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Accent Modification Tips
Controlled Language
Looking at Rosetta Stone and Pimsleur
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The ATA Chronicle enthusiastically encourages members and nonmembers to submit articles of interest. For Submission Guidelines, log onto www.atanet.org/chronicle. The ATA Chronicle is published 11 times per year, with a combined November/December issue. Submission deadlines are two months prior to publication date.

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The ATA Chronicle

We Want You!

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2010 Honors and Awards Now Open

ATA presents annual and biennial awards to encourage, reward, and publicize outstanding work done by both seasoned professionals and students of our craft. For complete entry information and deadlines, visit www.atanet.org/membership/honorsandawards.php.
Catch up on division activities and stay current with language- and specialty-specific information pertinent to your field. How? Just download the latest batch of division newsletters:

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Division membership is included in your ATA annual dues. Visit www.atanet.org/divisions/division_admin.php to join any or all ATA divisions without additional fees.

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www.ic3.gov

Security Fix
Brian Krebs on Computer Security
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Bromberg & Associates, LLC
www.InterpreterEducationOnline.com
Howard Clark has 20 years of experience as a translator, the past 10 as a full-time freelancer. He is an ATA-certified French → English and German → English translator. During his diplomatic career as an economic officer, he was one of the U.S. State Department’s speakers of Russian and Hungarian; he also does Dutch into English. Contact: howard_d_clark_2000@yahoo.com.

Uwe Muegge is the director of MedL10N, the life science division of CSOFT. He is currently a member of TC37 at the International Organization for Standardization (ISO). He teaches graduate courses in terminology management and computer-assisted translation at the Monterey Institute of International Studies. Contact: uwe.muegge@medl10n.com.

Juanita Ulloa is a singer-songwriter and vocal specialist in Hispanic repertoire currently teaching at Texas State University in Austin. She is also a voice-over talent and a licensed and certified court-room interpreter for Texas and Nevada. She has music degrees from Yale University and the University of California, Berkeley. She did post-graduate work at the Nice Conservatory, France, Barcelona’s Festival of Song, Holy Names College, San Francisco State University, and Shenandoah University. She also has seven Mexican and Latin American CDs of music to her credit. Her songs have been published by MacMillan McGraw-Hill, Pearson Music, National Geographic Scholastic Edition, and used in commercials for Bank of America, Mail Boxes Etc., SPCA, and Leapfrog. She has a tape of vocal exercises for interpreters entitled “Vocal Power” available for purchase on her website (www.juanitamusic.com). Contact: profejuanita@txstate.edu.

Susan Welsh is an editor and Russian → English and German → English translator in the Washington, DC area. She was born and spent her childhood in pre-war cosmopolitan and francophone Beirut, Lebanon, where she did not, unfortunately, learn Arabic. Contact: welsh_business@verizon.net.

Send a Complimentary Copy

If you enjoyed reading this issue of The ATA Chronicle and think a colleague or organization would enjoy it too, we’ll send a free copy.

Simply e-mail the recipient’s name and address to Maggie Rowe at ATA Headquarters—maggie@atanet.org—and she will send the magazine with a note indicating that the copy is being sent with your compliments.

Help spread the word about ATA!

CALL FOR SUBMISSIONS

mTm
Minor Translating Major—Major Translating Minor—Minor Translating Minor

The second issue of the journal is scheduled to appear in November 2010. The editors invite contributions of approximately 6,000-7,000 words by e-mail.
Deadline: April 30, 2010
www.mtmjournal.gr

Suggestions can be submitted electronically to:
parianou@dflti.ionio
parianou@gmail.com
kelandrias@dflti.ionio.gr
pkeland@gmail.com
From the President  Nicholas Hartmann  
President@atanet.org

Who’s the Boss?

 Wouldn’t it be great to work for yourself? Not to have a boss? Isn’t that the wonderful, carefree life of the freelance translator?

Not quite. Everybody works for somebody, although the actual “boss” in a working relationship is not immediately apparent in all cases, and may in fact be many people scattered widely over space and time. The boss may even be an idea rather than a person. The staff of a museum of anthropology, for example, may consider that their “bosses” include not only the long-dead people who created the objects in the collection, but also many future generations of human beings who will learn from those artifacts. Other scientists and researchers may see themselves as working not for their university, institute, or agency, but for a more abstract concept such as “knowledge” or “progress.” Even the Pope, in many ways an absolute monarch, refers to himself as servus servorum Dei (servant of the servants of God), and those “servants” are usually defined as the entirety of the world’s Roman Catholic faithful—a lot of employers.

Freelance translators and interpreters, and translation companies as well, may find it equally challenging to determine their real place in the order of things. A linear view of the relationship among a translator, translation company, and ultimate client makes it look easy: the translator provides his or her work product to a translation company, which acts as an intermediary and uses that product as the basis for a service that it provides to an end user. The translator might then regard the company as his or her “boss,” while the company considers that it is working for the ultimate client.

The real situation may be more complicated. Let’s start with a simple relationship in which a translator or interpreter works for one or more direct clients, who then function as his or her boss. When an intermediary—a translation company—then enters the picture, does the ultimate boss simply recede another rung up the ladder away from the translator? Perhaps, but it could also be argued that the company is now in fact being “employed” by the translator: the translator “pays” the company by accepting a lower rate per unit of output (word, line, or hour) than he or she would earn by working directly for a client, and in return for that lower rate he or she receives useful services from the company (billing, job organization, customer interfacing, terminology, computer-based tools, etc.). The company thus finds itself surrounded by bosses: it must not only give its translators and interpreters value for their implicit payment, but also meet the needs of end users. What this means within ATA, which embraces both independent contractors and translation companies as members, is that everyone must establish and cultivate interdependent relationships not just with the final customer but with one another.

Above and beyond these linkages among ourselves and with our customers, we translators and interpreters should feel one more obligation at a higher level. We all ultimately work for, and depend on, the human drive to communicate: every word and idea that has ever been translated or interpreted was generated by someone else. We are therefore the servants of language and all those who use it, the skilled vessels and conduits and transmitters of what our fellow human beings have imagined; they, and their creations, are our real boss.

Who’s the Boss?

We all ultimately work for, and depend on, the human drive to communicate.

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Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What’s happening? ATA’s approach to Twitter is simple: translation and interpreting news and announcements you need as needed. Become part of ATA’s translation and interpreting community. Follow us on Twitter today! To learn how, visit http://twitter.com/atanet.
ATA’s Board of Directors
met February 20-21 in Alexandria, Virginia. The meeting followed the Board’s Annual Planning Day.

The Planning Day, which will be addressed in a future issue, allows the Board to discuss in depth various aspects of the Association’s activities and governance. These discussions help the Board come to a consensus on the Association’s priorities and work through complex options for the Association.

Here are some highlights from the Board meeting.

Nominating Committee: The Board approved the appointment of the members of the Nominating Committee: Beatriz Bonnet, Jean Leblon, Connie Prener, and Courtney Searls-Ridge. Tuomas Kostiainen, the chair of the committee, was approved at the last Board meeting.

Certification Committee: The Board approved the appointment of Geoff Koby as the chair of the Certification Committee effective May 2, 2010. This date coincides with the second day of the Spring Certification Committee and Language Chairs meeting. Jutta Diel-Dominique, the current chair, will run the first day of the meeting. Geoff is the secretary of the Certification Committee and a professor at Kent State University.

Business Practices Education Committee: The Board approved the appointment of Jill Sommer as the chair of the Business Practices Education Committee. Jill is active on ATA’s business practices list (http://finance.groups.yahoo.com/group/ata_business_practices), is a presenter at ATA Annual Conferences, and a frequent contributor on business-related topics to The ATA Chronicle.

Divisions: The Board continued its discussions on the administration and governance of ATA’s 15 divisions. The Board approved a motion to direct the Governance and Communications Committee and the Divisions Committee, in coordination with ATA Headquarters, to draft a Divisions Communications Policy for consideration at the May 2010 Board meeting. The purpose of the policy will be to look at current communications among the divisions and Headquarters and to work toward streamlining them.

ATA and Other Organizations:

• Modern Language Association. The Board discussed working with MLA, which represents academics in English and other languages and has 30,000 members. Translation was the theme for MLA’s recent convention, where ATA exhibited. Further underscoring the ATA-MLA efforts, MLA formally invited ATA’s involvement in its organization, which will raise the profile of translation and interpreting within universities.

• International Federation of Translators. The Board was updated on the plans for FIT’s 2011 Congress in San Francisco. The Board reviewed the responsibilities and challenges as the host group. ATA Past President Jiri Stejskal is ATA’s FIT representative.

• American Foundation for Translation and Interpretation. The Board reviewed and discussed its relationship with AFTI, a 501(c)3 charitable organization. AFTI’s primary charitable and educational activities consist of sponsorship and dissemination of research and education in translation and interpreting. Look for ATA and AFTI to be working more closely together in the near future. ATA Past President Muriel Jérôme-O’Keeffe is the AFTI president.

• Joint National Committee for Languages (JNCL). The Board discussed its role in JNCL, the lobbying organization for languages. The Board agreed with the recommendations by ATA’s JNCL Representative Peter Krawutschke, an ATA past president, to step up ATA’s involvement and continue to push for the inclusion of translation and interpreting in JNCL’s lobbying efforts.

Resolution: The Board formally recognized and thanked ATA Member Services and Project Development Manager Mary David for her work in overseeing the writing, design, and publication of ATA’s award-winning 50th anniversary commemorative publication American Translators Association 1959-2009: A Professional Journey.

The minutes of the meeting will be posted online at www.atanet.org/membership/minutes.php. Past meeting minutes are also posted on the site. The next Board meeting is tentatively set for May 7-8, 2010 in Miami, Florida. As always, the meeting is open to all members, and members are encouraged to attend.
Treasurer’s Report

**Fiscal Year** 2008-2009 ended with an operating surplus of $45,654. However, unrealized (paper) losses on our investments in the amount of $66,893 resulted in a net deficit of $21,239. This, together with similar losses carried over from the previous year and “liabilities” (membership dues received but not yet accrued) in the amount of $809,817, resulted in negative net assets of $92,988 as of June 30, 2009.

The Association’s financial situation has improved dramatically since then. As of December 31, 2009, our net assets stood at $60,549, which is an improvement of more than $150,000 over the situation on June 30, 2009.

The improvement is basically due to two factors:

1. The positive result of the 2009 Annual Conference; and
2. The recovery of the stock market.

The 2009 Annual Conference closed with a surplus of over $225,000 (see Table 1).

**Investments:** The end of Fiscal Year 2008-2009 was near the low point of the stock market, and by June 30, 2009, our unrealized losses for the Fiscal Year reached $66,893. However, by December 31, 2009, our investment portfolio recovered $30,289 of this loss. We continue with the highly conservative approach to our investments pursued under Past ATA Treasurer Peter Krawutschke, with roughly 50% of our savings in cash, 25% in equity mutual funds, and 25% in fixed-income securities. While this conservative policy may delay the recovery of past losses, it also limits our risk in the event of a future down stock market.

**Cash Reserves:** On December 31, 2009, we had $969,131 in cash and cash equivalents and $211,867 in investments, for a total of $1,180,998. These assets are partly offset by accounts payable in the amount of $426,406, mostly for hotel bills from the 2009 Annual Conference. We also have $899,301 in deferred revenues, mainly from membership dues received, which will be converted into income as they accrue over time. Thus, our cash reserves, calculated as cash and cash equivalents less accounts payable, stand at $754,592, or about 3.5 months of expenses. Since the bulk of membership dues is received in

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**Table 1: Conference Revenues, Expenses, and Surplus**

<table>
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<th>2008 Annual Conference (Orlando)</th>
<th>2009 Annual Conference (New York)</th>
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<td>Revenues</td>
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<td>Expenses</td>
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<td>Surplus (Deficit)</td>
<td>$182,805</td>
<td>$160,100</td>
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(These figures do not include Headquarters overhead expenses.)

