to differentiate between mania and the disease that we now call schizophrenia. An important example is the classification of mental diseases in 1801 by Philippe Pinel (1745-1826), considered the founder of clinical psychiatry, into melancholy (for depressive disorders, and schizophrenia combined with depression); mania with delirium (for schizophrenia); mania without delirium (for manic and hypomanic episodes); and dementia (for dementia resulting from residual or chronic schizophrenia, as well as from general paralysis [a late stage of syphilis]) (Ref. 4).

Three terms of importance for the further development of psychiatric terminology were introduced in the late 18th century and the early 19th century: neurosis, psychiatry, and psychosis. In 1776, William Cullen (1710-1790) coined the term neurosis for diseases of the nervous system, including not only what we today call neurological disorders, but also mental disorders. In 1803, the German physician Johann Christian Reil (1759-1813) introduced the term psychiatry (Psychiaterie, later changed to Psychiatrie). In 1845, Ernst von Feuchtersleben (1794-1866) introduced the term psychosis (derived from “psyche,” indicating mind, and “osis,” indicating disease), which included, at that time, all mental illnesses (Ref. 4). Sigmund Freud (1856-1939) changed the definition of neurosis to disorders arising from unconscious conflicts due to childhood trauma. As a consequence, psychoses became the second major group of mental diseases (Refs. 1, 4).

In the late 19th century, as well as for much of the 20th century, mental diseases were classified into psychoses and neuroses, psychoses were classified into endogenous and exogenous psychoses, and endogenous psychoses were classified into schizophrenia and manic-depressive disorders. The term “endogenous” derived from the assumption that mental diseases may develop inside an individual without influences from outside. “Exogenous” was used to indicate causes outside the individual, such as drugs, alcohol, trauma, or disease. The concepts of neurosis and psychosis still exist, but not as the sole major categories of mental diseases. The term “neurosis” is no longer used officially, and has been replaced, in most instances, by “disorder.” Manic-depressive disorder is now called bipolar disorder, and is no longer considered a psychosis. The term “endogenous psychosis” is no longer in use, and “exogenous psychosis” was replaced by “substance-induced disorder” or “disorder due to a general medical condition” (Refs. 3, 4).

Terminology of Schizophrenia

In the late 18th century, numerous symptoms, known today as symptoms of schizophrenia, were described, but were not considered as belonging to one disease. Jean Étienne Dominique Esquirol (1772-1840) used the term “intellectual monomania” to describe a mental disorder with delusions and hallucinations that we now call schizophrenia. Emil Kraepelin (1856-1926) used the term “Dementia praecox” for this disorder. Dementia referred to the disruption of perceptual and cognitive processes, and praecox to the early onset of the disease. At the beginning of the 20th century, the Swiss psychiatrist Eugen Bleuler (1857-1939) suggested that schizophrenia should be used instead of dementia praecox. The disease is, as he pointed out, not associated with a precipocious deterioration of the mind. The term schizophrenia is composed of schizo, derived from...
schizoein (meaning divide) and phren (meaning mind). Bleuler stated that a major characteristic of this group of diseases is the splitting off of portions of the mind, thus leading to disorders of thoughts and emotions. He compared the schizophrenic mind with a dream-like condition in which thoughts and emotions are contradictory and not organized, and cannot be controlled. As a result, secondary symptoms, such as hallucinations and delusions, may develop (Ref. 6). Hallucinations are perceptions without an external source (e.g., hearing voices). Delusions are firmly maintained false beliefs (e.g., the belief that food is poisoned).

**Terminology of Bipolar Disorder and Major Depression**

In the 18th century, William Cullen realized that there were two separate conditions, described by him as *exaltation and spasm of the brain* (mania) and *collapse and atonia of the brain* (depression). At first, he used the term depression (derived from the Latin deprimere) to describe the depression of the “tonus of the brain” (atonia). “Melancholia” was used until the end of the 18th century, and was then gradually replaced by “depression.” The term *endogenous depression* was introduced by the German physician Paul Julius Möbius (1817-1868). In 1887, Kraepelin described the change from depression to mania by coining the term *manic-depressive disorder*. In 1894, Theodor Ziehen (1862-1959) suggested *affective psychosis* for this disorder. Through much of the 20th century, the terms *manic-depressive disorder* and *affective disorder* were used. In 1962, the concept of *bipolar versus unipolar disorder* was introduced. In 1980, the terms *bipolar disorder* and *major depression* (also called *unipolar disorder*) were used in the third edition of the *Diagnostic and Statistical Manual of Mental Disorders (DSM)*. As the names suggest, individuals with bipolar disorder have manic and depressive episodes, and those with unipolar disorder, or major depression, have depressive episodes only. In the *DSM-IV*, the term major depression was changed to *major depressive disorder* (Ref. 7).

**Current Psychiatric Terminology**

In the second half of the 20th century, the introduction of the so-called target symptom significantly influenced changes in the classification and terminology of mental diseases. The term “target symptom” was created in 1957, and defined as a symptom that can be alleviated or eliminated by a certain psychopharmacological agent. New diagnoses have been created based on specific target symptoms. Examples are panic disorder, previously thought to be part of anxiety neurosis, and dissociative disorders, symptoms of which were previously thought to be part of hysterical neurosis. Since Prozac has had beneficial effects on many conditions, the term depression has been broadened, and more and more people, influenced by the media, have sought treatment for depression if they were, for example, under stress or had difficulty coping with everyday problems.

The need for statistical information and uniform terminology led to the development of the first edition of the *Diagnostic and Statistical Manual of Mental Disorders (DSM)* published in 1952 by the American Psychiatric Association. Several revised editions followed, the most recent, *DSM-IV-TR* (TR for text revision), in 2000, which was prepared by more than 1,000 people and contains a classification and detailed description of mental disorders.

Revisions include new terminology and improved descriptions of mental disorders. The number of entries has grown from 60 (*DSM-I*) to 297 (*DSM-IV*). About 200 years ago, Philippe Pinel managed to limit mental diseases to four. The *DSM-IV-TR* has been translated into 22 languages. The English version is available online. The online version is, however, not exactly the same as the printed version, and contains many pseudolinks that look as if they would connect to real information, but instead lead to an advertisement (Refs. 2, 5).

The changes in the *DSM* have not only been based on scientific trends, but political issues as well. Homosexuals, for example, requested the elimination of “homosexuality” from the *DSM*, and were successful. Vietnam-veterans requested the inclusion of “posttraumatic stress disorder,” and were also successful. Feminists criticized the statement that the “self-defeating personality disorder” was seen twice as often in women as in men. Therefore, it was no longer included in the *DSM-IV* (Ref. 2). These examples show that psychiatric classification and terminology, as well as the definition of mental normality and abnormality are significantly influenced by the beliefs and trends of an era. The *DSM*, on the other hand, shapes psychiatry, and influences the evaluation of patients by psychiatrists, as well as the views of patients and society on mental diseases.

**Classification of Mental Disorders in the *DSM-IV-TR***

There are 17 major categories of mental disorders. Each of these categories is divided into several subcategories, and some of them are further divided. Table 1 presents a list of the major disorder categories.

Table 2 presents a simplified example of the subcategories of one of these
disorder categories (Mood Disorders).

Structure of the DSM-IV-TR
There are nine types of information for each disorder, summarized in Table 3.

Appendices of the DSM-IV-TR
There are 11 appendices (A-K). For translators, Appendices C and I are useful.

Appendix C consists of a glossary of psychiatric terms. The glossary provides concise definitions and makes translations of the defined terms easy by comparing them in the source and target languages. It is, however, incomplete, and the selection of terms is, in my opinion, random and subjective.

Appendix I contains a glossary of culture-bound syndromes. Culture-bound syndromes occur only in specific societies and cultural areas. The

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<td>Disorders Usually First Diagnosed in Infancy, Childhood, or Adolescence</td>
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<td>Delirium, Dementia, Amnestic, and Other Cognitive Disorders</td>
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<td>Mental Disorders Due to a General Medical Condition Not Classified Elsewhere</td>
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<td>Substance-Related Disorders</td>
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<td>Schizophrenia and Other Psychotic Disorders</td>
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<td>Factitious Disorders</td>
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<td>Dissociative Disorders</td>
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<td>Sexual and Gender Identity Disorders</td>
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<td>Eating Disorders</td>
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<td>Sleep Disorders</td>
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<td>Impulse-Control Disorders Not Specified Elsewhere</td>
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<td>Adjustment Disorders</td>
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<td>Personality Disorders</td>
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<td>Other Conditions That May be a Focus of Clinical Attention</td>
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<th>Table 2. Simplified Example of One Category in the DSM-IV-TR</th>
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<td><strong>Mood Disorders</strong></td>
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<td><strong>Depressive Disorders</strong></td>
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<td>Major Depressive Disorder</td>
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<td>Single Episode</td>
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<td>Recurrent Episodes</td>
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<td>Dysthmic Disorder (chronic depression)</td>
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<td>Depressive Disorder NOS (NOS = not otherwise specified)</td>
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<tr>
<td><strong>Bipolar Disorders</strong></td>
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<tr>
<td>Bipolar I Disorder (depressive, manic, hypomanic, and mixed episodes)</td>
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<td>Bipolar II Disorder (depressive and hypomanic episodes)</td>
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<td>Cyclothymic Disorder (chronic depression with periods of hypomanic symptoms)</td>
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<td>Bipolar Disorder NOS</td>
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<td><strong>Other Mood Disorders</strong></td>
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<td>Mood Disorder Due to General Medical Condition</td>
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<td>Substance-Induced Mood Disorder</td>
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<td>Mood Disorder NOS</td>
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<th>Table 3. Structure of the DSM-IV-TR</th>
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<td><strong>Type of Information</strong></td>
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<td>2. Subtypes and/or specifiers</td>
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<td>3. Recording procedures</td>
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<td>4. Associated features and disorders</td>
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<td>5. Specific culture, age, and gender features</td>
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<td>6. Prevalence</td>
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<td>8. Familial pattern</td>
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<td>9. Differential diagnosis</td>
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culture-bound syndromes described in the glossary are not mentioned in the main part of the DSM, and occur in non-western cultures, such as Asian, Indian, or African cultures.

