In this issue:
ATA Honors and Awards Recipients
Translating in the Deep End
Cursing in Subtitles

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Program Highlights

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To apply, visit http://ata.haysaffinity.com or call (866) 310-4297
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11 Call for Nominations Form: ATA Officers and Directors

13 2010 Honors and Awards Recipients
And the winners are...

18 Real Voices:
What Translators Do and Why We Need to Keep Doing It
By Nicholas Hartmann
ATA President Nicholas Hartmann’s keynote address to attendees of the Ninth Conference of the Association for Machine Translation in the Americas in Denver.

25 Translating in the Deep End
By Michael Karpa
Two competing visions of the Internet help a translator chart a possible course into the future of translation.

30 $#*! My Translator Says: Cursing in Subtitles
By D. Bannon
Wordplay belongs in translation. Subtitlers must learn to write what is almost said.

35 Art in Translation
By Tony Beckwith
If you want your translation to be a work of art, the art must be inside you.

Columns and Departments

6 Our Authors
7 From the President
8 From the Executive Director
37 The Entrepreneurial Linguist
38 Blog Trekker
39 GeekSpeak
40 Member News
41 Dictionary Review
43 Certification Exam Information
43 New Certified Members and Active Member Review
44 The Translation Inquirer
46 Humor and Translation
Six Tips to Help You Make Contact

1. Check spelling, grammar, and punctuation.
2. Update your contact information, especially your e-mail 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.
We are seeking professional translators to teach in a new online Master of Science program in Translation which begins fall 2011. As globalization continues to impact business and international relations, translation plays an increasingly important role in cultural and economic exchanges. This program has been designed to meet the need for translators for global business transactions and law. Areas of specialization include legal and/or financial translation.

Part-time faculty members are needed to teach translation from Spanish or French to English. The M.S. in Translation curriculum emphasizes advanced linguistic competence, a solid theoretical foundation, a thorough comprehension of legal and financial subject matter, as well as excellent writing skills, speed, and accuracy, and is conceived to produce graduates with a strong foundation and demonstrable professional competencies for this growing field. Qualifications for teaching in the program include professional experience as a legal or financial translator from French or Spanish into English and a terminal degree.

The New York University School of Continuing and Professional Studies is one of NYU's fifteen constituent schools and colleges. With its own faculty and specialized undergraduate and graduate programs for both full-time and part-time students, NYU-SCPS is among the University's five largest Schools as measured by matriculated students, and is also a worldwide leader in continuing professional education.

Please send cover letter, resume and three letters of reference proving standing in the profession to: scps.hr@nyu.edu (please indicate Box 4-11C in the "subject" line); or mail to NYU SCPS, Human Resources Office, 25 West Fourth Street, Room 202, Box 4-11C, New York, NY 10012-1119. Applications and nominations will be accepted until the position is filled. NYU appreciates all applications, but can only respond to qualified candidates.

NYU encourages applications from women and members of minority groups.

The National Language Service Corps (NLSC) is a public civilian organization made up of on-call multilingual volunteers willing to offer their diverse language skills to help communities and government agencies. The organization’s goal is to provide and maintain a readily available civilian corps of individuals certified in English and other languages. To find out more or to apply, please visit nlscorps.org.

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Questions? Need More Information?
Contact: Maggie Rowe
ATA Membership Services Manager
Phone: +1-703-683-6100, ext. 3001
E-mail: ata@atanet.org

Thank you for your past support and for renewing for 2011.
Our Authors

January 2011

D. Bannon is a Korean→English translator. His recent projects include the MBC America broadcast subtitles for Dong Yi, The Great Queen Seondeok, and Personal Taste. He is the author of *The Elements of Subtitles, Revised and Expanded Edition: A Practical Guide to the Art of Dialogue, Character, Context, Tone and Style in Subtitling*. Contact: KoreanTranslation@truvista.net.

Tony Beckwith was born in Buenos Aires, Argentina, spent his formative years in Montevideo, Uruguay, then set off to see the world. He came to Texas in 1980, and now lives in Austin, where he works as a writer, translator, poet, and cartoonist. Contact: tony@tonybeckwith.com.

Nicholas Hartmann is the president of ATA. He began working full-time as an independent technical and scientific translator in 1984, and now specializes in translating patents and related documents for corporate clients and law firms in the U.S. and Europe. He has served ATA as director and secretary, as administrator of the Science and Technology Division, as chair of the Client Education, Governance and Communications, and Science and Technology Information Committees, and as co-chair of the Business Practices Education Committee. He is an ATA-certified French→English, German→English, and Italian→English translator. Contact: nh@nhartmann.com.