**Table 2: Revenues, Expenses, and Surplus for Certification and The ATA Chronicle**

<table>
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<td>Revenues</td>
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<tr>
<td>Expenses</td>
<td>$311,681</td>
<td>$313,723</td>
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<tr>
<td>Surplus (Deficit)</td>
<td>($82,593)</td>
<td>($99,205)</td>
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</table>

(These figures include Headquarters overhead expenses.)

Continued on p. 19
Translation is a highly competitive business full of bright, hard-working people. According to standard economic theory, this indicates that the industry should be working at peak efficiency. Yet day after day, I see areas where translators and translation agencies are hurting their competitiveness, losing money, and working well below their potential by not fully exploiting new technology and, more importantly, not communicating so as to rethink and redesign the entire workflow process to everyone’s benefit.

There seem to be three central problems contributing to this missed potential:

1. Clients do not realize what translation actually involves or what resources they can supply the translation agency to help its freelancers do the best job possible.

2. Agencies often limit their role to that of matchmaker between freelancers and clients when there is much they can do with new tools and different procedures to boost the quality and speed of their freelancers’ work.

3. Translators are not communicating their needs to clients and agencies.

What is needed is a new workflow paradigm, with the client, agency, and freelancer working in sync from the start of the process to final delivery and utilizing all available resources. Such teamwork will allow an agency’s freelancers to work at peak efficiency from the first keystroke. The following is a summary of the problem and suggested elements of a solution.

**Agencies Educating Clients**

In an immigrant-based yet largely language-ignorant society, client education is critical. Clients unfamiliar with translation commonly fail to appreciate that because most words have multiple meanings, a “correct” translation is about context, not dictionary-thumbing. The more context the translator has, the better the final product.

By definition, every translation job requires two separate and unrelated skill sets: language proficiency and subject matter expertise. Every translator has a separate mix of these which is variously applicable to each job. As such, translation requires a constant search for new tools, new skills, and new knowledge, because there simply is no such thing as, say, a Master’s Degree in Translation of Hungarian Car Repair Manuals into English from Semilegible PDFs. Clients need to understand that simply finding a certified or “subject matter expert” translator is not enough. Just as doctors commonly face new pathologies or injuries and lawyers routinely prepare cases on unfamiliar issues, even the most experienced translator regularly encounters new terms and subject matter. This is why client input is essential, and why the agency needs to ask for it. Once clients understand the impact of their input to their bottom line, they will most likely be more forthcoming in providing an agency with the information needed for an excellent translation.

**Agencies and Tool Providers Working Together to Boost Productivity**

In addition to working with clients to make sure freelancers have the information they need, agencies need to adjust their working processes and communication not only to help the translator but also to attract and keep the best talent. For a freelancer facing a looming deadline, to have a project manager call and say, “The client is wondering how that job is coming,” does nothing to boost productivity. The questions should be “How can we work together to give the client the best product possible, and what do you need from us to make that happen?”

Because of the nature of freelance work (done mostly in isolation without in-house resources and access to technical experts), and because much of it is done on a rush basis or must be divided among multiple translators, the standard MBA service industry business model—a) find a client; b) find a service provider; c) connect them; d) pocket fee—is not the most cost effective for translation. Agencies and tool providers need to look beyond simply producing tools or matching clients with translators to developing a service platform that benefits the industry. This includes looking at ways to understand better the needs and constraints of all participants, investigating resources to boost efficiency throughout the job process, and designing ways to help all sides maximize their return from the market. To answer this challenge, agencies and tool producers need to evolve into a new type of service provider, one specialized in designing and packaging tool integration, training, technical support, and workflow optimization—a sort of “one-
Stop shop translation service center” or “translation workflow engineer.”

If this initiative is undertaken by an agency, it would work with its freelancers to break down the translation job from start to finish to identify bottlenecks and areas for improvement. The next step would be to approach producers of major tools and special-purpose utilities (e.g., IntelliWebSearch, Archivarius, SnagIt, ABBYY PDF Transformer) and tell them, “Here are the needs. What can you offer to meet them?” The agency would then work with them to develop an integrated system. In turn, a tool or utility producer could poll agencies and translators for a similar analysis, test and evaluate the full range of technology available, and replace a stand-alone tool with an integrated Translator Productivity Suite of a tool and utilities. Other industry stakeholders could contribute by, for example, conducting surveys to identify systemic needs and best practices and helping all concerned keep pace with the state of the art.

Such a service provider could then, say, offer freelancers a half-day session at a conference, telling them, “Bring your laptop loaded with these tools. We’ll give you tips on configuring and using each one, then use sample jobs to show the best ways to use them together for maximum efficiency. And if you have questions on using any of these tools later, we can help.” The service provider could offer a similar session for freelancers and agencies demonstrating its integrated system, again doing sample jobs and showing where gains can be achieved at each step.

Freelancers Communicating Their Needs to Agencies

Moving from the big picture to the keyboard, what sort of time-saving strategies are we talking about? If an agency were to ask me about speed bumps and bottlenecks I encounter and request ideas on how to deal with them, the following is a list of suggestions on how to improve the workflow. I have not worked in an agency and my technical skills are, shall we say, less than optimal, so certain items may be more in the realm of ideal end products than current practicalities. Some of these come from practices already in use by agencies with which I have dealt. These are not offered as the only or best ideas; instead, they seek to focus on two key points: 1) in an industry where there is no such thing as a job without a deadline and rush projects are common, it is critical to invest in time-saving strategies and ensure consistent and accurate terminology; and 2) there are translator and agency needs out there waiting to be met by smart entrepreneurs. For anyone looking at items on this list who thinks, “That would sure help, but it’s just not doable,” that’s a mousetrap waiting to be invented. Opportunity beckons. Remember: there are three markets in this business. Only one is the client.

Translation requires a constant search for new tools, new skills, and new knowledge.

Ask translators to produce a glossary for each job, and pay them for the time spent doing so. If electronically feasible, run all completed jobs through a term extractor to add to the glossary. A client- or job-specific glossary can slash turnaround time, and having one often makes the difference when a translator is trying to decide whether or not to accept a large assignment or rush job. Besides keeping client-specific glossaries, compile these into a general glossary and make it available to all your translators.

Ask clients to review the glossary for each job, and explain why. Commercial translation commonly involves cutting-edge, proprietary, or company-specific products and processes not found in dictionaries or by Googling, so this information may be unknown and unknowable to the translator. For example, the job might involve trademark, patent, marketing, or other reasons why specific terms must be used (“Our Dingshums cannot be rendered as ‘gadget’ because ‘widget’ is our registered trade-
Opinion/Editorial: Clients, Freelancers, and Translation Agencies: Productive Partnership or Missed Opportunities? Continued

Do not just encourage your translators to share glossaries they have produced—help them do so. For example, I produce a glossary for each job as a standard MS Word table, and now have hundreds. Some translation environment tools (TEnTs) cannot import MS Word tables without converting them to some other format. Find the most TEnT-compatible format and see whether there are programs or utilities that can merge and convert them in batches. Create a common platform on your website or elsewhere to facilitate glossary sharing. If you do not have the in-house resources for glossary management, outsource it. This is an investment, not an expense, and your return is that instead of having each job done by one translator with individual resources, every job can be done by leveraging the combined knowledge base of all your translators.

Keep in mind that translator-produced glossaries are not simply vocabulary lists. By nature glossaries contain terms not found in dictionaries (non-translators would be amazed at how many of these there are), as well as neologisms, obscure terms of art, and other information the translator deemed worth recording for future reference. Encourage professional translator and interpreter organizations to work to create an industry-wide platform similar to yours, because all agencies and all translators would benefit immensely by sharing information. Translator-produced glossaries embody the collective research, experience, and judgment of our profession, and enabling shared access to them is one of the single most useful things our industry could achieve. Offer to fund a feasibility study to look at issues like compatibility, producer acknowledgment, confidentiality/intellectual property considerations, and the option of a for-fee arrangement if the labor and/or available technology required discourage a free one. After all, glossaries are valuable professional tools just like dictionaries and computer programs.

Produce a set of general format guidelines and guidelines for language pairs. Send updated copies of these guidelines to the translator with each job, with job-specific client preferences highlighted at the top. A constant bane of the translator is formats and naming conventions, such as monetary amounts, foreign agencies, and legal citations. On an individual job it usually does not matter, but on large and rush jobs involving multiple translators it means time wasted as team members coordinate usage and further time squandered at the back end verifying the consistency of terminology, while the client is impatiently watching the clock. Urge professional translator and interpreter organizations to adopt industry-wide format and naming standards, both general and language pair-specific, to enhance professionalism, boost quality control, and cut turnaround time.

Freelancers are typically juggling multiple jobs and deadlines, so the answer to the question “Are you available for this job?” is always relative. To enable translators to give you a quick and realistic answer regarding their availability, do not just provide the job document or representative pages of it with the inquiry. Instead, attach a job information sheet with as much detail as possible (see Figure 1 on page 14). This will reduce the amount of time you need to spend looking for someone to do the job.

If the job is edited, always return it to the translator in Track Changes mode in MS Word. For a freelancer whose only feedback is often simply “document received,” it is hard to assess quality and see where there is a need to hone skills.

If the client has the job edited in-house (for example, to change “gadget” to “widget”), ask if the translator can receive a copy of the final text for future reference. If this is not feasible, ask if you can run the final copy through your term extractor to add to the terminology database.

When asked to translate a letter, ask the client for the correspondence being replied to, and explain why. For example, an American attorney could send a letter to a French colleague regarding alimony (pension alimentaire) in a divorce involving a
couple with no children, and receive a translated reply discussing child support (*pension alimentaire*). Absent a clarification in the response, without the original letter the translator has no way of knowing which term is correct.

Whenever you assign a job from a client you have done related work for, provide the translator with either the original and translated documents or the translation memory units compatible with their TEnT.

If you have a preferred TEnT, do not just ask the translator “Do you have this?” Try to negotiate a bulk discount or package deal with the tool vendor. Because training and technical support for these tools vary considerably, volunteer to help your translators learn it. Invite them to visit your office for hands-on training. Where this is not feasible offer to answer questions by phone or e-mail. Ask translators already skilled in the tool to serve as information sources, and regularly solicit “helpful X tool tips” to compile and distribute to all your translators. Offer webinars for translators to download at their convenience.

Ask your translators for the productivity boosters they find most useful, anything from keyboard shortcuts to programs to utilities. Use these to create a translator productivity bulletin board on your website. Highlight and expand on a productivity tip each month to encourage translators to bookmark your site and visit it regularly. Write an article on how to increase productivity and submit it to one of the many industry publications.

Start a blog to offer tips and encourage information sharing.

If the client’s document is in PDF, offer a discount and/or faster turnaround if they can provide it in MS Word. Explain to clients that TEnTs cannot handle PDFs, which greatly slows the job, and that if a PDF is all they have then the translator might charge separately for formatting work. Clarify items that do not need to be translated: it is a waste of everyone’s time and money for the translator to spend 45 minutes faithfully formatting 100 words of letterhead the client has no interest in, or to reproduce a full-page table only to be paid for the five words in its title. If the client wants a words, and it helps to hear other more technically proficient translators offer their insight.

Put a translation language pair word count estimator on your website, with illustrative examples. Explain that some translators charge by the target-language word so that the count can be done electronically. Note that some translators use programs that count things like text in graphics not counted by MS Word’s Word Count function.

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**It is as if our industry is evolving on multiple parallel but unconnected tracks rather than working together to maximize our respective skills and resources.**

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PDF letterhead document reproduced, ask if they have the blank document in MS Word.

At industry conferences, do not just have someone at a table hand out brochures. Offer conference or pre-conference sessions or brown-bag lunches on topics that can help boost translator-agency synergy, such as “Streamlining Multiple Translator Projects,” “Taming PDFs,” “XLIFF, XML, TMX, and All the Rest: What Are They? Do You Need Them?” or “Tools for Handling Graphics.”