Tools and Recommendations for Translating Psychiatric Texts

When doing translations of psychiatric texts, it is essential to have the latest DSM editions in the source and target languages. A disadvantage of the DSM is that the index contains only headings and subheadings, which makes searching for symptoms and details in the description of disorders difficult. Since the terminology has changed rapidly over the last years, not all psychiatric texts contain the latest terminology. Therefore, for translations, access to older terminologies is also needed. Since we are expected to translate the text and not correct it, I recommend the use of old terms in a translation if the source text contains old terms. Documents may also contain a mixture of new and old terminology. In these cases, the translation should follow the source text. Some bilingual psychiatry dictionaries include DSM terminology, but it may be incomplete. It is important to be very careful when using DSM terms from a dictionary, and to always check the DSM in the source and target languages. In addition, monolingual dictionaries of psychiatry and psychology should be used, and the definitions of terms in the source and target languages compared to guarantee that a correct term is used in the translation. There is, of course, a tremendous amount of information available on the Internet. Although there are many useful and well-written articles, many Web documents contain errors and false information.

Types of Psychiatric Texts for Translation

In past publications, we find detailed descriptions of symptomatology and diagnostic considerations. In recent publications, emphasis is on the measurement of the frequency and severity of symptoms, with tests and questionnaires, treatment, measurement of the symptoms after treatment to determine the effects, and statistical analysis.

Translating Books or Journal Articles: When translating books or journal articles, it is essential, on the one hand, that the terminology in the target language be as close as possible to the source language, and that, on the other hand, the style in the target language is such that the reader is not aware of the source language. If a term used in the source language does not exist in the target language, its meaning should be explained. Increasingly, English terms are transferred into other languages without translation. Clinical trials of drugs used in psychiatric patients are conducted in the same way as trials testing other drugs, and the same terminology should be used. The names of standardized tests, now called instruments or tools, are usually abbreviated, and the English acronyms are used in all languages. Basic knowledge of statistical terminology in the source and target languages is needed for translating psychiatric journal articles. In some articles, the source language is very colloquial. This does not necessarily mean that the target language has to sound like spoken jargon as well. Here are a few examples:

- Patients in the active treatment group had fewer study discontinuations and greater prevention of depressive symptom relapse.
- This drug received a bipolar disorder maintenance indication from the Food and Drug Administration.
- A recent review of the literature found a series of studies on the treatment of schizophrenia.

Translating Questionnaires: When translating questionnaires, it is important to transfer the meanings of questions into the target language, and not meticulously translate every word literally. These questionnaires are usually written by persons who concentrate on the measurement and statistical analysis of symptoms, without thinking of the possible reactions to the questions. The questions are designed to receive answers that fit into DSM categories. Examples include questions about suicidality (Did you think about killing yourself: during the last 2 weeks, every day, every other day, or twice a week?) or hallucinations (Did you hear voices: during the last 2 weeks, more than once a day, once a day, every other day, or once a week?). Although the questions may be inappropriate, translators should phrase their translations in such a way that they upset the patient as little as possible while still accurately maintaining the original meanings of the questions in the target language. The results of questionnaires may be subject to statistical analysis. If the meaning in the target language does not correspond to the meaning in the source language, the statistics become distorted. Although this is probably the case, at least to some extent, in many studies, we should try to avoid this distortion, or at least reduce it as much as possible.

Translating Advertisements: Advertisements for physicians usually contain the current psychiatric terminology and clinical trial terminology, as well as advertisement jargon.

Translating Information for Patients: When translating information material for patients, it is important that the jargon in the target language corresponds to the jargon in the source
language. Since the media distribute information on diseases, including mental diseases and their treatment, patients are now often well informed, or at least think that they are. In many of these documents for patients, medical terms are used, with or without definitions. If a Latin or Greek term is used in the source language, the same term, adjusted if necessary, should be used in the target language.

Translating Patient Charts: For translating patient charts, it is essential that the meaning of the target text comes as close as possible to the meaning of the source text.

Cultural- and Era-Related Differences of Psychiatric Symptomatology and Their Impact on Translation

For translations of psychiatric documents, the translator must be familiar with the cultures of the source and the target languages. He or she must know the jargon of the psychiatrist and other psychiatric personnel, as well as the terms commonly used by patients to express their mental symptoms. It is important to be aware that industrialized societies include subcultures and immigrant populations, and that the types and symptomatology of mental diseases are influenced by the affiliation of their members. Certain behaviors, beliefs, ideas, and thoughts may be normal in one culture and abnormal in another. Differences between various western cultures are less pronounced than differences between western and Asian or African cultures. Some of the disorders in the categorization of the *DSM* are specific to industrialized cultures and are considered culture-bound. Among others, anorexia nervosa, attention deficit disorder, and dissociative identity disorder (previously called multiple personality disorder) belong to this group. These disorders are unknown in underdeveloped countries.

The contents of mental symptoms, such as delusions or hallucinations, are different in different cultures and eras. Screaming to express emotions may be normal in one culture and a symptom of a mental disorder in another. In the past, the schizophrenic may have believed that his thoughts were produced by witches or demons. In our times, he may think that his thoughts are manufactured by extraterrestrials or the computer. If symptoms in the culture of the source language do not indicate mental abnormality, but would be considered pathological in the culture of the target language, or vice versa, the translator should explain these differences in a comment.

Although the *DSM* now provides information on cultural differences, it is in itself culturally biased in various ways. It was compiled in the U.S. and includes psychiatric disorders as they are observed in this and other industrialized countries. The *DSM* reflects the trends in our society to invent and categorize diseases for which treatment is made available, as well as other trends, such as discrimination or the fear of discrimination. Translations of the *DSM* into other languages reflect the general trend of Americanization and will contribute to the uniformity of psychiatry and psychiatric terminology, at least in the western world. The *DSM*-IV-TR provides three types of information related to cultural differences: 1) a discussion of cultural differences following the description of each disorder; 2) an outline for cultural formulation to help the clinician in the evaluation and report of the patient’s cultural association (Appendix I); and 3) a description of culture-bound syndromes (Appendix I). For a translator, the first item will contribute to his or her understanding of the document and facilitate its translation, if the culture of the source language is different from that of the target language. The outline for cultural formulation contains, among other considerations, the cultural identity of the patient, cultural explanations of the patient’s illness, cultural factors related to psychosocial environment, and cultural elements of the relationship between the patient and the clinician. Such a cultural formulation may help the translator understand a patient’s chart. The culture-bound syndromes, described in Appendix I, are, as mentioned above, limited to specific societies or cultures (Ref. 5).

Conclusion

Psychiatric terminology has undergone changes throughout history, but most significantly in recent years, and continual changes can be expected. To adjust to these changes when translating psychiatric documents, the translator’s most important tools are the latest editions of the *DSM* in the source and target languages. Earlier editions may be useful for documents in which older terminology is used. The translator should transfer the meaning of the document into the target language and allow some freedom in the choice of words, but also include nuances of the source language. The understanding of cultural differences, even if they are minor, is essential.

References


Continued on p.46
A Revolution in Consecutive Interpretation:
Digital Voice Recorder-Assisted CI

By Erik Camayd-Freixas

A revolution in consecutive interpretation is in the making. This article will tell you all about it and help you get connected, so that you can quickly begin to profit from this new technology. As discussed below, a study conducted at Florida International University (FIU) showed that using digital voice recorders (DVRs) helped consecutive interpreters to improve their accuracy by an average of 35%, with little or no errors, regardless of the length of the statements interpreted.

For many years, I had been a freelance state and federal court interpreter, contending with the challenges and limitations that memory places on consecutive interpretation (CI), and struggling with the always-cumbersome note-taking system. Then, on Fathers Day 1997, I received a present that would eventually change my interpreting life. It was a keychain attached to a digital memo recorder, capable of recording a single voice message lasting only a few seconds. The recording quality was dismal, so my present was no good for interpreting, but I immediately recognized the impact that the miracle of instant playback (no tape to rewind!) would one day have on the profession.