Michael Karpa is a long-time Japanese→English translator. He has a master’s degree in international policy from Stanford University and was a visiting professor at the Monterey Institute of International Studies Graduate School of Translation and Interpretation in 2002-2003. He is the translator of Sakaiya Taichi’s *What Is Japan* and his fiction and essays have been published in *Faultline* and a number of other literary magazines. Contact: mskarpa@comcast.net.

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:
  - The Tool Kit
  - Payment Practices
  - Translate Write
  - The Translator’s Tool Box
  - Getting Started as a Freelance Translator

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.
More than five years ago, a working group was created within the Board of Directors to revise the existing Code of Professional Conduct and Business Practices. Last summer the president and the Executive Committee assumed direct responsibility for this project, and I am very pleased to report that as a result, the following Code of Ethics and Professional Practice (CEPP) was endorsed by the Board at its meeting in Denver on October 31, 2010:

**American Translators Association Code of Ethics and Professional Practice**

We the members of the American Translators Association accept as our ethical and professional duty

1. to convey meaning between people and cultures faithfully, accurately, and impartially;

2. to hold in confidence any privileged and/or confidential information entrusted to us in the course of our work;

3. to represent our qualifications, capabilities, and responsibilities honestly and to work always within them;

4. to enhance those capabilities at every opportunity through continuing education in language, subject field, and professional practice;

5. to act collegially by sharing knowledge and experience;

6. to define in advance by mutual agreement, and to abide by, the terms of all business transactions among ourselves and with others;

7. to ask for and offer due recognition of our work, and compensation commensurate with our abilities; and

8. to endeavor in good faith to resolve among ourselves any dispute that arises from our professional interactions,

mindful that failure to abide by these principles may harm ourselves, our fellow members, the Association, or those we serve.

This document defines who we are and how we undertake to behave, and is directed at three audiences: members of the Association, prospective members, and the public.

The Code was deliberately worded to state only principles, without examples or implications. Work will begin shortly on an Ethics Code Commentary, which will explain and discuss the Code itself. This Commentary is intended to be a living and changeable set of explanations and illustrations, to be constantly revised and expanded with ample opportunity for discussion and input by every member of ATA.

ATA’s Bylaws already provide for disciplinary action in the event of unethical or unprofessional behavior, and that aspect of ATA’s ethics structure will remain unchanged. Thanks to considerable effort in recent years, however, there are now many additional opportunities for members to talk to one another about disputes and conflicts. These peer-to-peer resources—payment practices lists, discussion groups, and listservs—are highly effective tools for keeping a small business successful and for maintaining collegial relations among all the members of our Association.

**Remember:**

ATA Members Can Access The ATA Chronicle Online

All ATA members have access to complete issues of The ATA Chronicle, from 2000 to the present, on ATA’s website. Each issue is posted there as a PDF. Just log onto the Members Only section today and start reading!
ATA’s Board of Directors met October 30-31, 2010, during ATA’s 51st Annual Conference in Denver, Colorado. Here are the highlights from the meeting.

Code of Ethics: The Board endorsed a proposed Code of Ethics to replace the current ATA Code of Professional Conduct and Business Practices. More information on the proposed Code will be published in The ATA Chronicle and online as it is available. Please see “From the President” on page 7 for more information and background on this major development.

Divisions Governance: The Board approved the Governing Policy for Divisions. This approval allows ATA to move forward in restructuring the governance of ATA’s 16 divisions. The change will work toward improving the succession of division leaders and offering more content and networking for division members. Although much of the work can be accomplished “behind the scenes,” involving the governance of divisions, the entire process will be transparent. More information will be published once it is developed.

Certification Study: The Board approved a motion to establish a self-study validation group to examine the Certification Program. This is another step toward possible accreditation of ATA’s program by an outside body such as ANSI (the U.S. accrediting organization). Regardless of outside accreditation, this internal study will strengthen ATA’s Certification Program.

ATA-certified Translator Seal: The Board was updated on the ATA-certified Translator Seal that made its debut at the Annual Meeting of All Members at the Annual Conference. The seal was developed in response to member requests over the years for a seal similar to those used in other countries. The seal will be available as an inked-rubber stamp (with a more elaborate embosser also available) and an electronic file. More information on this will be published as it is finalized.

The minutes of the Board 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 set for January 29-30, 2011, in Portland, Oregon. As always, the meeting is open to all members, and members are encouraged to attend.