Also at conferences, organize a session demonstrating how new tools and procedures enable you to work more effectively with translators on a typical project. Leave plenty of time for questions and answers. One demonstration is worth a thousand rework this list, incorporating other input from project managers and translators, into a fact sheet to put on your website. Or better yet, volunteer to produce such a list for industry associations to serve as a readily available client education resource for all agencies and freelancers.

Where Does This Lead Us?

The 30-40 agencies that have contacted me through ATA’s online directory are only a small fraction of those in the business, so my experience is anecdotal and may be unrepresentative. But the suggestions offered here are not derived from isolated observations; these are things I see (or do not see) repeatedly. I have only dealt with one agency that truly understands the importance of glossaries and devotes serious in-house resources to
Figure 1: Sample Job Information Sheet

| Language pair: __________________________________________________________________________ |
| Source word count: _____ estimated _____ machine-generated |

**Agency resources**
- [ ] agency glossary
- [ ] term-extractor glossary
- [ ] prior translations done for client
- [ ] related translations
- [ ] related translations

**Client resources**
- [ ] contact person
- [ ] glossary
- [ ] reference documents
- [ ] prior correspondence
- [ ] prior translations on same or similar subject
- [ ] standard/template documents

**Client requirements**
- [ ] finished translation
- [ ] complete document
- [ ] charts/tables fully replicated
- [ ] specific format (e.g., font)
- [ ] converted text PDF acceptable
- [ ] pagination to match original
- [ ] information only
- [ ] text only (exclude letterhead, fax headings, etc.)
- [ ] captions/headings only + [see original for figures]

**Deadline:**
- [ ] firm
- [ ] flexible

**Formatting:**
- [ ] finished
- [ ] agency or client will finalize

**English:**
- [ ] British
- [ ] American

**Date format:**
- [ ] European

**Source document**
- [ ] Word
- [ ] text PDF
- [ ] image PDF
- [ ] other

**Translated document**
- [ ] Word
- [ ] PDF
- [ ] other
producing and maintaining them. The result: I have done a huge amount of work for them, far faster and at better quality than I would be capable of on my own, to our mutual benefit.

Plus there is more here than personal anecdote. At industry conferences, I have not seen an agency/tool-producer presentation of a redesigned workflow and how freelancers can use it. I have read articles on issues like the need for better communication strategies among all parties involved in the translation process, how the agency and client can help the translator do a better job, and how technology can be used by the agency to speed up a translator’s work. But from my perspective at the keyboard, what I have not seen yet is a market-ready blend of services and products as a package that can help me work more efficiently end to end, with associated training and technical support.

No colleague has ever said to me, “I work with Agency X. They don’t just send me work, they actually help me work better.” Meanwhile, year after year I hear colleagues lamenting, “I can’t keep up. I try to keep pace with the state of the art, but it changes too fast. I don’t even have the time and skill to fully use the tools I already have, let alone learn new ones. I do my best, like attending seminars, but it’s not enough. I need help.” It is as if our industry is evolving on multiple parallel but unconnected tracks rather than working together to maximize our respective skills and resources.

The people in our business work hard, but working hard is not the same as working smart. Clients need to understand the vital contribution they can make to ensure they get the best product possible. Agencies need to remember that being productive as translators is not just about how many words we can crank out per hour, but also our ability to produce a polished product with the terminology most appropriate for the given job, with the shortest possible turnaround.

There are things the client and agency can do to help us, but this can only happen when both approach this business not as simple matchmaking and everyone fully utilizes tools that can help them actively contribute to a value added chain. And that, in turn, only happens if we translators do our part both to articulate our needs and help devise ways to meet them.

But most important: none of this can happen unless all our industry’s stakeholders work together. Many “translation agencies” are in fact one- or two-person operations with no more resources than the freelancer’s, and are stuck in the same bind of trying to keep up with the state of the art. It is not realistic for translators to sit back and expect the agency side of the business to do all the work. What is needed is for all of us—translators, tool producers, agencies, industry associations, clients—to be thinking: “We have great tools. We have smart, hard-working people. But if you break down our industry’s job flow it’s a hodge-podge, with some parts cutting-edge and others still in the Selectric and file card age, and a critical participant—the client—often missing completely. We need a new workflow where everyone is contributing the maximum to a seamless system in which each component is state of the art. Let’s build it.”

2010 Cambridge Conference Interpreting Course
Refresher Course for Professional Conference Interpreters

August 1-13, 2010
Cambridge, United Kingdom
www.cciconline.net

This intensive course in simultaneous conference interpreting is designed for experienced and practicing conference interpreters. Course languages are English, French, German, Russian, and Spanish. For further information, visit www.cciconline.net.
Want to learn a new language or brush up your skills in one you already know? Popular software programs Rosetta Stone and Pimsleur are both suitable for this purpose—up to a point—and their approaches are very different.

Do you have a dog or a long commute? If so, you will probably like Pimsleur. If I read the blog traffic correctly, people who walk dogs seem to enjoy it, once they get used to the stares of passersby who hear them jabbering away to themselves in a foreign language. Learning a new language is also a great way to pass the time while stuck in rush hour traffic.

Do you spend your lunch hour dallying around on your computer? Do you want to move past “getting to know you” conversation for tourists and start to learn to read and write in your new language as well? Then maybe Rosetta Stone is the best choice.

How Do We Learn a Language?
Both of these self-instruction language programs are effective at an elementary level. Both use native speakers in their tutorials and are excellent for developing correct pronunciation and intonation, providing you have a good enough ear to hear and correct your own mistakes. Pimsleur is offered as a set of audio CDs or audio book chips; Rosetta Stone is offered as a set of CD-ROMs and is an integrated, interactive audio-visual program, including a virtual keyboard for typing in non-Latin keyboard layouts. Both programs are fairly expensive, but cheaper and much more convenient than enrolling in a class.¹

As any linguist knows, learning a language is hard work and takes time.
sounding “stupid” if they make mistakes. One of the principal job descriptions of a child below the age of six, on the other hand, is to learn language: to play with it, sing in it, shout in it, express emotions in it, develop ideas in it—in short, to begin to realize his or her human potential as a creative and social individual. Adults want to communicate with those who speak the language, just as children do, but they also want to hurry up and get the grammar and syntax right, to force the often-reluctant brain to retain vast quantities of vocabulary, and, like readers of this magazine, to make a living using foreign languages. An adult may feel he or she does not have the time to repeat an accusative form of a noun or an instrumental form 30 times, for example, in Russian, without knowing what these inflections are and what they mean. Of course, both programs, especially Pimsleur, incorporate repetition as a component of their learning structure.

As for “immersion,” the only real immersion program is to use a language with other human beings in daily life. There is no “answer at the back of the book” when you are actually engaged in conversation, and mistakes can have unexpected or unfortunate consequences in the real world.

For this review, I tested Rosetta Stone and Pimsleur mainly in German and Russian, both languages from which I translate. I approached the project in part as a refresher course in conversation, because I do not live in an environment where these languages are spoken. Both programs were limited in their effectiveness for this particular purpose due to a lack of rigorous grammar instruction. A user who is not a raw beginner really wants to be able to “click” somewhere and find out why a certain grammatical form is used. This can be compensated for by concentrating intensely on what you are saying, not just parroting back, and looking up anything you are not sure about in a grammar book. (Pimsleur specifically instructs you not to have a paper and pen nearby, and not to refer to any books.)

For beginners, Pimsleur poses no particular difficulties, since it is exclusively aural and limits itself to extremely simple conversations. Rosetta Stone is more challenging, so I also tried it with Arabic, a language I do not know. It was startling when I was expected to differentiate letters of the Arabic alphabet and sound out written words by the second lesson! I simply could not do it, and the alphabet chart provided was of no help. For this reason, if you are tackling a language with an unfamiliar alphabet or character system, it might be best to start with Pimsleur—or to take a class.

Effectiveness

How effective are these programs?

Rosetta Stone

In January 2009, Rosetta Stone, Ltd. commissioned a study by Dr. Roumen Vesselinov, a statistical economist at Queens College, City University of New York. His study evaluated the program’s usefulness for learning Spanish after 55 hours of work. A total of 176 people began the study and 135 finished successfully. Dr. Vesselinov found that after using Rosetta Stone for 55 hours, students had covered the requirements equivalent to one semester of college Spanish in a college program that offers six semesters of Spanish.

Rosetta Stone is based on a concept called “dynamic immersion,” which uses five strategies for language learning: images, intuition, interactivity, instruction, and immersion. The software utilizes a combination of images, text, and sound, with difficulty levels increasing as the student progresses, in order to teach various vocabulary terms and grammatical functions intuitively, without drills or translation. No English is used in
the lessons (the “immersion” part). Users hear, write, and pronounce words and match them to images.

Lessons are organized into units divided into sections in vocabulary, grammar, reading, writing, and review that build on each other to reinforce learning. Each lesson includes a group of images. (See Figure 1, page 17.) The associated word or phrase depicting the concept an image expresses appears on the screen and is spoken aloud by a native speaker of the language, except for those languages that are no longer spoken natively, such as Latin. Within each lesson there are sets of exercises to test listening, reading, and speaking (for which the computer must have a microphone). The writing exercises for non-Latin scripts use an on-screen (virtual) keyboard. All lesson sets except reading and speaking offer four exercises each; there are two reading exercises and one speaking exercise. There are no formal grammar guides or instructions included with the software. The only documentation is a manual with written versions of the phrases and a word index. A speech recognition system forces the student to correct answers and pronunciation, but I found it primitive at best with respect to pronunciation.

As an example of a beginning lesson, the screen displays the image of a child running, with text in the new language that reads, “The child is running.” A native speaker pronounces the words, and you repeat them until the correct pronunciation is achieved. If done correctly, an “upbeat” melody sounds; if not, you hear “downbeat” tones. (If you give up, you can click for the answer.) Similarly, the words for “man” and “woman” are introduced by means of photos. Then the written text and native speaker might say, “The woman is running,” with several pictures from which to choose (a man eating, a woman running, a child on a swing). You must then click on the appropriate image. Once you get to past and future tenses, a small calendar is used to illustrate the concept of time (“I will go to the beach next Tuesday”). For the writing exercises, the native speaker will say a sentence, and you have to type it out, using an on-screen keyboard if the alphabet requires one.

Once you have proceeded to the end of a lesson, you can either do it again, stop, or move on to the next. The software keeps track of where you stopped, so you can pick it up again next time, although the program seemed “unhappy” when I tried to skip ahead to a new lesson without finishing the current one.

Rosetta Stone takes a bit of getting used to (“what exactly am I supposed to do now?”), and written instructions in English are fairly minimal, but you catch on soon enough. There is no glossary, grammar reference, or other “look-up” information. Overall, navigation is not difficult. A sample lesson is available at www.rosettastone.com.

How close is this to an actual classroom learning experience? Of course, nothing can replace an environment of real human beings, interaction with a teacher, and the attempt to express concepts that you have not practiced. But Rosetta Stone is fun and beneficial for those for whom taking a class is not a good option.


Pimsleur

Simon and Schuster, which produces the Pimsleur products, was unable to provide documentation of the program’s effectiveness. They did supply an article by the late Dr. Paul Pimsleur describing his method.1

Its core concept is “graduated interval recall,” which means that a student will retain vocabulary best if it is repeated and reinforced according to a definite schedule—with the interval between repetitions increasing exponentially as the course proceeds. It also emphasizes the learning of those words used most frequently in everyday conversation, which represent a much smaller vocabulary list than many other courses present. The instructor speaks in English, and native speakers use their own language.