That same year, I began my present position as professor of interpretation at FIU. Seeing my students struggle every semester with CI, memory techniques, and note-taking practice, only to achieve very modest improvements in accuracy, I began to research digital recording and playback technology with an ear for its application to CI. For the next few years, I canvassed electronic suppliers for the latest DVR technology, but all the recorders I tested had limited memory capacity and poor recording quality, which was still quite inadequate for professional interpretation. Determined to develop my own high quality prototype, I consulted with electrical and acoustic engineers, but the high development and production costs would not be warranted for such a small, specialized market. In the meantime, commercially available DVR technology was steadily improving. I learned that recording quality was a function of processing speed, and that a detailed, high quality digital recording needed an adequate memory capacity. By then, DVRs were available with a very adequate four-megabyte memory chip, but still not enough processing speed.

At last, in October 2002, I found a high quality DVR and matched it with high quality ear buds. I soon began to use it for interpreting in legal depositions, with fantastic results. It boosted my accuracy, and I found that I no longer had to interrupt the speakers. But most importantly, knowing that I had every word recorded and available right in the palm of my hand gave me such confidence, such a feeling of relief and relaxation, that my endurance nearly doubled. My clients even commented on the high quality of my interpretation.

Now all I needed to do was to test this new method in experimental trials and document the results. So, in January 2003, I began to prepare, and in April, I conducted experimental trials with the students in my legal interpreting class (test description and results are reported here). Again, the outcome was phenomenal: average accuracy improved from 71% to 96%, regardless of statement length. Later that month, one of my students sent me a copy of an article on “Digital Recorder-Assisted Consecutive Interpretation” that had just come out in Proteus (Volume XII, No. 2, Spring 2003), the newsletter of the National Association of Judiciary Interpreters and Translators (www.najit.org). The author, federal court interpreter John Lombardi, had also realized the potential of the first DVRs, and had been looking for a suitable model, which he finally found in December 2002. Among many useful things he mentions in his article, Lombardi stresses the difficulty of choosing a suitable model among the various DVRs available on the market. I had tested over 20 different models and found only one that met my standards. Yet, shortly after my experimental trials, my high quality $129 DVR model was discontinued and phased out of the market.

I then enlisted the help of my colleague at FIU, linguistics professor Dr. John B. Jensen, an experienced conference interpreter and electronics buff. We tested all new promising models and finally settled on an outstanding DVR incorporating the following features:

- Reasonably priced (under $100);
- High-capacity memory chip for over 30 minutes of high quality recording;
- High processing speed and high quality setting for rich, high quality sound;
- Quick response time for near-instant playback;
- Built-in directional microphone with high sensitivity setting;

“…The interpreted session will move faster, with more efficient and effective communication…”
Not all ear buds are created equal either. Selecting a high quality set range can make an enormous difference in obtaining a clear and rich voice recording that is adequately free from noise and distortion. After testing ear buds and settling on a suitable model, we then established the LinguaSonic™ label under my language consulting firm, Verb-A-Team Inc., and put together a package that takes all the expensive guesswork out of selecting the right equipment and devising the appropriate techniques. The LinguaSonic™ package is comprised of a prime DVR, high fidelity ear buds, a telephone adapter for application to telephonic interpretation, complete instructions, and a practice audiotape to master operations. For more information, visit www.verb-a-team.com.

How It Works

The LinguaSonic™ system consists of digitally recording the source message, without the need for interrupting the speaker. Once the speaker has finished his or her statement, the interpreter listens to an instant playback of the digital recording through an earpiece, and then interprets simultaneously off the recording. That is, the interpreter has the opportunity to listen to the original message live and to begin formulating an interpretation. The instant digital playback serves as a reminder and second opportunity to listen to the message, which the interpreter now renders in the simultaneous mode. If the rate of speech is too fast, the interpreter may pause the DVR by pressing <Stop> in order to catch up, and then press <Play> when he or she is ready to continue. Unlike a tape recorder, the DVR picks up exactly where it left off without missing a beat. The step-by-step process is described below.

By using this type of system, interpreters can dramatically improve their accuracy, virtually eliminating the need to constantly interrupt the speaker (which often results in a piecemeal, fragment-by-fragment interpretation), thus leading to a more fluid rendition. The ability of digital playback ensures that no part of the message is forgotten, thus offering a significant improvement over conventional CI. The system also allows the interpreter to listen to the entire message first, and to start preparing before simultaneously interpreting the playback. In fact, it combines the advantages of both consecutive and simultaneous interpretation. However, it is designed primarily as an alternative to conventional CI, not SI. The system can be applied wherever the consecutive mode of interpretation is used, such as in court for direct and cross examination during witness testimony, as well as in depositions, interrogations, interviews, and exchanges. It can also be used in legal, medical, social services, and business settings. It can be used both during face-to-face and, with the phone adapter, during over-the-telephone interpretation.

Conventional CI, the way it has been practiced for decades worldwide, has many drawbacks. The interpreter is supposed to interpret verbatim, without summarizing, omitting, adding, or otherwise editing any aspect of meaning. That is, the interpreter must keep the entire message in short-term memory (STM) in order to render it accurately and completely. However, because STM capacity is limited (generally from three to seven items or pieces of information), the interpreter must interrupt the speaker every few seconds, before STM gets saturated, in order to be able to render a faithful interpretation. Even then, recall is not always accurate, and the potential for omissions, misinterpretations, and other interpreter errors is quite high. The reason for this is that the interpreter must carry out several tasks at the same time, or in rapid succession, including listening, understanding, analyzing, memorizing, formulating, delivering the interpretation, and monitoring the delivery. Commonly, the memorizing and formulating functions tend to interfere with each other. A digital recording relieves interpreters from the burden of memorizing, enabling them to shift more time and attention to formulating the interpretation. This way, when it comes time to interpret the playback in simultaneous mode, the interpretation is already partially and more carefully formulated, resulting in a more polished rendition.

In conventional CI, the only viable solution has been to interrupt the speaker every few seconds, but this is far from ideal. The speaker often loses his or her train of thought. The entire statement or testimony tends to be shortened, because the speaker is not able to speak freely or fluidly, and thus becomes less forthcoming. The speaker has more time to think and measure his or her words, resulting in less than spontaneous testimony or speech. The adverse impact of conventional CI on courtroom testimony has been amply documented (O’Barr, 1982; Berk-Seligson, 1990). The listeners, on the other hand, have to contend not only with an interpretation of the original, but also with a fragmented and
partly disjointed message, the result of constant interruptions. All of these factors become crucial when listeners (or a jury) are evaluating the speaker’s credibility, as is the case in courtroom testimony and in most interviews and CI sessions. Finally, the interruptions make for a laborious and often repetitious communication process that is not very time-efficient.

In order to cut down on interruptions, note-taking was developed. In 1956, Jean-François Rozan published his famous note-taking system for CI, which remains essentially unchanged today, despite several studies and revisions (van Hoof, 1962; Seleskovich, 1975; Mikkelson, 1983; Mahmoodzadeh, 1992; Alexieva, 1994; Gile, 1995). Yet, the Rozan method and note-taking in general also have many drawbacks. Note-taking is merely an aid to STM that allows an interpreter to handle segments of speech that are only a few seconds longer than what can accurately be stored in STM, but it still requires frequent interruptions. Moreover, the attention devoted to note-taking tends to interfere with other interpreting tasks, particularly with listening, memorizing, and formulating the interpretation. In note-taking, each interpreter must develop his or her own personalized system of abstract visual symbols that can then be “read” or rendered into the target language. For this reason, it takes years of practice to develop a somewhat effective, though still limited, note-taking system. For beginners, learning note-taking is a frustrating experience, because they find that it diverts their attention from, and gets in the way of, recalling the original message. Most beginners and many seasoned interpreters report that they recall and interpret better without notes. As a result, many interpreters never develop a note-taking system at all. Moreover, since notes do not preserve the paralinguistic aspects of speech (such as intonation, voice quality, and expressiveness), these tend to get lost in the interpretation. An interpreter taking and reading notes is unable to establish eye contact with the speakers in order to “read” their faces for cues to determine intent and understanding. When interpreting from notes, the interpreter’s voice will tend to sound like someone who is reading or deciphering a set of symbols and abbreviations, rather than someone faithfully reproducing the tone and spirit of the original message. Finally, even the best note takers are unable to keep up with a normal rate of speech, so when the speaker finishes, they may still be completing their notes instead of beginning their rendition, resulting in an awkward and inappropriate delay.

One of the most difficult aspects of CI training is developing memory techniques, including visualization, rehearsal, and note-taking. Once an interpreter is fully bilingual and has a command of the vocabulary, improving accuracy becomes primarily a function of developing memory, a process that takes many months of intensive practice. Nevertheless, many bilingually proficient individuals are unable to ever become effective interpreters because of limited memory skills. Now, with a DVR-assisted system, memory is less of an issue. Speaker interruptions and the need for laborious note-taking is drastically reduced. Interpreters will experience an immediate and dramatic boost in their accuracy and completeness, as well as in their confidence, without the stress of attempting to remember long segments of speech or the fear of forgetting important details in their rendition. Performance and quality will also be enhanced. Using this system might also shorten interpreter training periods. Speakers will be free to express themselves fluently and spontaneously. Listeners will receive a smooth, cogent, and natural sounding message, free from interruptions and distractions. The interpreted session will move faster, with more efficient and effective communication.

Process
The following is the simple step-by-step process for using a DVR-assisted system.