From the Executive Director

Walter Bacak, CAE
Walter@atanet.org

Board Meeting Highlights

2010 Election Results

Congratulations to Alan Melby, David Rumsey, and Ted Wozniak for their election to ATA’s Board of Directors for three-year terms as director. In addition, thanks to Gloria Quintana and Caitilin Walsh for being willing to serve ATA. The election was held during the Meeting of Voting Members, October 28, at the Annual Conference in Denver.

(For more information on the election, please check out: www.atanet.org/membership/election2010_result.pdf.)
Celia Bohannon Named ATA Honorary Member

ATA’s Board of Directors recognized Celia Bohannon as the Association’s newest Honorary Member at ATA’s 51st Annual Conference. The distinction was made in recognition of her 25+ years of dedication to strengthening and enhancing ATA’s Certification Program.

Celia began her service to the Association in 1981 when she became a grader in ATA’s Certification Program. The program had only been in place for eight years at the time. She became deputy chair of the program when that position was established in 1997. As deputy chair, Celia coordinated and conducted the grader training held at ATA’s Annual Conference and at the Language Chairs Annual Meeting. Celia’s practicality and ingenuity found ways to inspire graders and create an uncommon enthusiasm to learn and grow with the program. Over the years, she has been a driving force to standardize and strengthen the exam process, improving consistency in grading and passage selection.

ATA Honorary Membership is a unique category of membership recognizing individuals who have given outstanding service to the translation and interpreting professions.

The recognition is provided for in ATA’s Bylaws (Article III, Section 2.h.): “Honorary Membership may be conferred upon individuals who have distinguished themselves in the translation or interpreting professions by a vote of two-thirds of the Board of Directors. The total number of living Honorary Members shall not exceed fifteen at any one time, and not more than two may be elected in any one year.”

ATA has been extremely fortunate to have someone as tenacious, creative, intelligent, and generous with both time and knowledge as Celia Bohannon. Her recognition as an ATA Honorary Member is well deserved.

---

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Organization of American States Staff Federal Credit Union

Individual ATA members can now join the OAS Staff Federal Credit Union and benefit from a wide range of banking services, typically with lower fees and better interest rates.

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To learn more about this ATA membership benefit, go to [www.oasfcu.org/en/ata](http://www.oasfcu.org/en/ata).
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  www.nlm.nih.gov
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  www.scps.nyu.edu
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- University of Denver
  http://universitycollege.du.edu
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Call for Nominations

The 2011 Nominating Committee is pleased to call for nominations from ATA’s membership to fill the positions of president-elect, secretary, and treasurer (each a two-year term), as well as three directors’ positions (each a three-year term). Elections will be held at the Annual Meeting of Voting Members on Thursday, October 27, in Boston, Massachusetts. All Active members of ATA are eligible to run for elected office. Please note that members of the Nominating Committee are not eligible to run for elected office. Any member may make a nomination using the form below and at www.atanet.org/membersonly. Nominations should be submitted as early as possible so that the Nominating Committee can fully consider proposed candidates. The final deadline for nominations is March 1, 2011.

Please submit the nomination form as early as possible: the final deadline is March 1, 2011. Mail or fax the completed form to:

Tuomas Kostiainen
Chair, ATA Nominating Committee
225 Reinekers Lane, Suite 590
Alexandria, VA 22314 USA
Fax: +1-703-683-6122

Thank you for submitting your nomination. Under ATA’s bylaws, Active members have the right to serve on the Board of Directors. Active members are those who have passed an ATA certification exam or who are established as having achieved professional status through an Active Membership Review (for more information on this process, visit www.atanet.org/membership/membershipreviewprocess_overview.php). Active members must be citizens or permanent residents of the U.S. Other member categories are not eligible to serve as officers or directors. However, any member may submit a nomination. On October 27, 2011, the voting members of ATA will elect a president-elect, secretary, and treasurer to serve two-year terms, as well as three directors to serve three-year terms.

If you plan to put names forward for nomination, please contact the potential nominees first, explaining your intention and the fact that a nomination does not guarantee a formal invitation to run for office. If a nomination is not put forward by the Nominating Committee to ATA’s Board of Directors, an individual may still petition to be added to the slate of candidates by submitting the nomination in writing along with the signatures of at least 35 voting members endorsing the nomination. The petitions must be received by the Nominating Committee no later than 30 calendar days after first publication by the Board of Directors of the names of the candidates proposed by the Nominating Committee.