With Pimsleur, after the umpteenth repetition, you will definitely remember how to say, “Would you like to eat lunch at 1:00 or at 2:00?!” With Rosetta Stone, after perhaps five repetitions, you may not recall how to say, “Someone is riding a camel.” But then, maybe you do not have much need to express that particular concept anyway. Rosetta Stone does use repetition too, of course, just as any teacher would. But the repetition is not so frequent, much more vocabulary is introduced, and the student retains less of it, unless he submits to the rigor of frequent review (which he should do, although it gets boring).

Is It Worth It?

In either program, the key to success is daily practice. Dr. Pimsleur said that half an hour per day is optimal (to prevent fatigue), and that seems about right. I personally found Rosetta Stone much more fun and was motivated to study with it every morning before work.

But can you really “learn a language” in the X number of weeks that the advertisements lead you to expect? Of course not. As any linguist knows, it is hard work and takes time. To be truly “immersed” and to achieve a degree of fluency, it is necessary to live for a significant amount of time where the language is actually spoken: to “sink or swim.” But these

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programs, although not truly immersive, both allow you to get your feet quite wet.

Notes
1. On the official Pimsleur website (www.pimsleur.com), a one-level program of 30 half-hour lessons is listed at $345; there are three levels. Rosetta Stone (www.RosettaStone.com) lists at $229 per level, with three levels, and the time required for each lesson is up to the student.


SDL is introducing a raft of innovation through its industry technology platform, including the SDL Trados Studio Starter Edition, integrated machine translation plug-ins for SDL Trados Studio Service Pack 2, and Beta launch of the SDL OpenExchange.

**Introducing the SDL Trados Studio Starter Edition—Translation Memory for Everyone**

The Starter Edition offers unparalleled accessibility to the industry’s leading technology platform for the translation community, at a monthly subscription fee of $8. A scaled down version of the SDL Trados® Studio 2009, the SDL Studio Starter Edition offers the basic functionality of its bigger brother, at an entry level price point designed to make it easily affordable to the occasional translator and reviewer.

The Starter Edition is expected to vastly expand accessibility to the world’s most extensive supply chain connected to SDL’s language platform technology.

**Key SDL Studio Starter Edition functionality includes:**

- Ability to open and work with SDL Trados Studio packages
- Ability to open and translate single files such as Microsoft Word and Excel
- Ability to create translation memories for single translation documents

To find out more about the SDL Studio Starter Edition, please visit: [www.translationzone.com](http://www.translationzone.com).

**SDL Trados Studio 2009 SP2—Enhancing Productivity with Automated Translation**

SDL Trados® Studio 2009 Freelance provides additional productivity tools to translators, and in the newly released Service Pack 2 the ability for the translator to plug in to multiple automated translation tools has been added.

This integrates the option for automated translation within the translator’s desktop environment. A choice of tools is available from SDL, Google and Language Weaver, giving the user maximum choice and flexibility.
Key SDL Trados Studio 2009 Service Pack 2 functionality includes:

- Automated translation with SDL Language Weaver and Google
- New File filters (InDesign CS4, Quark)
- New on-demand preview for PowerPoint files

To find out more information on Studio SP2 and automated translation systems, please visit www.sdl.com.

3. SDL OpenExchange Beta—Build applications off of SDL industry standard APIs

Announcing an industry first, SDL will ship SDL Trados Studio 2009 SP2 with completely open API’s as standard, available to the developer community through the beta launch of the SDL OpenExchange. Developers will now be able to increase the functionality of Studio and build apps which they can make available to the SDL user community through an SDL applications exchange website.

Through the SDL OpenExchange beta program, SDL also is inviting its 170,000 strong user community to suggest the apps they would like to see, so they can further enhance their experience with Studio.

SDL is calling out to all interested developers to register and enroll in the beta in preparation for its official upcoming full launch. The apps developed can be free or sold at a fee set by those who develop them. The background of prospective developers can vary widely from existing SDL users, technology savvy Freelance translators, University staff and students, SDL Technology partners, and LSP customers, to development companies outside the localization industry.

Whether you would like to suggest applications to be developed or you are interested in building apps as part of the SDL OpenExchange Program, please visit www.sdl.com.

‘Your translation environment. Your SDL Trados Studio.’

Enhancing Productivity with Automated Translation.
Most people think they are born and stuck with a certain fixed vocal sound and an unchangeable accent. This is completely untrue, but many people do not know where to turn to modify their sound or accent. Additionally, interpreters or teachers who depend on vocal clarity and consistency often feel negative about their target language accents if people do not understand what they are saying all the time. Asking for help can also be hard if one’s cultural identity is linked to a language.

Interpreters have to be great listeners to render large chunks of consecutive information at one time, so why would they not be able to listen to and mold their own sound just like they render meaning? Perhaps it is because most interpreter programs do not yet provide training on these issues. As a result, interpreters have had little input or feedback in this important area. Why not start now to turn this around?

I challenge each of you to read this article and re-examine how you think about your accent, your vocal production, and vocal health in light of your career as an interpreter. You can practice accent modification alone in the privacy of your own home. The following tips will help you begin to transform your accent, which is easily modifiable through adjustments in listening and practice.

Think About How You Sound

When we attend language classes, there are often many grammatical rules about spelling and syntax but few concerning sound, even though we originally learned our native language by listening to and imitating the sounds of various words. In addition, we are not accustomed to talking to anyone about how we think about the way we sound or our accent. One way to start to focus on this area is to ask yourself how similar your voice and your accent are to close friends or family members. Is your voice loud or are you soft-spoken? Do you speak with the same two or three note intonation range, as in Mandarin, or does your voice modulate with a five to seven “up and down” note range, more like Spanish or Italian speakers? What are your vocal tendencies? For example, is your voice high-pitched, low-pitched, gravelly, low volume, or high volume? Now write out a list of the 10 hardest words for you to pronounce perfectly in your target language. Try and also write down three or four qualities about your
pronunciation of these words so you know on which areas you want to work.

**Use the International Phonetic Alphabet to Memorize Difficult Sounds and to Take Notes**

To help improve vocal articulation and intonation, many professional singers and their voice trainers, myself included, use the International Phonetic Alphabet (IPA), developed by the International Phonetic Association. The alphabet is a phonetic notation system that uses symbols based primarily on the Latin alphabet to represent the sounds of spoken language. It is designed to represent only those qualities of speech that are distinctive in spoken language: phonemes, intonation, and the separation of words and syllables. Its main purpose is to provide a consistent and universally understood system for transcribing the speech sounds of any language. Each symbol is a visual representation of a particular sound. Interpreters can incorporate these symbols as part of their note taking routine to earmark difficult words before actually speaking them. Here are three symbols to get you started.

- The θ stands for “th,” as in the English word “the.” It is important to aspirate, or add air to the sound as you make it. Spanish speakers can find this symbol useful as a reminder not to say “D” by mistake, because the sound for the letter “D” is made by positioning the tongue behind the teeth, as in the words “judge” or “language.” Be sure you stop the sound fully with the tongue on “D” prior to progressing on to the full sound, which has an “ə” or schwa sound at the end as it tails off. Many English words ending in a silent “e” usually trail off with a schwa sound. Because of this, non-native English speakers can improve their diction if they learn to emphasize this sound.

Before you protest learning IPA with “I already have enough trouble learning my major languages, please don’t make me learn a new one!” keep in mind that these symbols are wonderful hedge-like memory builders for especially challenging sounds. They also serve interpreters well by adding to the consecutive note taking arsenal of symbols (available on IPA.com or IPA.org), thus helping one combine memory retention with a visual picture of the sound.

- An upside down “e” or “ə” is called a schwa, or neutral vowel, and this vowel is probably the sound that is the least addressed, yet probably the most important vowel sound in the English language. Its sound combines “ah” and “uh” at the same time.

- The symbol “ʤ” represents a double consonant “dj” sound, which is produced by positioning the tongue behind the teeth, as in the words “judge” or “language.” Be sure you stop the sound fully with the tongue on “D” prior to progressing on to the full sound, which has an “ə” or schwa sound at the end as it tails off. Many English words ending in a silent “e” usually trail off with a schwa sound. Because of this, non-native English speakers can improve their diction if they learn to emphasize this sound.

Professional singers, speakers, and radio announcers learn to lengthen vowels and shorten consonants, and interpreters need to do the same.

Before you protest learning IPA with “I already have enough trouble learning my major languages, please don’t make me learn a new one!” keep in mind that these symbols are wonderful hedge-like memory builders for especially challenging sounds. They also serve interpreters well by adding to the consecutive note taking arsenal of symbols (available on IPA.com or IPA.org), thus helping one combine memory retention with a visual picture of the sound.

**Lengthen Vowels to Three Beats Each**

Most languages except for English have short, one beat vowels. Professional singers, speakers, and radio announcers learn to lengthen vowels and shorten consonants, and interpreters need to do the same. If you take a paragraph and read it aloud slowly while physically beating three counts, you start to become aware of the glue that connects and carries sound: the vowels! Another technique is to read the same passage twice, the first time isolating out the vowels, and then repeating the same passage but adding the consonants back in. Try making the consonants shorter in length than the vowels. Besides helping your accent, this connecting of the notes, or *legato* as musicians call it in Italian (*ligado* in Spanish), smooths out phrases and helps create a more natural flow leading toward idiomatic intonation. This is a useful technique for certain Asian languages, which tend to flow word to word instead of phrase to phrase.

**Lengthen Consonants to Two Beats Each**

While consonants help us articulate diction, they also stop the sound. In English they are often longer and always stronger than many other languages, except German. For example, notice that in the word “mother” the letter “m” has a definite preliminary “m” sound, where the lips meet together (known as bilabial) prior to the “m” traveling into the vowel, like when someone says “mmm….” Contrary to this, when pronouncing the letter “m” in Spanish, the lips are already coming apart as they say the letter and do not belabor and lengthen the sound.

Many non-native English
Can You Change Your Accent? Defusing the Mystery of Accent Modification Continued

speakers feel like they are dramatizing and almost spitting consonants out when pronouncing English correctly because of the sudden need for more aspiration. The letter “T” can be more clearly differentiated from the letter “D,” even though they are produced with the tongue in exactly the same position. The letter “P” can be differentiated from the letter “B,” even though both are produced with the lips pressed together. These two sets of consonants are called pairs because they are produced with the tongue in the same position, yet one pair is voiced, or produced adding sound in the vocal chords, and one pair is unvoiced, without any vocal chord sound. Unvoiced consonants like “T” and “D” are new to non-native English speakers, but if isolated, one learns to aspirate, or add air, intensity, and uniqueness to the sound.

Remember to Take a Deep Breath
Getting a good breath will increase your volume and projection when necessary in a courtroom. Sometimes people complain that they cannot understand you, not because of your accent, but your lack of volume. Private or group voice lessons can teach you proper breathing techniques.

Practice Makes Perfect
Another useful technique is to find a study partner who speaks another source language. You can practice together by creating recordings and critiquing each other’s pronunciation. Set aside 10 minutes each day to practice, and be sure to include one or two new words each session.

¡Si se puede! Of course you can change your accent!

Links of Interest

Acoustical Society of America
http://osa.aip.org

International Phonetic Association
www.langsci.ucl.ac.uk/ipa

www.elsevier.com

Linguistic Society of America
www.lsadc.org

Peter Ladefoged’s Course in Phonetics: Vowels and Consonants
www.phonetics.ucla.edu/course/contents.html

Speech Internet Dictionary
www.phon.ucl.ac.uk/home/johnm/sid/sidhome.htm
Controlled languages use basic writing rules to simplify sentence structure. Here is how they work and how your company can benefit from introducing a controlled language.

What is Controlled Language?

A controlled language is a natural language, as opposed to an artificial or constructed language. Natural languages such as English or German are languages that are used for general communication. A controlled language differs from a general language in two significant ways:

1. The grammar rules of a controlled language are typically more restrictive than those of a general language.

2. The vocabulary of a controlled language typically contains only a fraction of the words that are permissible in a general language.