1. The recorder must be set to the High Quality (HQ) mode for enhanced recording quality.
2. A high quality bud-type earphone is plugged into the recorder’s output jack and inserted into the interpreter’s “listening ear” (the ear with which one usually answers the telephone). Studies in hemispheric specialization of the brain have shown that simultaneous interpreters make fewer mistakes when receiving the source message through only one earphone on their “listening ear” (Lambert, 1994).
3. The recorder’s built-in directional microphone is pointed in the general direction of the speaker, and the <Record> button is pressed.
4. When the speaker finishes, the <Stop> and <Play> buttons are pressed in rapid succession for immediate playback (there is no tape to rewind).
5. If interpreting over the telephone, the phone adapter needs to be connected to the telephone and plugged into the “input” jack on the recorder. The recorder’s ear
bud is still placed in the “listening ear” and the telephone handset or headset is placed right over the ear bud, also on the listening ear.

Method

Based on our research, the following is the LinguaSonic™ recommended method for DVR-assisted CI:

1. Following the process just described, the interpreter records a speaker’s question or statement.

2. While recording, the interpreter listens, understands, analyzes, and retains the message, exactly as though preparing to render a consecutive interpretation.

3. The interpreter takes notes only of names and numbers, such as dates, addresses, ID numbers, etc. In experimental trials, such items have shown to give interpreters trouble, even during simultaneous interpretation of the playback.

4. While listening to the original message, the interpreter prepares a partial formulation of the interpretation, focusing mostly on any special terms, difficult phrases to interpret, and clauses that require marked changes in structure or word order, and begins to work out solutions for these difficult spots.

5. If the interpreter does not understand or needs clarification of any portion of the message, the interpreter makes a mental note of it, allows the speaker to finish, seeks permission to ask the speaker a question, and receives the needed clarification before beginning the playback and interpretation of the segment.

6. When the speaker finishes, the interpreter presses <Stop> and then <Play>, and does a standard simultaneous interpretation of the recording, formulating on the go, and pausing the playback as needed.

7. When interpreting answers to questions, if the interpreter notices that an answer is non-responsive, the interpreter may interrupt the speaker in order to interpret what was said so far, rather than allow the speaker to carry on with a non-responsive narrative. This will allow the interested parties to determine the appropriateness of the answer, raise timely objections, or rephrase the question, if necessary.

Experimental Trials

In April 2003, experimental trials were conducted at FIU with a group of 24 participants comprised of advanced interpreting students and beginning professional interpreters. The participants were randomly divided into Group I and Group II (see Table 1). In the first round, both groups were presented with a series of unrelated statements of increasing length to be interpreted from English into Spanish. They were then presented with another series of statements to be interpreted from Spanish into English. Group I used the DVR, while Group II used conventional CI with note-taking. In the second round, two fresh series of statements were again presented, the first for interpreting from English into Spanish, and the second from Spanish into English. This time, Group II used the DVR, while Group I used conventional CI with note-taking. In this manner, controls were provided to account for any differences in skills between both groups and target languages, and the effect of using the DVR could be measured as an isolated variable.

The statements presented for interpretation ranged from 18 to 95 words in length. Each subject’s interpretation was tape-recorded and later rated for accuracy in terms of the percentage of words missed in each statement. The accuracy percentage for all 24 subjects was averaged for each length of statement. The average accuracy per length of statement was then used to compare renditions using the DVR against those using conventional CI with note-taking.

Results

The chart on page 45 shows a dramatic improvement in accuracy rates, unaffected by statement length, when using the DVR. In contrast, accuracy rates quickly declined in conventional CI with note-taking as statement length increased. Other than the use of the DVR, no significant difference in accuracy was observed between Group I and Group II or between

<table>
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<tr>
<th>Round 1</th>
<th>Group I</th>
<th>Group II</th>
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<td>DVR : English → Spanish</td>
<td>Cl + Notes : English → Spanish</td>
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<td>DVR : Spanish → English</td>
<td>Cl + Notes : Spanish → English</td>
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<tr>
<th>Round 2</th>
<th>Group I</th>
<th>Group II</th>
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<tr>
<td>CI + Notes : English → Spanish</td>
<td>DVR : English → Spanish</td>
<td></td>
</tr>
<tr>
<td>CI + Notes : Spanish → English</td>
<td>DVR : Spanish → English</td>
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English and Spanish interpretation. The overall accuracy rate increased from 71% to 96% with the DVR, which represents an immediate improvement of 35% on average.

It is important to note that the subjects were allowed only five minutes of practice to familiarize themselves with the controls of the DVR before beginning the experiment. Also, for the sake of consistency when using the DVR, subjects were not allowed to take supplemental notes or use the <Pause> button during playback. Many of the few mistakes made while using the DVR were due to these three factors: 1) lack of practice and dexterity with the controls; 2) misinterpreting a date or address for lack of supplemental notes; and 3) falling behind during simultaneous interpretation of the playback. Therefore, it is expected that with a little more practice, and the use of both supplemental notes and the <Pause> function, as recommended in the LinguaSonic™ method, the accuracy rate will quickly increase from 96% to 99%.

**Ethical and Practical Considerations**

The introduction of a recorder in an interpreted session raises a preliminary ethical issue concerning the confidentiality of the proceeding. Therefore, the interpreter must explain to all parties that the recorder will be used only as an interpreting aid, and that it will be completely erased at the end of the proceeding.

In any informal face-to-face interpretation session, authorization to use the recorder simply becomes a matter of agreement between the parties. The same applies to legal depositions and other formal sessions outside of court where a record of the proceeding is being kept. In such instances, it is customary for one of the parties, usually the deposing attorney, to make a statement for the record stipulating that there is no objection to the use of the recorder for aiding in the interpretation, and that the recorder will be erased at the end of the session. The interpreter then makes a point of erasing it in front of the parties for everyone to see. Aside from this simple protocol, DVR-assisted CI is ready for use, and is indeed being used in all kinds of face-to-face interpretations outside of court.

To use the DVR method in court or in administrative hearings, the judge or presiding officer would first have to approve the use of the recorder, provided that there are no objections from the parties in the case. Rather than seeking approval on a case-by-case basis, interpreters interested in using a DVR in court should work with the court administration, through the interpreters’ office, the clerk’s office, and the chief judge, to secure authorization as a standard procedure throughout the courthouse or jurisdiction. The same protocol for safeguarding confidentiality, described above for legal depositions, would apply. In addition to erasing the recorder at the end of the session, the court may decide as a matter of policy that the recorder should remain in the courthouse at all times, as court property, and that only recorders supplied by the court are to be used.

In the case of telephonic interpretation, there are two considerations. First, the interpreter will obviously not be able to erase the recorder “in front” of the parties. So the parties will have to take the interpreter’s word for it and rely on his or her adherence to the interpreter code of ethics regarding confidentiality. Second, it is unlawful in most states to record a telephone conversation without the parties’ knowledge. So, again, the interpreter has an obligation to inform the parties that a recorder will be used to aid in the interpretation and that it will be completely erased at the end of the session, and then confirm in closing that the recorder has been erased. On both these accounts, the interpreter should seek approval from the telephonic interpretation company he or she works for. It would be beneficial if the confidentiality assurance is presented as a matter of company policy, instead of the client having to take the interpreter’s word for it as an individual. There should also be a company-approved way of informing the clients that “this call may be recorded for quality assurance purposes.” Such announcements have become commonplace in many formal transactions conducted over the telephone.

Now that its benefits have been scientifically documented, having the DVR method approved by the courts or telephonic interpreting companies should not be difficult, once administrators are made aware of the immense gains in quality and effectiveness that this revolutionary method provides. Courts will soon realize its positive impact for the administration of justice, while, for telephonic interpreting companies, it will become a matter of having a decisive edge in an increasingly competitive field. It is only a matter of time before this becomes the preferred method of CI, one in which memory is no longer such a challenge. At that point, the old note-taking system will face its irremediable obsolescence, and interpreter training programs and qualification testing, both of which are heavily dependent upon memory development and mnemonics, will
have to be revised. The focus for enhancing interpreter accuracy will shift from memory to the finer points of bilingual proficiency: lexical and stylistic development. Most importantly, this paradigm shift will open the doors for many individuals, both interpreters and clients alike, to the possibilities of top-quality professional interpretation.
A Revolution in Consecutive Interpretation: Digital Voice Recorder-Assisted CI Continued

References


Translating Psychiatric Texts Continued from p. 39


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. If you are interested, please subscribe to the discussion listserve 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.
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April 14-17, 2005
Crowne Plaza Hotel – City Center
Philadelphia, PA

Highlights
- Thursday evening reception and banquet
- Special keynote activity focusing on the TCD’s mission, or a presentation on Six Sigma
- Two days of informative educational sessions tailored to the needs of translation company owners and managers
- Plenty of time and opportunity for networking
- Saturday night dinner and entertainment cruise aboard the “Spirit of Philadelphia”
- Sunday morning buffet breakfast and business meeting

Presentations (subject to change)
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- The Unified Theory of the Translation Company — Introduction and Part I: Vendor Management
- International Corporate Language Council
- The Importance of Cash Flow Tracking
- Globalization of the Freelance Market
- Companies and Freelancers: Payment Practices Survey
- De-Hyping Translation Memory: True Benefits, Real Differences, and an Educated Guess about Its Future
- Translation Standards Are Coming: Will You Participate?
- Targeting and Profiling Customers and Vendors Online
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Wire services that relied on the Catholic World News for comments on the tsunami relief effort over the Christmas holidays found themselves on shaky ground after what CWN later described as a “severe mistranslation of the original Italian.”