As a result, authors who use a controlled language have fewer choices available when writing a text. For example, the sentence “Check
the spelling of a paper before publishing it" is a perfectly acceptable sentence in general English. Using the Controlled Language Optimized for Machine Translation (CLOUT), a controlled language rule set I developed, the sample sentence would have to be rewritten as “You must check the spelling of your document before you publish that document” to comply with rules regarding vocabulary, active voice, use of articles, and avoidance of pronouns.

**Why Do We Need Controlled Languages?**

**Facilitating language learning:** When C.K. Ogden developed Basic English in 1930—probably the first controlled language—he had the explicit goal of dramatically reducing the five-plus years it is estimated to take to master Standard English. Based on a vocabulary that contains 850 essential words (for comparison, the *Oxford English Dictionary* defines more than 600,000 words), Basic English is designed to be acquired in a few weeks only.

**Eliminating the need for frequent translation:** One of the most widely used controlled languages today is ASD-STE100 Simplified Technical English, also known as Simplified English. Simplified English was originally developed by the European Association of Aerospace Manufacturers (AECMA) in the 1980s. The main purpose of Simplified English was to create a variant of Standard English that aircraft engineers with only a limited command of English could understand, thereby eliminating the need to translate maintenance manuals into foreign languages.

**Streamlining translation:** Within the localization industry, many people familiar with the controlled language concept associate it with automating the translation process. In fact, it typically comes as a surprise that controlled languages can and have been used for purposes other than making the translation process more efficient. By restricting both vocabulary and style, using a controlled language typically improves match rates in translation memory environments and translation quality in rules-based machine translation environments.

**Enhancing comprehensibility:** Helping authors avoid both semantic and syntactic ambiguity has been recognized as a goal worth pursuing in and by itself, especially in the domain of technical communication. Some organizations are deploying a controlled language for the sole purpose of improving the user experience of a product or service on the domestic market.

**Common Features**

A common characteristic of controlled languages is the fact that very little information about their rule sets and vocabularies is freely available. This is not really surprising considering that a controlled language can provide an organization with a distinct advantage over its competitors.

Apart from that, you will find very few similarities between controlled languages. Nortel Standard English, for instance, has only a little over a dozen rules, while Caterpillar Technical English consists of more than 10 times as many. A recent comparative analysis of eight controlled English languages found that the number of shared features was exactly one: a preference for short sentences.

**Why Should My Organization Use a Controlled Language?**

Here is why it can make sense for your company to use a controlled language:

**Improved usability:** Documents that are more readable and more comprehensible improve the usability of a product or service and reduce the number of support calls.

**Objective metrics and author support:** Tools-driven controlled language environments enable the automation of many editing tasks and provide objective quality metrics for the authoring process. Controlled-language environments also provide authors with powerful tools that give them objective and structured support in an environment that is typically rather subjective and unstructured.

**Lower translation costs:** As controlled-language texts are more...
uniform and standardized than uncontrolled ones, controlled-language source documents typically have higher match rates when processed in a translation memory system. Higher match rates mean lower translation cost and higher translation speed.

Some controlled languages have been specifically designed with machine translation in mind, (e.g., Caterpillar Technical English and CLOUT). Using a controlled language customized for a specific machine translation system will significantly improve the quality of machine-generated translation proposals and dramatically reduce the time and cost associated with a human translator or editor.

Impact on Translation

Even in environments that combine content management systems with translation memory technology, the percentage of untranslated segments can still remain fairly high in new projects. This can be a major challenge for organizations that wish to reduce the cost and time involved in the translation of their material. While it is certainly possible to manage content on the sentence/segment level, the current best practice seems to be to create chunks of content on a particular topic that can be reused in other documents (as opposed to creating new content for each new document). This means that reuse occurs at a fairly high level of granularity. In other words: there is too much variability within these topics for a high match rate.

Controlled Authoring for Translation Memory Systems

An effective way of optimizing a globalization environment that is based on translation memory technology is to normalize the source that feeds the translation memory tool. Normalizing the source means reducing variation between sentences. Writing in a controlled language reduces variability by limiting the choices available to authors. This is especially true if the controlled language not only covers grammar, but...
style, and vocabulary, but also text function. In a functional approach to controlled language authoring, there are specific rules for text functions, such as instructions, results, and warning messages, that can be used for training a machine translation system. The rules are relevant to the structure of the document, the syntax, semantics, and the lexicon.

Here are two simple examples for functional controlled language rules:

**Text function: Instructions**
Pattern: Verb (infinitive) + article + object + punctuation mark.
Example: Click the button.

**Text function: Results**
Pattern: Article + object + verb (present tense) + punctuation mark.
Example: The window “Expense Report” appears.

Implementing functional controlled language rules will enable authors to write text in which sentences with the same function have a very high degree of similarity. This not only makes sentence modules reusable within and across topics in a content management system, it also dramatically improves match rates in a translation memory system.

### Controlled Authoring for Rule-based Machine Translation Systems

While uniformity is the decisive factor in improving efficiency in a traditional translation memory environment, reducing ambiguity in the source text makes machine translation more productive. The problem that rule-based machine translation systems like Systran struggle with is the fact that in uncontrolled source texts, the grammatical relationship between the words in a sentence is not always clear. To enable rule-based machine translation systems to generate better translations, the controlled language needs to have rules like the following that help the machine translation system successfully identify the part of speech of each word in a sentence.

**Write sentences that have articles before nouns, where possible.**
- Do not write: Click button to launch program.
- Write: Click the button to launch the program.

**Write sentences that repeat the noun instead of writing a pronoun.**
- Do not write: The button expands into a window when you click it.
- Write: The button expands into a window when you click the button.

With rules in place that mitigate the weaknesses of rule-based machine translation systems, the quality of their output is bound to improve dramatically.

### Do I Have to Develop My Own Controlled Language?

Not at all! Today, many organizations that wish to reap the benefits of controlled-language authoring opt for a software-driven solution that comes with a built-in set of grammar and style rules. Systems like acrolinx IQ Suite, IAI CLAT, or Tedopres HyperSTE have enabled thousands of organizations to improve the quality and productivity of their authoring and translation processes. In a software-driven authoring environment, organizations do not have to maintain the staff of highly trained linguistic experts needed to develop and deploy a proprietary controlled language. Instead, the organization simply selects the rules that are most suitable for a given content type from a set of preexisting writing rules. Typically, these checking tools support the definition of multiple sets of rules for multiple types of content (e.g., stricter rules for user documentation than for knowledge-based articles).

From a technology standpoint, it is relatively easy to implement the rules part of a controlled language; the terminology part is typically more labor intensive. It is certainly true that many controlled language software solutions include a module for collecting terminology, but still the task of creating a corporate dictionary, which is what this job amounts to, might be a daunting one. Not only will all synonyms among the possibly thousands of terms in use within the organization have to be identified, but these synonyms will also have to be categorized into preferred and deprecated (do not use) terms. While creating a corporate dictionary may be a challenge, once it is available, that dictionary may also be the feature most valued by the users of the controlled language system.

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**A controlled language can provide an organization with a distinct advantage over its competitors.**

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**Controlled Language: Does My Company Need It? Continued**
Examples of Controlled Language

For more information on controlled languages and to see a demonstration of a simple controlled language designed for machine translation, visit www.muegge.cc. The entire site was written in CLOUT, the Controlled Language Optimized for Machine Translation. On the home page, click on any of the language combinations into English (e.g., German-English or French-English) and watch how a free machine translation system turns a complete website into a fully navigable, highly comprehensible virtual English site in real time. Click on the link Controlled Language/Rules for Machine to see 10 sample CLOUT writing rules that have a high impact on the comprehensibility and (machine) translatability of instructional text in English.

References
5. One example of a well-developed authoring rules set based on a functional approach is Funktionsdesign®, (functional design), developed by professors Robert Schäfelein-Armbruster and Jürgen Muthig.

In 1959, a small group of individuals in the translation business sat down at lunch and began a professional organization called the American Translators Association. It was a promising start. Two years earlier, the launch of Sputnik I had sparked an unprecedented demand for translation, especially in technical and scientific fields. Finally, the little understood work of translators and interpreters was gaining recognition in the U.S. The time was right to promote and advocate for the profession. What happened next? Find out that and more in the Association’s 50th anniversary commemorative book, American Translators Association: A Professional Journey. To order: www.atanet.org/publications.
During my career in the translation industry, I have been on both sides of the aisle, selling and buying translations. Now that I am a full-time entrepreneur, I am more aware than ever of the delicate maneuvering that sometimes goes into receiving payment for your services. For the most part, most of us get paid without any problems or delays. However, there will be times in any entrepreneurial linguist’s career when getting paid can be a challenge. Here are a few things to keep in mind before, during, and after the payment process.

This is a situation with which we would all prefer not to deal—it is one of those uncomfortable I would-rather-stick-my-head-in-the-sand situations. However, as small business owners, we cannot really rely on anyone else to do the task. That’s right: you are also the head of the accounts receivable and collections department, if it comes to that.

1. When sending a price quote, have the customer sign off on your payment terms. This is usually not necessary for repeat customers, but it is a must for first-time customers.

2. Trust your instincts. If you have a bad feeling about a customer or their ability to pay, you are probably right. If you find very limited information about a customer, or if it is a private party, ask for partial payment up front. This might be awkward at first, but you need to protect your business interests. Many other professionals, such as attorneys, ask for similar payment terms, so it is certainly not outside the norm. You could also consider asking the client for references, especially if the potential client is a start-up. I have actually had an unknown client volunteer to give me references (yes, I checked them out).

3. Do your research. The tips presented here focus primarily on working with direct clients. However, if you have been approached by an agency with which you are unfamiliar, be sure to take advantage of the fantastic payment databases, which have a wealth of information about customers’ payment records. My favorite is www.paymentpractices.net, which is very professionally maintained by my colleague and fellow ATA member Ted Wozniak. It is fee-based, but it is

Yahoo! Business Discussion Group

ATA members can discuss business issues online at the following Yahoo! group: http://finance.groups.yahoo.com/group/ata_business_practices. You will need to register with Yahoo! (at no charge) if you have not already done so, and provide your full name and ATA member number in order to join the group.

This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors. Ideas and questions should be directed to judy.jenner@entrepreneuriallinguist.com.
It is up to you to know exactly when a simple spreadsheet is sufficient. Translators such as Translation Office and project management software for certain recommend advanced accounting tools. While I certainly manage a translation department for an e-commerce corporation, I occasionally outsourced some projects. To my surprise, several of the freelancers did not bill the company in the same quarter, which meant that accounting was pestering me to pester the freelancer to send an invoice. There are a lot of things wrong with this picture, and you can bet that the freelancer who unnecessarily complicated the company’s payment schedule and created internal conflict between the translation department and accounting was called back. You are not doing anyone a favor by postponing invoices. Why not e-mail an invoice (in PDF format) when you send in the final translation? It saves paper and time and gives you a sense of completion. I do not know about you, but writing invoices is one of my favorite paperwork tasks.

4. Send invoices promptly. When I was managing a translation department for an e-commerce corporation, I occasionally outsourced some projects. To my surprise, several of the freelancers did not bill the company in the same quarter, which meant that accounting was pestering me to pester the freelancer to send an invoice. There are a lot of things wrong with this picture, and you can bet that the freelancer who unnecessarily complicated the company’s payment schedule and created internal conflict between the translation department and accounting was called back. You are not doing anyone a favor by postponing invoices. Why not e-mail an invoice (in PDF format) when you send in the final translation? It saves paper and time and gives you a sense of completion. I do not know about you, but writing invoices is one of my favorite paperwork tasks.

5. Clearly state your payment terms. You would be surprised how many times folks will send invoices with no due date on them. It is fine if you put “Payment due in 10 days,” but make sure your invoice is properly dated. But why make your customer do the math? Make it easy for them and say, “Payment is due on March 28, 2010.” Consider underlining or bolding this. If you do not put a date on your invoice, I guarantee you it will end up at the bottom of the pile in the accounts payable department of your client. Again, remember to have the customer sign off on the payment terms.