Days after a tragic tidal wave killed tens of thousands and wreaked havoc on coastal settlements around the Indian Ocean, L’Osservatore Romano denounced the Sri Lankan government’s decision to reject emergency aid offered by Israel on the grounds that said aid would have been supplied by a military team.

Decrying some world leaders apparent inability to shake off a “small-minded approach that restricts their horizons,” the Vatican paper called for unconditional solidarity given the sheer scale of human suffering caused by the tsunami. It urged a radical change of perspective among people it described as “too often preoccupied with waging war.”

Yet in the flawed translation prepared by CWN, roles were all but reversed, as the Vatican appeared to slam Israel for refusing to send a rescue mission to the hard-hit island.

Two days later, CWN, which describes itself as an independent Catholic news service staffed by lay Catholic journalists dedicated to providing accurate world news, issued an apology. It attributed its misinterpretation to a translation error.

“The problem in this case was a combination of a tight deadline and an inexperienced translator,” editor Philip Lawler told The Onionskin. “With regular staff taking Christmas vacations, we relied on some temporary help,” he explained.

The incident was a reminder that having reliable back-up teams in place for holidays and other peak periods is absolutely essential. (Readers may recall an item last Christmas in which a U.K. telephone company resorted to raw output from a computer software translation package to produce advertising copy to disastrous effect after a valued translation supplier closed over the holidays.)

CWN clearly intends to erect a safety net for future projects. And a sober Mr. Lawler confirmed that the individual responsible for translating the article “will not be working for us again.”

Sometimes Every Word Counts Department

The do-it-yourself temptation is acute for potential translation buyers faced with just a word or two of text, especially when team members have a passing knowledge of the target language and a bilingual dictionary.

Yet depending on the importance of those words—a two-story billboard? A critical clause in a contract? An advertising slogan in a glossy magazine?—such decisions can come back to haunt the corner-cutter.

An engineering school in western France was recently reminded of the risks when an alert linguist pointed out that its graduates were being issued diplomas carrying a less than felicitous “Diplôme d’ingénieur / Grade de master—Masters’s degree.”

The “English” phrase was added when the Ecole Nationale d’Ingénieurs de Brest became part of a pan-European network that promotes cross-border exchanges.

When we called, school administrators were unable to finger the culprit, but assured us they were on the case. And there can be no doubt that at least some of the staff are languagesensitive: the school’s switchboard treats callers on hold to messages in French, English, and Breton.

With thanks to Robert Blake, Neil Inglis, Lucy Larwood, and Jenet Peers.

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Friday: Attend a full day of specialized sessions presented in English for all attendees and then enjoy an evening of socializing and networking at the Welcome Reception.

Saturday and Sunday: Sessions will be presented in specific language combinations, based on languages requested by attendees, as well as in English. Don’t forget to visit the exhibits and market your skills by taking part in the Job Marketplace.

Language Combinations: Languages offered will be based on registrations received by the Early-Bird deadline, March 4. If there is insufficient registration in your primary pair, you will be offered a full refund. Attendees are asked to indicate specific language pairs, but are free to attend sessions in any language.

Registration Form

First Name     Middle Initial     Last Name     ATA Member#  
Employer/School (only list employer or school if you want it to appear on your badge)  
Street Address  
City     State/Province     Zip/Postal Code     Country  
Telephone     Email  

Important: Please indicate the primary and secondary language pairs you are interested in. If there is insufficient registration in your primary pair, you will be offered a full refund.  

Primary Language Pair: ________________________ (source) to ________________________ (target)  
Secondary Language Pair: ________________________ (source) to ________________________ (target)  

Conference Registration Fees:  
ATA Member  Nonmember  Payment  Total  
Early-Bird Registration (by March 4):  $245  $340  $________  
Registration (after March 4):  $305  $425  $________  
Onsite Registration (after April 22):  $380  $530  $________  

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Card No._________________/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/____/
Upcoming Seminars and Conferences

Mid-America Chapter of ATA Annual Symposium
April 1-3, 2005
Overland Park, Kansas
www.ata-micata.org

Carolina Association of Translators and Interpreters (CATI) Annual Symposium
Saturday, April 9, 2005
Charlotte, North Carolina
www.catiweb.org

ATA Translation Company Division 6th Annual Conference
April 14-17, 2005
Philadelphia, Pennsylvania
www.ata-divisions.org/TCD

ATA Financial Translation and Interpreting Conference
April 29-May 1, 2005
Jersey City, New Jersey
www.atanet.org

The Iowa Interpreters and Translators Association First Annual Conference
April 29-May 1, 2005
Des Moines, Iowa
info@iitanet.org

The National Association of Judiciary Interpreters and Translators 26th Annual Conference
May 13-15, 2005
Washington, DC
www.najit.org

IJET-16 Japanese-English Translation Conference
June 3-6, 2005
Chicago, Illinois
www.jat.org/ijet/ijet-16/index.htm

New Zealand Society of Translators and Interpreters
Roles and Identities of Translators and Interpreters in the 21st Century: Working Between the Frontlines
June 4-6, 2005
Auckland, New Zealand
For more information, please contact the NZSTI’s national secretary at info@nzsti.org, or visit www.nzsti.org.

ATA Translation Tools Seminar
Saturday, July 9, 2005
Chicago, Illinois
www.atanet.org

International Federation of Translators Statutory and General Congress
August 2-7, 2005
Tampere, Finland
www.fit-ift.org

The Iowa Interpreters and Translators Association First Annual Conference
April 29-May 1, 2005
Des Moines, Iowa
info@iitanet.org

ATA Professional Development Seminar
Topic to be announced
Saturday, August 27, 2005
Salt Lake City, Utah
www.atanet.org

Translating Eastern Europe: Art, Politics, and Identity in Translated Literature Conference
September 31-October 2, 2005
Kent, Ohio
Contact: Dr. Brian Baer (bbaer@kent.edu)

ATA Annual Conference
November 9-12, 2005
Seattle, Washington
www.atanet.org

New England Translators Association 9th Annual Conference
May 7, 2005 • Radisson Hotel • Marlborough, Massachusetts

• Esther Allen, a literary translator and chair of the PEN Translation Committee, will speak on “Censored Translations: The U.S. Treasury Department, The Politics of Embargo, and Your Work.”

• Chris Durban, a translator specializing in financial and corporate communication, author of “The Onionskin” column in the ATA Chronicle, and recipient of ATA’s Gode Medal, will speak on the business of translation.

• Arlene Kelley, a staff interpreter for the Massachusetts Trial Court, will present strategies for sight translation.

• Anne Witt Greenberg, a lawyer, interpreter, and translator, will discuss why and how translators should get involved in peace and human rights.

• Mati-Vargas Gibson, a translator and interpreter, as well as yoga and dance teacher, will hold an interactive workshop on “Minding our Best Tool: Body Awareness for Translators.”

• Terry Gallagher, a financial journalist and translator, will explore how we set quality standards, and how we can structure payment so that we are fairly compensated.

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Although the oil and gas industry produces a lot of translation work for the Spanish-to-English and English-to-Spanish language pairs, translators working in that specialization have thus far had to settle for the small bilingual Glossary of the Petroleum Industry, published in 1982 by PennWell books in Tulsa, Oklahoma, containing 14,000 terms. Now, however, they can purchase the excellent Glossary of Petroleum and Environment, which contains 60,000 terms and is far superior to the old PennWell glossary in every way.

When examining this work, I found countless terms that are not included in the PennWell glossary, including the following: pulling out of the hole; to run casing; grassroots drilling; to trip in (to the hole); tripping; and receiving trap. Published in Venezuela, the dictionary includes terms used in all phases of the oil and gas industry, such as exploration, drilling, production, transportation, refining, gas processing, geology, geophysics, mining, chemistry, and the environment. In addition, it contains beautiful, full-color illustrations of an oil drilling rig, an offshore production platform, a “Christmas tree” (in the oil field sense), a crude oil pipeline, a jackleg drill, the midship section of a double hull tanker, an open-pit coal mine, a strip coal mine, etc., with all the parts labeled in both English and Spanish. If a picture is worth a thousand words, then these splendid illustrations increase the value of the dictionary many times over.

The author includes both the “proper” terminology used by engineers and the more colloquial terms used on the oil field. Thus, for example, we find both “static pressure” (the more formal term) and “shut-in pressure” (the more colloquial one). Similarly, we find both “pressure surge” and “kick.”

Regional differences are also included: the dictionary includes both the Venezuelan term for “wireline” (“guaya, which must have come from a very Texan pronunciation of the English word “wire”) and the Mexican term “cable de acero.” It contains both the Argentine word for “pipe” (“caño) and the standard one (tubo or tubería). For “barge,” it gives the Venezuelan term “gabarra,” the Colombian term “planchón,” and the Mexican term “chalan” (although, unfortunately in this case, the country of origin of each Spanish term is not indicated). Many acronyms are included. For example, on page 414, I, noted OLADE, OLAMI, and OMC. All of these entries indicate what the acronym stands for in Spanish and how to translate it into English.

The appendices are among the most complete I have ever encountered in a bilingual dictionary. They include: a table of SI units and multiples in English and in Spanish; a list of SI prefixes (such hecto-, deca-, and so on) in English and Spanish; a table of the most common conversion factors (which tells you how to convert angstroms into centimeters and millimeters, for example); a chart explaining in English and Spanish what is meant by the various measures and units (in case you are not exactly sure what the “angstrom” mentioned in the previous table refers to); a bilingual list of common abbreviations, such as “hard sc,” which stands for “hardness scale”; a bilingual table of various sources of air pollution, with an indication of their sources and effects; a bilingual table of decibels; a geological timescale in English and Spanish (in case you need to know how to refer to the Ordovician period in Spanish); a description of various scales of hardness (such as Mohs’ scale and the Knoop scale); a list of the chemical elements in Spanish and in English; a table of equivalents derived from caloric capacities in British thermal units; a measurement conversion table for crude oil and its derivatives; a page of “well mapping” symbols,” again bilingual; and finally, an explanation of how large numbers (such as tredecillion and sexdecillion) are written in both languages.

In short, no Spanish translator working in the oil and gas field should be without this book.
**Harrap’s Unabridged Pro CD-ROM French-English Dictionary**  
**Publisher**  
Harrap Publishers / Sejer, France  
**Publication date:**  
2004  
**ISBN:**  
5371123385  
**Price:**  
75€ / $110  
**Available from:**  
www.fnac.fr

**Reviewed by:**  
Françoise Herrmann

The **HUP- Harrap’s Unabridged Pro** French-English on CD-ROM, is Harrap’s second electronic bilingual dictionary. The first, **Harrap’s Shorter** on CD-ROM, was released in 2000 (see the August 2001 *ATA Chronicle*). With 475,000 words and expressions and 1,000,000 translations, the **HUP** offers double the corpus of translations, and almost 200,000 more words and expressions. Designed for professionals, the **HUP** actually regroups two complete editions of Harrap’s flagship hardcopy dictionaries: **Harrap’s Unabridged** and **Harrap’s Business** dictionary. Published by Harrap’s in Scotland, in collaboration with French software developer Sejer, the **HUP** also includes 55,000 audio pronunciations; 5,000 abbreviations; Grammar, Communications, and Conjugation tools; 1,700 cultural notes designed to clarify the meanings of culturally-loaded words and expressions; and citations culled from the French, British, and American media.

The **HUP** runs on PCs equipped with a Pentium III 700 MHz processor, 64 MB of RAM, and Windows 98/2000/ME/NT 4.0 or XP. Checking your computer for processor speed and generation of Pentiums via the Control Panel and System is important. The **HUP** is packed and loaded. Using a Pentium II, for example, will make the program run too slowly. Running the software also requires a 4X CD-ROM drive, a 2 MB video card, a 16-bit audio card compatible with Soundblaster, a minimum of 80 MB of HD space, and Internet Explorer 5.5 or later versions. Installation occurs with an installation wizard. You may select a minimal, regular, or complete installation of the dictionary. The first two installation options (for a minimum of 80 or 320 MB of HD space, respectively) require you to insert the CD every time you wish to use the dictionary. Installing a complete version of the dictionary uses 600 MB of HD space, and frees your CD drive for the use of other applications.

Once you have installed the **HUP**, accessing the application occurs in one of three ways. You may launch the application from the Start menu. You may right click on the application icon installed on the Windows toolbar. Or you may use the **HUP** pop-up mode directly from any other application with which you are working, including Outlook Express (for mail messages) and open Web pages in Internet Explorer. Simply highlight the word for which you need a translation, and left-click on the Harrap’s icon of the Windows toolbar. A pop-up window will open displaying the results of your query. Once in the pop-up mode, you will have access to the hyperlinked content of the dictionary, and the forward and backward page functions will allow you to keep track of your searches. The pop-up window is also designed to operate both separately and concurrently with the rest of the application. That is, you may continue to use the pop-up mode together with the launched application, even if you cannot toggle directly out of it into the fully launched program, or have access to the full features of the application from within it.

You may search the **HUP** dictionaries separately, or both at the same time (see Figure 1, page 54). Your choice of dictionary, or of both dictionaries, appears in the upper right corner of the application window. The entries appearing on the left side of the split screen for **Harrap’s Unabridged** are also flagged with a red bullet, while the entries in **Harrap’s Business** dictionary are flagged with a blue bullet. Flagging makes it easy to navigate both, or each of the dictionaries. There are two search modes: Index and Search. The Index mode consists of a headword search. You type in a search word, and if it is listed as a headword within either, or both, dictionaries, the search will return a list of entries on the right side of the split screen. Selecting a match on the left side will bring up a corresponding article on the right side of the split screen. For example, Figure 1 displays results of a search for a translation of the term “price” and a corresponding article selected from the **Harrap’s Business** dictionary.

In the Search mode, you may search either dictionary, or both at the same time, for “keywords.” This is a useful function when searching for expressions, and when you do not know the entry word of the expression (for example, when searching for a translation of the expression “bear
market” and you do not know whether the expression is listed under “bear” or “market”). Also, in the Search mode, you may do a “full text search” to retrieve the occurrence of a term or expression anywhere in both dictionaries. For example, for the expression “bear market,” a full text search will retrieve related expressions, such as “bear transaction,” “bear trading,” “bear position,” “bear sale,” “bear closing,” etc., and their translations. Thus, the full text search allows you to perform searches in the dictionaries that are otherwise impossible to perform in a flip-page mode.

Finally, all of the above options are visible and function without pull-down menus. Choosing a dictionary, a search mode (either by keyword or full text), and selecting the direction of the translation (from or into French) are all button-driven actions. This is ultimately both more user-friendly and timesaving than pull-down menus. It also creates a particularly uncluttered and crisp “WYSIWYG” (what-you-see-is-what-you-get) interface.

In terms of content, the HUP regroups the complete 2001, two-volume, hardcopy edition of Harrap’s Unabridged. This is the largest of the Harrap’s bilingual French<>English dictionaries: a 12-pound heavyweight champion of established excellence, with 305,000 words and expressions, and 750,000 translations (see the May 2002 ATA Chronicle). The HUP also includes the complete 2003 edition of Harrap’s Business dictionary, a popular and highly rated dictionary, which includes 40,000 words and expressions and 48,000 translations (see the November/December 2004 ATA Chronicle). The established qualitative excellence of Harrap’s Unabridged clearly shows, for example, in such features as the particular attention given to indexing according to regional language variation and register; the inclusion of extensive cultural commentary and explanation to clarify native meanings; translation of works of art in all major categories, including movies and paintings; extensive lists of abbreviations, both expanded and translated; and a corpus that is culled from a 100-year tradition of lexicography.

Content from the Harrap’s Unabridged hardcopy edition, transposed to an electronic version, is also apparent in the layout of search results, which appear identical to the Harrap’s paper edition. For example, just as in the printed edition of Harrap’s Unabridged, search results on the right side of the application window are color-coded blue for headwords, black for translations, with a hyperlinked summary at the top of the article pointing to the semantic divisions of the searched item. For users accustomed to the printed version, this mapped presentation offers added friendliness. With the electronic version, however, comes the bonus convenience of the immediacy of search results; a find function appearing as a small magnifying glass at the top left corner to search items within a long article; a parser, which still finds your search term, even if you type it incorrectly; hypertext linking of the full content of both dictionaries, allowing you to click on any word of a particular article for further translations; and the audio pronunciation of 55,000 words listed. Thus, with a price tag of approximately $110, the HUP offers an excellent ROI (return on investment). You get two of Harrap’s largest and most popular bilingual dictionaries for significantly less than the printed edition prices, in addition to all of the above-mentioned media-specific advantages of electronic searching, audio presentation, and the hyper-linked format.

What is more, there are four additional tools included in the HUP beyond the dictionary (corpus and search) tool. The Grammar, Conjugation, Communication, and Cultural Information tools are each packed with more aides to translation. In the Grammar tool, you will find a compendium of traditional parts of speech, with an index on the left side of the split screen. In the Conjugation tool, there is an interactive conjugation function that returns verbal forms for any verb input. In the Communications tool, you will find countless original models of written communication, such as letters, invoices, or financial statements. These original documents initially appear as links in a context of careful explanations and comparative cultural commentary. Subsequently, each of the original documents open with mouseover diamonds that pop-up as boxes containing further explanations and translations. For example, within the samples of small ads (rentals, cars for sale, jobs, or personals), all of the abbreviations contained in the ads appear with mouseover diamonds that supply expansions and translations. Similarly, in the statement of cash flows model (see Figure 2, page 54), mouseover diamonds open into boxes with additional cross-cultural comments. Finally, in the Cultural Information tool, you will find that extra Harrap’s hallmark dimension that is designed to clarify the “cultural baggage” of certain terms and expressions. Cultural information includes: a systematic effort to cover both

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American and British culture; all the information contained in the appendices of the printed *Harrap’s Unabridged*, including “allusions” (culturally significant phrases, such as “Gotcha,” “Catch 22,” or “That’s all folks”), administrative divisions, and nations of the world; translations for all works of art cited and translated; and all of the boxed cultural notes inserted with headword articles (for example, covering terms such as “Downing Street,” “Magna Carta,” and “State of the Union Address”).