6. Keep good records. While I certainly recommend advanced accounting and project management software for translators such as Translation Office 3000, a simple spreadsheet is sufficient. It is up to you to know exactly when you have issued the invoice and to determine which invoices are overdue. As a small business owner, the ball is always in your court.

7. Just because the company is large does not mean they will pay you. As we saw in 2009, big companies fail quite frequently. Again, trust your instincts.

8. Send a quick note. Determine how long is too long for not receiving payment (14 days? 21 days? 45 days?). When that time has come and gone without receiving payment, send your contact person a polite e-mail message such as, “When checking my records for the translation project I completed for you on XYZ, I realized that I have not yet received payment for my services. Would you please be so kind as to check into the status of invoice XYZ for me? If this has already been processed, please disregard this message. Thanks for your business.” It is quite possible that the check is in the mail, but also that it is not. Be brief and businesslike and give your contact the ability to rectify the situation. Perhaps they forgot to submit the invoice and are grateful for the reminder. As difficult as it may be, do not take nonpayment personally. It is very disheartening when you do not receive payment after going through great lengths to finish a project, perhaps even moving previously scheduled projects around to accommodate the deadline. Not receiving prompt payment for your efforts can certainly seem like an insult, but resist the temptation to be offended. Most likely, your contact person has nothing to do with the accounting process.

9. Call. If you do not get a response after your courteous e-mail, it is time to use an old-fashioned device: the telephone. Do not feel like a nuisance. You are not asking for a loan, but simply asking for payment. You can phrase it as a “follow-up on the invoice you submitted.”

10. Shift gears. If #9 does not yield any results, you might need to reconsider your strategy. Most likely, your contact person will work in marketing, public relations, localization, business operations, etc., rather than accounting. Consider giving the accounting department a call to see if they know the status of your invoice. You can say something like, “I believe my contact person is really busy, so I wanted to avoid calling him/her and decided to contact you directly.” It is possible that the executive just forgot to forward the invoice to accounting and did not want to admit it.

11. The last resort. When all else fails, you need to send a firm letter, preferably by mail, letting the customer know that payment is significantly overdue and that they need to settle their debt immediately. When they do not, you can consider taking them to small claims court, but this option is typically feasible only when you live in the same state and are willing to go to court (which will cost money). You could also send them to a collections agency. Collections traditionally run 30% of the collected amount, with no payment due until the funds have been collected. ATA offers a referral to a reputable service, Dun and Bradstreet’s Receivables Management Service—contact Mike Horoski at michael.horoski@msna.com. Alternatively, you can write off the loss.

12. Share the information. While you must certainly be careful not to be guilty of defamation (orally) or libel (in writing), it is perfectly acceptable to communicate to your colleagues when a company has not paid you. Such information is the basis for many databases. Just remember to stick to the essentials when sharing your experiences—amount owed to you, amount of time overdue, etc., but refrain from snarky remarks.

The ATA Chronicle  March 2010  31
Here is a tip for learning language that has worked really well for me: learn to cook. When you do, use recipes in your target language. This is a great way to learn language, and here’s why:

**Recipes are short.** Most recipes fit on one piece of paper, and that’s including a big picture of the end result.

**Recipes are typically easy.** Recipes all follow pretty much the same format: picture, ingredient list, and instructions. The ingredient list itself will provide you with half of the information you need to read the instructions. The instructions tend to be short, logical, and sequential: Cut this into this size pieces. Cut that into that size pieces. Put them in a pot. Add this ingredient. Cook it over a flame of this strength for this many minutes. Add this seasoning. Garnish with this. Voila!

**Cooking is hands-on.** When you cook you will be using all five senses: touch, sight, taste, smell, sound. This enhances the experience and you will remember it better. The more senses you use the better it is for recall.

Imagine sitting at a desk and looking over a vocabulary list of fruits in Swahili for five minutes. Then imagine someone throwing fruits at you for five minutes, calling out their names in Turkish while you try to dodge. Which set do you think you will remember better at the end of the day? (Assuming you do not get hit in the head with a cantaloupe.)

**Cooking awakens the senses.** Instead of studying words in a language, you are creating an experience in the language. That experience will imprint itself in your mind in ways that a chair and a sore back cannot.

**Cooking and learning a language is a double reward.** When you cook you get to eat the food at the end. When you cook in a foreign language you get to eat the food and feel good about yourself for doing something in your target language. That’s double the return. And if you mess up and the food tastes horrible, at least you have a funny story to tell. (“Check this out. I was trying to make some cake but the recipe was in Arabic…”)

**Cooking is an opportunity to learn about a particular culture.** Part of learning a language is experiencing another culture; you cannot separate the two. Since food is a big part of any culture, you need to learn the tastes, smells, and names of native foods. How many Spanish people in Spain can talk about Spanish food in Spanish? All of them. (Replace the underlined words to match your language situation).

Learning food will make your language experience more complete. And it will help you read menus when you visit the country.

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**Blog Trekker**

Internet blogs are rich sources of information for translators and interpreters. They allow users to post questions, exchange ideas, network, and to read news and commentary on a specific subject. The topics featured in this column are actual blog postings concerning issues pertinent to your colleagues in the field today. For more blog listings, visit www.atanet.org/careers/blog_trekker.php.

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**Process automation in information handling**

**STAR CLM**

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**Center for International Disaster Information Registration Database**

www.usaid.gov/helphaiti/cidi_offers.html

**Translation Without Borders**

www.tsf-twb.org

**USAID Responds to Haiti Earthquake**

www.usaid.gov/helphaiti

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**Help for Haiti**

Learn What You Can Do

Center for International Disaster Information Registration Database

www.usaid.gov/helphaiti/cidi_offers.html

Translation Without Borders

www.tsf-twb.org

USAID Responds to Haiti Earthquake

www.usaid.gov/helphaiti

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**U.S. Department of State: Response to Haitian Earthquake**

www.state.gov/p/wha/ci/ha/earthquake/index.htm

**White House: Haitian Earthquake Relief**

www.whitehouse.gov/HaitiEarthquake
ATA Professional Liability Insurance Program

Program Highlights
- Limits ranging from $250,000 to $1,000,000 annual aggregate (higher limits may be available)
- Affordable Premium: Minimum annual premiums starting from $275
- Loss free credits available
- Experienced claim counsel and risk management services
- Easy online application and payment process

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- Professional services broadly defined.
- Coverage for bodily injury and/or property.
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I’m sorry, but I cannot help myself. Earlier today, I was listening to my favorite interviewer, National Public Radio’s Terry Gross, talking to someone who had authored a book on the history of child-birthing in the Western world. One birthing tool that particularly engaged the author’s and interviewer’s fascination was the for- ceps. (How I remember that blue, Martian-like creature that was to become my first child in the grip of that contraption!) The author talked about the awkward situations created after the introduction of forceps, when doctors were still not allowed to see the uncovered mother-to-be. A tent-like structure was erected around the woman with the doctor’s head outside and his hands, holding the forceps, inside blindly feeling their way. I am going to stop here, but as I was listening with wide eyes to that story, I realized that it is a perfect illustration of translation without proper termin- ology. (Just in case you do not see the value of this story as an illustration, know that it was still tremendously satisfying to retell it.)

A couple of years ago, I wrote a column for this magazine that I named Captain Sutter’s Story. It was about the nuggets of gold lying around in the data that we amass in our translation work as we build up translation memo- ries, and in all the bilingual data in other formats we have accessed. One of those often-overlooked nuggets is the terminology contained in that data. While we can access some of it through the concordance feature of translation environment tools (the manual search for terms or phrases within longer segments), it would be much more helpful to have those terms sitting in a terminology database. Enter terminology extraction.

The concept of term extraction is, of course, the ability to extract mono- or bilingual terminology from docu- ment(s) or databases to create glossaries quickly that will aid you with your translation projects. One reason that the termbase functionality is still so crudely underused with most tools is that it is tedious to use. (And though it is actually no longer tedious to use in current versions of tools, it used to be tedious, and the user’s mind still classifies it as such.).

So, wouldn’t it just be great if we could spend a couple of hours before a large project either harvesting termin- ology from existing projects of the same subject matter or quickly creating lists of source terms that are rele- vant to our project and translating those ahead of time? (Of course, this all becomes much more relevant and important when you are faced with multi-translator projects.)

Let’s start with the no-brainer solution of extracting bilingual data from existing sets of translated documents or databases (typically in TMX format).

• The most powerful application in the field of term extraction used to be the Xerox Terminology Suite (XTS), which was designed for the deep pockets of corporate users and was very powerful because it was based on preconfigured linguistic data in various languages. Today, the suite is owned by TEMIS, where development has virtually (and literally) come to a halt. However, the translation environment tool Similis has integrated the XTS engine and therefore comes with a very high- level linguistic “knowledge” in seven languages of the European Union (English, Dutch, German, Spanish, Italian, Portuguese, and French). Similis is able to apply a combination of linguistic and statisti- cal rules to a number of processes, including automatic extraction of terms and phrases from translation memory content, with extremely high accuracy—but unfortunately only in a handful of languages.

• SDL offers two separate pro- grams—MultiTerm Extract and SDL PhraseFinder (which are sold as a bundle)—that extract existing terminology and build up termin- ology databases or glossaries and present you with a proposed trans- lated terminology list. MultiTerm Extract, the tool that originally comes from the Trados side of things, works on a purely mathema- tical level (“if word A always appears in sentences for which word B always appears in the translated sentence, then these words must form a word pair”). This means it supports all Windows- based languages. PhraseFinder, the former SDLX companion, works on a language-based level for English, French, German, Spanish, Dutch, and Portuguese. This means that overall all languages are sup- ported, but users of the languages that are supported by PhraseFinder have drawn the longer straw since the recognition will be more accu- rate. (On the other hand, the PhraseFinder process is very resource-intensive and not particu- larly fond of large amounts of data.)

• MultiCorpora’s MultiTrans has always offered the extraction of monolingual term lists. With its latest version it added the WORDAlign feature that internally creates bilingual term lists to improve the accuracy of the align- ment, but then can also be extracted as separate termbases.

• Another terminology extraction tool is Terminotix’s SynchroTerm.
SynchroTerm theoretically supports all languages; however, practically speaking, there are different tiers of language support. In general, SynchroTerm relies on mathematical calculations to extract terminology pairs. For English, French, Spanish, German, Italian, Portuguese, Swedish, Russian, Greek, Polish, Turkish, Dutch, Hungarian, and Norwegian, it also uses lists of stop words to filter out terminology pairs automatically. For English and French, it also makes use of stemming rules, further improving the accuracy in those languages.

These are the ways to create bilingual glossaries semi-automatically. Of course, if you start with just source documents, there need to be ways to extract just source terminology. You have two choices for that. You could use an integrated feature like those offered by Déjà Vu, Swordfish’s Anchovy, and MultiTrans. These features create an index of all terms and phrases in the project and allow you to choose, for example, how long the phrases are to be or how many occurrences they are to have. This is very helpful, and if at first it seems that there is a lot of useless material extracted, it is up to you to find good workflows to locate the good stuff quickly and delete the rest.

There are also external tools. These are called “concordancers.” You can find a list of concordancers on Wikipedia or in your search engine. You will quickly see that most of them come from academia—clearly there is an interest for linguists to be able to analyze large corpora of text for the actual usage of terms and phrases. But there is also strong interest for us. Many of these concordancers are language-specific, which means that they come with information on what kind of terms or combinations of terms to ignore, but that makes them only more interesting for us.

It is possible that 150 years from now (or maybe just 15!), translators will look back on today’s translation processes as groping in the dark—failing to use the appropriate tools to get to the data that is already there—and experience a feeling of horror similar to what we feel today when we read of those blind forceps.

Take Advantage of ATA’s Member-Provider Program

Who knows what products and services you need to do your job? Your peers. ATA’s Member-Provider Program gives members the opportunity to offer their products and services to other ATA members.

Here are a few highlights:

- The program will showcase only those products and services developed by ATA members that are specific to the practice of translation and interpreting.
- Member-vendors will guarantee discounts or other favorable conditions of use to ATA members. Member providers include:
  — International Writers’ Group
  — Payment Practices
  — Translate Write

To learn how the program will work for you, please visit www.atanet.org/member_provider or contact ATA Member Benefits and Project Development Manager Mary David, mary@atanet.org.
Member News


• **Tina Cargile** has been hired as a business development manager at Syntes Language Group.

• The 2010 Martin Luther King Humanitarian Award was presented to the **Nebraska Association of Translators and Interpreters** by the Nebraska Reverend Dr. Martin Luther King, Jr. Celebration Committee. The award is given to recognize outstanding achievements in helping to improve human and civil rights in the State of Nebraska.

• **Rafiqullah Rahman** was recognized by the Houston Police Department (HPD), the South Asian Chamber of Commerce, and the Asian Chamber of Commerce for his pro bono translation work. In addition to translating the script for the HPD’s new safety video, “Robbery Prevention for Convenience Store Owners and Operators,” Rahman provided the voice-over of the video into Urdu and translated the HPD Convenience Store Safety brochure.

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**El Paso Interpreters & Translators Association**

15th Annual Conference

“Expanding our Interpreting and Translating Horizons”

April 17, 2010
El Paso, Texas

www.metroplexepita.org

Keynote Speaker
The Honorable Kathleen Cardone
U.S. District Judge, Western District of Texas

Presenters
Roseann Dueñas, María Cecilia Marty, Esther Díaz, and Eta Trabing

Presentation topics will include transcription and translation, ethics and protocol in judicial interpreting, the latest information on national certification for healthcare interpreters and translators, and discussions on simultaneous, consecutive, and sight interpreting.

Exhibitors Include

Please visit www.metroplexepita.org to print a registration form.
## ATA Certification Exam Information

### Upcoming Exams

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All candidates applying for ATA certification must provide proof that they meet the certification program eligibility requirements. Please direct all inquiries regarding general certification information to ATA Headquarters at +1-703-683-6100. Registration for all certification exams should be made through ATA Headquarters. All sittings have a maximum capacity and admission is based on the order in which registrations are received. Forms are available from ATA's website or from Headquarters.

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## New Certified Members

Congratulations! The following people have successfully passed ATA’s certification exam:

- **English into Portuguese**
  - Christina A. de Menezes  
  - Rio de Janeiro, Brazil

- **German into English**
  - Jennifer N. Hottarek  
  - Würzburg, Germany

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### CALL FOR NOMINATIONS:

**ROSSICA YOUNG TRANSLATORS PRIZE**

The Rossica Young Translators Prize was established to offer support to young people under the age of 25 who are passionate about the world of translation, and to encourage literary translation among those who study and speak Russian in English-speaking countries. For more information:

Since its inception in 1975, the Literary Translators’ Association of Canada (LTAC) has sought to promote literary translation and to protect the interests of literary translators in Canada. The LTAC has approximately 120 members working in some 30 languages. As part of its mandate to advance the status of literary translators, the LTAC is an active member of organizations such as the Canadian Conference of the Arts and the International Federation of Translators.

Mission
- To advance the status of literary translators as creators in their own right.
- To protect members’ interests.
- To increase the visibility of literary translators.
- To participate actively in Canadian and international literary life.

Activities
The association’s activities focus primarily on serving its members and raising public awareness of quality in translation. To this end, LTAC:

- Sponsors the John Glassco Prize, an annual award of $1,000 for a first book-length translation into French or English from any language.
- Participates in a wide variety of cultural events, including national and international book fairs such as The Word On The Street, Blue Metropolis International Literary Festival, and the Salon du Livre de Montreal.
- Organizes an annual conference on literary translation.
- Appoints representatives to bodies such as the Public Lending Right Commission.
- Publishes a membership directory containing relevant professional information for distribution to libraries, publishers, and cultural institutions.
- Distributes a model contract and provides advice to members on contract negotiations.
- Publishes Transmission, an internal newsletter featuring news of relevant cultural events and members’ activities.

Achievements
- Obtained recognition of translations as literary works in the Canadian Copyright Act.
- Obtained Public Lending Right payments for translators on an equal basis with other creators.
- Co-founded the Banff International Literary Translation Centre in 2003.

Additional Information
For complete information, please visit http://attlc-ltac.org.
A listing in ATA’s online Directory of Translation and Interpreting Services or the Directory of Language Services Companies can be one of your most valuable member benefits. With more than two-million plus hits a year, consumers and businesses have clearly learned to look at ATA’s directories first when shopping for professional translation and interpreting services.

Six Tips to Help You Make Contact

1. Check spelling, grammar, and punctuation.
2. Update your contact information, especially your email address and phone numbers.
3. Use the “Additional Information” field, noting education and career experiences, unusual specialties, and any dialects you can handle. By using a “keyword” search, clients can find your services based on a set of very specific skills and experience.
4. List your areas of specialization.
5. Review your listing monthly to experiment with different wording or add new information that may set you apart from others.
6. List non-English-to-non-English language combinations, such as Portuguese into Spanish and French into Italian.

Make those updates online at www.atanet.org/onlinedirectories/update_profile.php.
Overview of Polish-English Information Technology Dictionaries
Reviewed by: Piotr Graff

Most new gizmos, software and hardware, and other tools in the field of information technology are primarily created in an English-speaking environment. This presents a bit of a challenge for translators into and from Polish.

I like to read online information technology discussion boards to learn the latest tricks but also to absorb any new terminology (“newspeak”). It is here that we find new terminology (“newspeak”). It is the latest tricks but also to absorb any technology discussion boards to learn.

I cringe when I see these words, but I know all of them will find their place in the language just like obcegi, abażur, and parasol. As will be evident from the overview provided here of Polish-English information technology dictionaries and online terminology sites, such assimilation is unavoidable, and is actually a good thing, especially since there was a time in our history when there was a concerted effort to prevent this from happening. For example, when modern medical terminology was evolving in the 19th century, the Polish medical community decided to keep its medical vocabulary in Polish, successfully enough so that today Polish medical students are perpetually confused when reading English medical texts. Do we really want this to happen again with computers?

Online Resources
Microsoft Word Glossaries
www.microsoft.com/resources/glossary/default.mspx

These glossaries, which are available for download to Technet or Microsoft Technet subscribers only (“from $349”), cover basic computer terminology. For years, my plan has been to ask the next client who requests a computer-related translation to download a glossary for me, but so far it has not worked out. For simple information technology instructions and similar documents, the old Microsoft Glossaries, which used to be available for free on Microsoft’s FTP site, are sufficient. Another useful source of basic terminology is the Polish menu and help systems to be found on various operating systems and applications.

Microsoft Language Portal

If you want a website where almost any term can be searched “in over 70 languages,” try Microsoft Language Portal. The links menu on the site’s main page connects you to a multitude of useful information in Polish about networks and servers. For example, if you have a text dealing with Internet Information Services 5.0 or another subject related to servers and networks, go to this site first to acquire the needed terminology and conceptual basics.

This site has an amazing bilingual dictionary containing a single alphabetical list of all English and Polish entries. Terms are defined and described under each Polish entry. For example, when you look for “adjacency,” you will find przyległość. Then you look under przyległośń, which is the translation of “adjacency,” for the definition. Definitions are succinct, albeit not necessarily reliable. For example, “transaction” is defined as “a trade transaction” (computer transaction is a much broader concept, and “Boolean” is defined as “true or false,” which is a vast oversimplification. Most of these explanations are targeted to computer experts. It cannot be otherwise because most concepts are beyond a mere user’s comprehension or need to understand. As translators, we are in a peculiar and somewhat disturbing position, in that all we need to know is the term in the target language, while our understanding of the underlying concept remains vague. For instance, I read that “adjacency” means “a relation between adjacent OSPF routers for exchange of routing information. Routers are adjacent if their
status databases are synchronized.” I am not much wiser.

Testing the site, I tried to search for "edit" and, after about a minute wait on a DSL connection, I got the result. There were four entries for “edit” as a noun and as a verb, plus six two-word phrases with “edit,” each explained in English (e.g., “Edit control—A rectangular control in an application that allows the user to enter or edit text”). I was miffed by the results for my search for “rectangular,” and with the translation (formant edycji). Left to my own devices, I would write pole redagowania or pole redakcji. According to the English-Polish Dictionary of Computer Science, “formant” does not mean field, rectangular or otherwise, but “an element employed to modify a word from its root.” (There is also another, more technical meaning related to phonetics.) So, we have a two-word Polish “translation” that contains zero Polish words.

Outside of computer interfaces, the words edytować (verb) and edycja (noun) are not used in Polish to mean “edit.” Edycja means “edition,” as in “the fifth edition of X’s novel,” and edytować was not a word until it was invented by Microsoft Glossaries. The concept of “editing,” in the sense of modifying a text, is expressed in Polish by redagować, redakcja. The Polglish edytować, edycja is in fact a neologism, but one that has been adopted and used for at least 25 years. Changing it back to the proper redakcja would be a folly. Therefore, we are stuck with the renderings to be found in Microsoft Glossaries whether we like them or not. When translating interfaces, help files, and user manuals for computerized gizmos, we should use what we find in the glossaries rather than risk inventing a correct but private language.

Free Online Dictionary of Computing
http://foldoc.doc.ic.ac.uk/foldoc/index.html

This English glossary contains “a great number of entries, including jargon, workshop talk, abbreviations…all those incomprehensible words used by computer geeks.” This site has nothing to do with Polish, but it may help your understanding of the English term, which is a preliminary step not always taken by translators.

Printed Dictionaries

Among print dictionaries, the five on the following pages need to be mentioned. Given the rate of change in the industry, these are quite old but still useful. My search for newer references brought no significant results. It is probably not worth anyone’s time to develop a new print dictionary in the age of Google.

Słownik informatyczny angielsko-polski
(English-Polish Dictionary of Computer Science)

Once upon a time, the English-Polish Dictionary of Computer Science was the bible for any Polish person who wanted to read about computers in English. While still useful today, some of its entries could be considered quaint. For example, “off line” is translated as tryb pośredni (“indirect mode”); “off-line data processing” is pośrednie przetwarzanie danych (“indirect”); “OCR” is correctly rendered as optical character recognition; and “serial computer” is given as komputer szeregowy, komputer sekwencyjny. Entries for “microfilm punch card,” “micro-floppy,” and “diskette drive” are included, but “router” is not (route is followed by routine). The dictionary’s layout is also odd, with a courier-like font, numbered entries, and a pronunciation key of English words in the phonetic alphabet that only a linguist can read and understand.

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<td>Andrzej Marciniak, Michał Jankowski</td>
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### Dictionary Reviews Continued

#### Duży słownik informatyczny angielsko-polski

- **Author:** Jacek Szaniawski
- **Publisher:** ArsKom
- **Publication date:** 1998 (second edition)
- **Number of pages/entries:** 397 pages, 31,000 entries
- **ISBN:** 83-900587-6-6 (Also available on CD for Windows 3.5 and 95)
- **Available from:** www.arskom.com

Słownik skrótów informatycznych, angielsko-polski served me well until almost everything could be found on Google. I could never find its advertised CD-ROM version, which might be useful even today. It is easy on the eyes, which means you can find terms faster. It does have its share of general vocabulary, but not many examples of usage. Słownik is especially good for deciphering the alphabet soup of information technology abbreviations. Both Słownik and Duży słownik hold their own quite well, in spite of their advanced middle age.