In sum, the *HUP* appears a super bargain, both in terms of qualitative content and cost. This is an application that combines the complete editions of two of Harrap’s flagship dictionaries with the bonus advantages of electronic searching using a particularly uncluttered and button-driven interface. When you purchase the *HUP*, the costs are significantly less than the corresponding costs for the printed edition of both dictionaries. In terms of harnessing more electronic features and supplementing the familiar hardcopy versions, one wonders, perhaps, why some of the hallmark features of the printed editions, such as indexing according to language variety and register, are not included in the search features of the *HUP*. Similarly, one may legitimately wonder why stellar design features of the *Harrap’s Shorter CD-ROM*, such as the conversion tool or links to the Internet, are absent. Beyond such design choices, however, perhaps what matters most of all to translators is that electronic dictionaries supply superb translations in quantities that simply defy the print world. And in this respect, the *HUP* tops all of the electronic versions of the French institutional giants currently available on the market. Enjoy!
This is the latest edition of a dictionary that has been progressively expanding for about 30 years. The author of the earlier editions, Milton Rosenberg, has both a linguistic (Moscow Institute of Foreign Languages) and a technical (Moscow Refrigeration Secondary School) education that is an ideal combination for any dictionary compiler. In addition, Rosenberg has gained significant experience in technical translation. The co-author, Sergey Bobryakov, after graduating from Kiev State University with a major in mathematics, has mostly been handling atomic and nuclear plant reliability and safety issues. Since, in his own words, his contribution in compiling the dictionary was an accessory one, I don’t think it would be inappropriate to refer to the dictionary as The Rosenberg.

The Rosenberg uses a run-on layout (a so-called nest or cluster system established in Russia), in which the translator is supposed to look up a required term by a headword rather than according to the first word on the page, which is the system normally used in dictionaries organized alphabetically. Published as a bidirectional (English-to-Russian and Russian-to-English) dictionary, The Rosenberg is voluminous, perfectly manufactured, and features a very legible font. Terms are in bold with their translation in light typeface. The dictionary contains a collection of abbreviations and acronyms, although only in the English-to-Russian section, and a set of appendices (19 tables.)

The number of unfortunate typos (“chlorodifluoromethane” instead of “chlorodifluoromethane” [p. 51]: the abbreviations fjstrn and wbf instead of fjpm and wbti and wbf (pp. 487 and 491) is tolerable. However, there are a number of disappointing layout flaws, the most discouraging of which is the lack of running headwords. This makes it extremely difficult to locate a term. Instead of simply glancing at the headword at the top edge of the page and being able to instantly determine the right direction for your search (back or forth), you find yourself looking in vain for any headword I have dealt with dictionaries where the headwords were represented by only the first syllables (which is utterly inconvenient as well), but The Rosenberg is the first dictionary I have encountered that has no headwords whatsoever. Model dictionaries not only provide headwords, but often have two headwords on each page with a two-column layout.

A native Russian user of The Rosenberg will also think it awkward and unusual to see the number of times a headword is repeated, since other reference works customarily use a swung dash (a character [-] used to stand for all or part of a word that has previously been spelled out) to indicate repetition. Besides, by replacing about 50,000 of the 58,000 words with swung dashes, a sizable amount of ink could have been saved. Also, additional savings could have been achieved by getting rid of 50,000 useless en-dashes that have no semantic meaning whatsoever. Combined with hyphenation, which is ignored, these changes could have significantly reduced the size of the dictionary.¹

¹ The Russian titles of the appendix tables have every word capitalized (even the conjunctions and prepositions). This looks awkward to a native Russian user: Таблица 18. Таблица Перевода Температуры Из Градусов Фаренгейта (F) В Градусы Цельсия (C). 1°F = 5/9ºC; температура C = 5/9(F – 32).
C = (F – 32)/1.8. A grammatically stringent version would be: Таблица 18. Таблица перевода температуры из градусов шкалы Фаренгейта (F) в градусы шкалы Цельсия (C). 1°F = 5/9°C; температура C = 5/9(F – 32); температура F = 9/5(C + 32).

The following units of measurement are typed in violation of established rules in both English and Russian: n (n) instead of N (N) for newton; n/m² (nm²) instead of N/m² (Nm²) in Tables 7 and 10; wt and Wt (am and BT) instead of W (Bm) for watt (Tables 11-15, 16); kwt (kam) instead of kW (kBm) for kilowatt (Table 17); Joule and joule (жоулъ and жоулъ) instead of J (Joa) for joule (Tables 11 and 14). A unit of measure for pressure having a nonexistent dimension, CH (SI – in English), appears in Table 10, although CH is known to be a Russian transcription for International System of Units, in which pressure is measured in pascals (Pa or Pa). The same dimension, CH (SI)—but this time for specific electric refrigerating capacity—appears in Table 17.

The previous edition of this dictionary had about 20,000 terms and was supposed to have passed thorough “testing,” since its basic corpus was repeatedly reproduced as a constituent part of other books, namely: two multilingual stereotype editions published in still socialist, at that time, Eastern Germany and Czechoslovakia (the latter with the addition of indices in the Slovak language), and The Rosenberg in two volumes (Moscow: Russky Yazyk Publishers, 1991). The current edition’s preface states that the English-to-Russian part of the dictionary contains about 30,000 terms. This means that the English-to-Russian part has expanded by about 50%.

An examination of the added terms reveals that the introduction of new, purely “refrigeration” terms has least contributed to the expansion of this dictionary. Rather, the volume’s expansion is largely due, so to speak, to exposing synonymous terms by listing them separately. No matter how artificial this kind of expansion might look, this is a necessary and totally justified device, because a potential translator cannot know that the term he is looking for (say, “large calorie”) sits in an entry for “great calorie” as one of its synonyms.

Almost 40 new entries appear in the Abbreviations section, each and every one of them being names of various national associations, institutes, and societies of refrigeration, heating, and air conditioning engineering. The Russian translations of some of them are arguable. For example, Latvian Association of Heat, Gas & Water Technology Engineers (AHGWTEL) is rendered as Ассоциация инженеров по отоплению, газоснабжению и водоснабжению, which is perceived as the association engaged in heating and water/gas supplying of Latvia, while, in fact, it is the Latvian Association of..., A national identity for the SITHOK (Slovenian Society of Refrigerating, Heating & Air-Conditioning Engineers) is missing in the Russian rendition of this society, translated simply as Общество инженеров по холодильной технике, etc., without specifying what nation this society belongs to. Surprisingly, with the addition of 40 new associations, no new abbreviations of technical terms have been introduced. Absolutely none! The expansion of National Bureau of Standards for the abbreviation BS looks erroneous, since a widely known abbreviation, NBS, was assigned to this bureau long ago. On the other hand, BS usually stands for British Standard(s). Also missing is a similar section containing Russian abbreviations in the Russian-to-English part of the dictionary.

But what gives rise to complaints most is a new Table 19, entitled Chemical Compounds Used In Refrigerating and Cryogenic Engineering, the reasons for that being the following:

1) Duplication of chemical compounds: C₂Cl₆ (p. 997); C₃H₇F (p. 997); C₃F₆Cl₂ (pp. 997 and 999); C₂H₂F₂ (pp. 997 and 999); CF₂Cl₂ (pp. 997 and 1000); CH₂FCl (pp. 998 and 1000); C₂F₄Br₂ (pp. 997 and 998).

2) Inaccurate translation of chemical compounds into Russian: azotnitskis лати instead of azotnitskis лати for LiNO₃ (p. 1001); фтористы висники instead of фтористы висники instead of C₂H₂F₂ (p. 999).

3) Erroneous names of chemical compounds in English: sodium nitrate instead of sodium nitride for NaNO₃ (p. 1001). The chemical formula for sodium nitrate is NaNO₃.

4) Erroneous presentation of chemical formulas for refrigerants: ClBrCH₄ instead of CH₂ClBr for chlorobromomethane (p. 997); OH(C₂H₄O)₂C₂H₄ instead of OH(C₂H₄O)₃C₂H₄OH for...
The Translation Inquirer  
By John Decker

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

Well, the advertising industry, as we all know, will go to astounding lengths to present something unique and memorable to the public. This radio listener thought he was hearing an ordinary advertisement for one of the two major overnight package delivery services in America, when the announcer paused and congratulated himself on finishing his ad copy ahead of time. “That leaves me time,” he said, “for a brief Italian lesson. Repeat this phrase after the speaker, which means in English, The large door will be delivered tomorrow.” Then came its Italian equivalent, which left me feeling like a genius because I felt as if I could have understood it even without the prior prompting. Maybe that was a conscious part of the advertising effort, too.

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

New Queries

(E-Da 3-05/1) That humble little accessory for fabrics, the eyelet, is the subject of this English-to-Danish query: This XXX tarpaulin is hemmed all around with brass eyelets at 50-cm intervals.

(E-Po 3-05/2) Here’s some economics to tax your brain. What are factor income shares, and is there an accepted way to render this into Polish? The context: Factor income shares (capital share) were based on other studies using input-output tables or estimating production functions as well as Eurostat national accounts data.