#### Słownik skrótów informatycznych angielsko-polski

- **Author:** Jacek Szaniawski
- **Publisher:** ArsKom
- **Publication date:** 1997
- **Number of pages/entries:** 209 pages, 5,100 entries
- **ISBN:** 83-900587-3-1
- **Available from:** www.arskom.com

#### Słownik terminologii komputerowej (English-Polish, Polish-English)

- **Author:** Iwona Kienzler
- **Publisher:** Ivax
- **Publication date:** 2003
- **Number of pages:** 246
- **ISBN:** 83-88134-11-6
- **Available from:** www.liderio.pl/sklep/opis?nr=30452&idp=543

I should mention another computer dictionary that is regarded as authoritative. It is targeted to “all who use a computer in school and at work,” so apparently it is not for high-tech translation work (other works by its author are educational). I have not purchased it.
This reference is old, but it is based on a new concept of a “reasoned” dictionary, with as much emphasis placed on explaining the original terms as on offering target equivalents. Its main fault is its slapdash typesetting, including Roman, bold, italic, and bold italic, creating visual chaos. But once you get over the design aspect, it is a good read. There is also a Polish-English index that is alphabetized by the Polish entries. English translations in the glossary refer the reader to the main dictionary for more information. For some odd reason, this index has no page numbers; according to my manual count, there are 76 pages.

Piotr Graff is an ATA-certified English→Polish translator who is also certified by the Polish Translators Association. His specializations include information technology and computer sciences. Contact: graff@sover.net.

Testing and Assessment in Translation and Interpreting Studies, the latest edition in the ATA Scholarly Monograph Series, is now available from John Benjamins Publishing Company. Edited by ATA Education and Pedagogy Committee Chair Claudia V. Angelelli and ATA member Holly E. Jacobson, this volume examines issues of measurement that are essential to translation and interpreting. Conceptualizing testing as both a process and a product, assessment is explored across languages and settings, including university classrooms, research projects, the private sector, and professional associations. Individual authors cover the subject from different perspectives and a variety of methods—some focusing on very specific variables, others providing a much broader overview.

Topics covered include: the theoretical applications of assessment instruments; the measurement of interpersonal competence in health care settings; standards as critical factors in assessment; the predictive validity of admission tests for interpreting courses in Europe; and meaning-oriented assessment of translations.

Since 1993, John Benjamins has been the official publisher of the ATA Scholarly Monograph Series. The series offers both practical and scholarly perspectives on a wide range of professional issues in the translation and interpreting communities.

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The Translation Inquirer tries to be thrifty and avoids wasting hard-earned money on technology that does not help his business, and so is in need of guidance regarding Amazon Kindle readers. I assume that not many translation glossaries or bilingual dictionaries have been posted among the hundreds of thousands of books now available on this device. I am also aware that useful files can be posted quite readily by its owner to the Kindle for ready reference. Does anyone out there who owns a Kindle regard it to be of substantial use to an average freelance translator? I would love to hear your opinion, especially if based on at least half a year of using these devices.

New Queries

(E-F 3-10.1) How do you write the computer expression “to resolve an error message” in French? First of all, what is meant by resolving it—in the context of a value in a mandatory field—and what is the best way to express this in French?

(E-N 3-10.2) A translator working into Norwegian was well aware that the following context phrase referred to corporate archives, but stumbled a bit over “statutory” as the adjective in the following: “The Secretary was instructed to file this minute of meeting with the Company’s statutory books.” What are these books?

(E-Po 3-10.3) In electrical engineering, the phrase “maximum ripple from power supply—5%” posed problems for a translator working into Polish. The phrase is from a list of similar electrical parameters. Is anyone familiar with the concept in bold print?

(E-Pt 3-10.4) “Hot seat” obviously has meant either the electric chair or “a position of uneasiness, embarrassment, or anxiety” since 1925, but now the world of electronic games has given it a new meaning. For instance, take this snippet: “Hot Seat and Bluetooth multiplayer.” What is it, and how can good Portuguese be found for it?

(E-Ro 3-10.5) Is there a standard way in Romanian to express the often-encountered phrase in bold print in the following? “The information contained in this document is subject to change without notice.”

(G-I [E] 3-10.6) Walther von Stolzing (or Richard Wagner), where are you when a translator needs you? In a technical and engineering context, Meisterprüfung appears to have only a Swiss Italian equivalent, esame di maestria, but none for Italy. South of the Alps, is there a commonly accepted expression for this?

(G-I [E] 3-10.7) In the field of wines, what does Trinkessig mean in the following advertising sentence, and how would you express it in Italian or English? Eine Degustation der besten Weine sowie einer Auswahl an exklusiven Trinkessigen erwartet Sie.

(I-E 3-10.8) Is favorendone la completa asciugatura just another way of saying “dry completely” in this sentence: Spalmare il prodotto direttamente sui capelli, lasciare per qualche secondo favorendone la completa asciugatura e poi lavare i capelli? The context is hair products.

(R-E 3-10.9) A translator was baffled by the expression отсутствие недекларированных возможностей, taken from a document outlining the certification process for a software product. Here is a more complete phrase to help out: Классификация по уровню отсутствия недекларированных возможностей. Can anyone deal with this in English?

(Sp-E 3-10.10) A translator working from Spanish into English wonders whether the words Finca-Manzana refer to a property that occupies a block. Here is what she was working from: Oferta para la Adquisición de la Finca-Manzana correspondiente al establecimiento XXX. Anyone have a clue?

(Sp-E 3-10.11) In a text about the challenges of immigration, política de acogida e integración had two unclear aspects: does it refer exclusively to the adoption of children; and is it using two words to express the same thing? And what about the English?

(Sw-E 3-10.12) “Divine” cannot possibly be the meaning in the following taken from a personal letter: alla mina uttryck är ‘syndfulla’ med andra ord dåliga, onödiga, pinsamma, diviga, värdefösa, oviktiga osv. If it is a misprint in the Swedish, what is the correct term?
Replies to Old Queries
(E-I 11-09.4) (desk knowledge): Laura Dossena guesses that a valid translation for this might be conoscenza teorica, conoscenza non pratica.

(I-E 11-09.9a) (incrociare le ruote): This expression seems a bit off to Laura Dossena. It means to replace the right front tire with the left rear one, and the left front one with the right rear. This, so she hears, is not current practice. Rather, invertire le ruote is the accepted process now, which involves putting the rear tires on the front and the front ones on the back.

(I-E 11-09.9b) (completezza di guida): The context is a bit too skimpy to allow a person to provide an authoritative answer, says Laura Dossena, but it could refer to the “whole driving experience.” This means that the car in question is nice to drive on every kind of terrain and in any situation, whether in traffic or on a highway. Generally speaking for both 9a. and 9b., Laura gets the feeling from both snippets of text, as well as from composizione di auto, that the text originated in another language, possibly German, and was subjected to a not-terribly-competent translation.

(Pt-E 1-10.9) (hidrante de recalque): Gonzalo Ordóñez believes that this possibly could be rendered into English as “pumping hydrant,” meaning a specific type of hydrant among the ones used by firefighters.

(Sp-F [E] 1-10.10) (estrobaje): Gonzalo Ordóñez sees this civil engineering term as one that may have been recently invented. Giving the context, it is probably connected with luz estroboscópica (stroboscopic light), and could mean the activity of placing flashing lights to warn of some risk or other. Therefore, one possible translation into English could be “flash-signaling.” It could be translated into French as signalisation clignotante.

I was somewhat embarrassed for the over 11,000 members of the Association that so few responses came, especially since I prepared the previous column in late December 2009. If you have something to contribute, please do not be shy! This is preeminently YOUR forum for translation brain teasers!

This column is solely intended as a means of facilitating a general discussion regarding terminology choices. For feedback regarding pressing terminology questions, please try one of these online forums: Lantra-L (www.geocities.com/athens/7110/lantra.htm), ProZ.com (www.proz.com), or Translators Café (http://translatorscafe.com).

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

Don’t Miss

April 22-24, 2010
American Translation & Interpreting Studies Association (ATISA)
“The Sociological Turn in Translation and Interpreting Studies”
New York City, NY
www.atisa.org

May 14-16, 2010
National Association of Judiciary Interpreters and Translators
31st Annual Conference
Orlando, Florida
www.najit.org

June 16-20, 2010
Registry of Interpreters for the Deaf
RID Region V Conference
Salt Lake City, Utah 2010
www.utrid.org/regions/index.cfm

September 3-5, 2010
International Medical Interpreters Association
Annual Conference
www.imiaweb.org

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www.atanet.org/calendar
“For numberless years a myna had astounded travelers to the caravansary with its ability to spew indecencies in ten languages...”

The first words of the novel Gentlemen of the Road by Michael Chabon (New York: Del Rey [Ballantine Books], 2007).

Alas, animals that can actually talk, such as the myna, cannot understand human speech, while those that can, such as other great apes, cannot talk and must be taught sign language. And dogs and cats, the most popular pets, usually only understand individual words. Even extremely intelligent dogs and cats, who can understand some whole sentences, neither speak nor use sign language, and must do their best to communicate with their human companions using a very limited repertory of sounds and gestures (or, more recently, cards with symbols imprinted on them).

So it is in the real world. Not so in the world of jokes.

A kangaroo walks into a bar and asks for a scotch and soda. “You know,” says the bartender, “we don’t get many kangaroos in here.” “At these prices,” says the kangaroo, “what do you expect?”

“A dog walks into a bar and says, “I’m a talking dog. Doesn’t that at least merit a drink?” “Certainly,” says the bartender, “the toilet is two doors down on the right.”

“Mother,” said the little mice, “we can’t leave our hole because the cat is out there.” “Don’t worry,” said Mrs. Mouse, “I’ll take care of it.” And she stuck her head out of the hole and shouted “Arf! Arf!” At which sound the cat ran away. “You see,” said Mrs. Mouse, “how useful it is to know a second language.”

“Come see the talking dog, ladies and gentlemen,” called the carnival Barker. “Hear him answer my questions.”

“If two people share a pie,” asked the Barker, “how much does each get?” “Arf,” replied the dog.

“What’s on top of a house?” asked the Barker. “Roof,” replied the dog.

“Who was the greatest baseball player of all time?” asked the Barker. “Ruth,” replied the dog.

“Aw, he’s a fake,” said someone in the crowd. And all the people went away.

“Perhaps I should have said Mantle,” said the dog.

At a roadside stand, a man and a dog sat behind a sign that read, “Talking dog for sale! Cheap!” A passerby stopped and asked, “A talking dog?”

“Not only do I talk,” said the dog, “but I have experience sniffing for drugs and weapons. And I’ve been a mascot for a fire department. And I’ve received awards for guiding the blind.”

“Wow,” said the passerby, turning to the man sitting next to the dog, “why would you ever want to sell him?”

“Because he’s a liar!” said the man. “He’s never done any of those things.”

I will end this column with a poem written and submitted by Tony Beckwith:

**Pink Flamingos**

At the bottom of the garden under the eaves near the palm festooned with leaves two pink flamingos stoop to graze and pass the time on summer days.

They watch the shadows cruising by and muse on how it feels to fly

I’d join them if I knew the lingo.
Wish I’d learned to speak flamingo!

---

Herman is a librettist and translator. Submit items for future columns via e-mail to hermanapter@cmsinter.net or via snail mail to Mark Herman, 1409 E Gaylord Street, Mt. Pleasant, MI 48858-3626. Discussions of the translation of humor and examples thereof are preferred, but humorous anecdotes about translators, translations, and mistranslations are also welcome. Include copyright information and permission if relevant.

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First North American Summit on Interpreting • June 17, 2010

Washington, DC
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E-mail your photo to ATA’s Public Relations Committee (pr@atanet.org) with the subject line “School Outreach Contest,” or mail your entry to 225 Reinekers Lane, Suite 590, Alexandria, VA 22314. Please include: your name and contact information; the date of your presentation; the school’s name and location; and a brief description of the class. **You may submit multiple entries.**

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