(E-Sp 3-05/3) The English phrase “The devil is in the details” provoked at least seven responses on ProZ, but perhaps none that were definitive. Our readership probably can do better!

(E-Sw 3-05/4) The enclosures that are the problem word in English for this query evidently have nothing to do with e-mail enclosures or anything like that. The contexts go like this: The function will help you to locate a drive in an enclosure; enclosure information; enclosure graphic; enclosure overview; no available enclosure; enclosure ID. What is it, and how to provide Swedish for it?

(F-E 3-05/5) In a list of current projects for a French company, a Lantra-L participant found the following description: “Les projets sont indiqués jusqu’à la fin de la période de parfait achèvement (1 an après la réception).” She came up with a rough-draft translation including “…end of the period of completion of mandate…” which had an awkward sound, and wonders whether there is an accepted translation for this notion in the EU.

(G-E 3-05/6) Oh, my! What follows is not a dreaded Bandwurmssatz, but, for lack of a [possibly intended?] comma, it might as well be one. The Lantra-L user asked whether one ought to be inserted after “weltweit,” and naturally wanted to know what a proper English rendering was: “Bei dauerhaft sinkenden Margen, z.B. aufgrund der Deregulierung oder Globalisierung von Märkten, als Reaktion auf die steigenden Anforderungen der Kapitalmärkte oder als Reaktion auf schnelle Veränderungen der Verbrauchergewohnheiten weltweit können die Geschäftsbereiche vieler Unternehmen nicht mehr wachsen.”

Replies to old queries

(E-Pt 10-04/4) (child minder): This, says Helena El Masri, is “ama” in Portuguese, though the concept is not quite the same. In Britain, such a person needs to be registered with social services and the local authorities, and that is not the case in Portugal. Not synonymous with babysitter, it refers to care that is offered in the child-minder’s own home.

(E-Sp 9-04/1) (never gets old): “Nunca se avezenta” is best for this, says Jarl Hellemalm-Ashfield. So, fitting it into the context originally desired, we get, “El honor de estar entre las 500 franquiciadas mayor nunca se avezenta. Verdaderamente, todos los años miramos hacia el informe con las esperanzas de que nuestros escuadrones hayan sido reconocidos.”

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One of the unsettled matters about this phrase is whether French took it from Spanish, or vice versa. Most Latin Americans Victor de la Puente knows use and understand “sin perjuicio de” as meaning in spite of, nevertheless, notwithstanding, regardless, etc., as it may best suit the phrase.

(G-E 1-05/7) (“Rechtsbeständigkeit” in patents): This, says Sabine Whaley, means validity of a patent. The complete sentence, when translated into English, is XX, YY, and ZZ are currently parties to proceedings before the European Patent Offices in which the validity of certain YY patents is being examined. Still no Polish for this term, though, and that was what was wanted.

(I-E 1-05/8) (macchina di rappresentanza): Michele Marcoux, whom we need to congratulate on being a new member of our association, believes this to be a car used as a status symbol, with “rappresentanza” denoting a certain importance.

(R-E 1-05/10) СВИДЕТЕЛЬСТВО О ВЫПУСКЕ ИЗ КУРСА: At one time, Denes Marton lived behind the Iron Curtain, so he is familiar with this concept, which could be translated something like registration of departure. There is a specially designated official form, signed and stamped (!) by the building or block captain. A person could not move into his new address, or have the new address entered onto his identification card, without the registration of departure. Entire life stories, says Denes, emerge from the fog of the past upon just mentioning a simple word like the one in this query.

(Sp-E 4-04/9) (seguridad de suministro): Jarl Hellemalm-Ashfield states that, in this case, the troublesome phrase refers to proper functioning. The Diccionario de la Lengua Española, published in 1992 by the Real Academia, defines “suministrar” as providing someone with something he needs. Therefore, the literal translation is security of provision. Given the original context from page 43 of the April 2004 issue, which appears to refer to a cost-benefit analysis of an electrical device, he suggests as good English for the entire phrase the following: Immediate and long-term guaranteed savings; change from fixed to variable costs; transfer from risks to proper functioning.

(Sp-E 11-04/11) (Mma): Unquestionably, this abbreviation proceeds from the French “madame,” says Jarl Hellemalm-Ashfield, but it is a genuine Spanish word as defined by the dictionary Jarl used in the response above. Its use, says the Royal Academy, can be either “ironic or familiar,” as a “form of courtesy or title of honor, equivalent to ‘Lady.’” Two centuries ago in Uruguay, Jarl reports, a “madama” was the lady who acted as the midwife. “Mma” is about as uncommon in Spanish as “Messrs.” is in English.

(Sp-E 1-05/11) (condición suspensiva): Dr. Alan Berson, of Institute of Translation and Interpreting fame, and former host of a hard-copy column quite similar to this one, is certain that this is almost always translated as condition precedent (i.e., a condition that has to be fulfilled before a contract or other legal document can be finalized and approved). Victor de la Puente likes mandatory condition for this, quoting the Diccionario de la Real Academia Española on this matter: “Aquella [condición] cuyo cumplimiento es necesario para la eficacia del acto o derecho a que afecta.” Some of the responses were to tough questions, and the Translation Inquirer appreciates the effort that went into them. Thanks! 

The Translation Inquirer Continued

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See page 47 for more information.
One way to anger fundamentalists who claim biblical inerrancy is to ask them: Which Bible? Which translation? As Willis Barnstone points out in *The Poetics of Translation* (Yale University Press, 1993), exactly which books are canonical, i.e., part of the Bible, and which are apocryphal, was never clear-cut. Barnstone writes, regarding the New Testament:

By the second century the early Church Fathers...countered Marcion [who had rejected both the Old Testament and all the Gospels but Luke, which he “corrected”], restoring the authority of the four Gospels. Many other texts sought canonicity...: Barnabas, Hermas, the Didache, the Apocalypse of Peter, the Gospel of Thomas. These, among others, failed to find a place....

Somehow, the much disputed Revelation did make it... (181-82)

The Complete Parallel Bible (Oxford University Press, 1993) includes four English bibles: the New Revised Standard Version, the Revised English Bible, the New American Bible, and the New Jerusalem Bible. Among other discrepancies, there are two versions of the book of Esther from the Old Testament. One, supposedly canonical because it involves translations from the original Hebrew, is included in only two of the four bibles. The other longer version, supposedly apocryphal, involves translations from the Greek, but is included in all four bibles. The Greek, of course, also at one time purported to be a translation from the Hebrew.

As translations, Barnstone shows in detail that, not only did various Bible translators slant, distort, or outright falsify the original text for their own doctrinal reasons, but it can be argued that, in fact, there is no original text. Barnstone argues throughout his book that the stories constituting the Bible were, in fact, adapted, transformed, and even translated from one language to another before they were ever written down, much less codified into the Bible. As I have stated before in this column, the statements of Jesus to his followers, among other things, must be translations because Jesus certainly did not speak to uneducated Israelites in Greek.

Yet it is probably not the lack of an authoritative original, but the need for doctrinal purity, that causes the Bible to be the exceptional text for which translations can become canonical, replacing previous versions. William Tyndale (ca. 1494-1536), much of whose English translation survives in the King James version, was considered a heretic at the time and murdered by the state for his efforts. Part of his heresy was that he translated the New Testament from Greek, presumably a “corrupt” original, rather than from Jerome’s canonical Latin Vulgate translation.

One obvious translation distortion discussed by Barnstone is the metaphorism of names. As Barnstone points out (80 and elsewhere), to the translators of the Bible, the Jews were the enemy. Therefore, to downplay their Jewishness, Joshua, Jacob, and Miryam had to become Jesus, James, and Mary. The evil Judas, on the other hand, retained his Jewish name.

Barnstone sums up: “One of the key ingredients in the manufacture of powerful texts is controlled error. Through error, a form of mistranslation, texts are censored, altered, added to, and made authoritative and authorized” (176).
tetraethylene glycol (p. 1001).

5) Inconsistent presentation of chemical formulas for refrigerants: The formula of ethylamine C$_2$H$_5$NH$_2$ (p. 999) is given with the amino-group (NH$_2$) singled out, while the formula of methylamine CH$_3$NH$_2$ is represented as CH$_3$N (p. 1000), i.e., with the amino-group not singled out.

6) Lack of a consistent concept for the order of listing the chemical compounds: It is not listed alphabetically or according to the increased number of carbon atoms. The potential user needs to know this so as not to wander over the entire table when looking for the required chemical compound.

By way of conclusion, the The Rosenberg is a fair reference tool for translating technical documentation on refrigeration and food storage engineering in both directions (English ↔ Russian). But it is profoundly disappointing that before it was published, no proper attention was paid to editing the dictionary. In its current state, the dictionary needs serious and thorough editing. For this reason, I cannot recommend purchasing it at this time.

I would like to wish the authors every success in continuing to improve and update the dictionary, striving for perfection, which is known to have no bounds.

Notes
1. It stands to reason that the dictionary’s layout is up to a publisher’s discretion, but a potential buyer may be reluctant to pay money for superfluous white space.

2. Not for a single minute may we forget that the dictionary we deal with is a technical one.
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