All ATA officers and directors serve on a volunteer basis: please do not nominate colleagues who express serious concerns about service, or who have conflicting priorities.

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

Person making nomination: ____________________________________________________________
E-mail address: ____________________________________________ Telephone: ________________________

Nominee information

Name: ____________________________________________________________________________
Address: __________________________________________________________________________

E-mail address: ____________________________________________ Telephone: ________________________
Please check all that apply:

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

Number of years in translation/interpreting:

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

Working languages and directions (e.g., German into English):
__________________________________________________________
__________________________________________________________________________________________________________

Number of years as an ATA member:

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

Membership in ATA chapters, other regional groups, and/or divisions:
__________________________________________________________
__________________________________________________________________________________________________________

Volunteer service for ATA, ATA chapters, other regional groups, and/or divisions:
__________________________________________________________
__________________________________________________________________________________________________________

Other relevant service:
__________________________________________________________________________________________________________
__________________________________________________________________________________________________________

Please answer the following questions:
How has the candidate demonstrated commitment to the translation and interpreting professions?
__________________________________________________________________________________________________________

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

Why did you nominate this person?
__________________________________________________________________________________________________________

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

Any other comments?
__________________________________________________________________________________________________________
__________________________________________________________________________________________________________

Thank you for being an ATA member and for your active commitment to the future of your association.
Alexander Gode Medal
Glenn Nordin

The American Translators Association is proud to recognize Glenn Nordin as the recipient of the 2010 Alexander Gode Medal. The Alexander Gode Medal, ATA’s most prestigious award, is presented to an individual or institution for outstanding service to the translating and interpreting professions.

Nordin has devoted his professional career to promoting translation and interpreting and language acquisition throughout the federal government. For nearly two decades, Nordin has served as a tireless ambassador for language services and as an informal intermediary between the government and ATA and other language-related organizations. He has been a long-time supporter of ATA, a speaker at ATA Annual Conferences, and serves on the Board of Directors of the American Foundation for Translation and Interpretation. In 2005, he was named an ATA Honorary Member.

Currently, he is a senior language and culture advisor at the U.S. Department of Defense. He has served in a variety of positions in the military and intelligence community, including as the assistant director, Intelligence Policy (Language), Office of the Secretary of Defense, U.S. Department of Defense.

Nordin graduated from the Defense Language Institute Russian Basic Course and the Vietnamese Advisor Course. During his military career, he served as a voice and Morse interceptor with tactical forces, operations officer with the Army Security Agency in Berlin; a deputy branch chief at the National Security Agency; a ground Intelligence Officer in Vietnam; and as a translator shift chief for the Washington-Moscow Hotline in the National Military Command Center.

After he left the service, Nordin held a variety of language-related civilian positions for the Department of Defense before becoming executive secretary of the Central Intelligence Agency’s Foreign Language Committee in 1993. In that capacity, he supported a wide variety of initiatives in foreign language education, training, collection, processing, and analysis. In addition, he helped build the Interagency Language Roundtable, the network of government translators, interpreters, and language trainers, into the vibrant organization that it is today. In 2006, he was selected for the Defense Language Institute’s Hall of Fame.

Nordin also developed the concept of virtual language processing, allowing linguists to share their workloads more efficiently and to accomplish their tasks more quickly. He has had a tremendous impact on the day-to-day lives of linguists and greatly facilitated their work.

The Alexander Gode Medal is named for ATA’s founder and guiding spirit, who was the first recipient. The medalists represent a record of achievement in a variety of venues, including not only translators and interpreters, but lexicographers, theorists, association leaders, and institutions. This award may be given annually.

2011 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.
2010 Honors and Awards Recipients Continued

ATA Student Translation Award
Sarah Puchner

Sarah Puchner, a student at the University of Wisconsin-Milwaukee, is the recipient of the 2010 Student Translation Award, for her translation project from French-into-English of the short story The Last Rainfall (La dernière pluie), by Haitian author Gary Victor. The story was originally published as part of a collection of short stories called Forbidden Stories Volume II (Nouvelles Interdites Tome II) in 1989 by Éditions Henri Deschamps, Port-au-Prince, Haiti.

Puchner’s project description reads: “The Last Rainfall takes place in and around Port-au-Prince and conveys the human-interest aspect of life in the capital city of a developing country. The story highlights the enormous divide between the ‘haves,’ those either in or closely associated with the government, and the ‘have-nots,’ the ordinary people trying to make a living from whatever resources they can manage to scrape together. Mixing black humor, suspense, and mystery, Victor’s work is both true to life and imaginative.”

Puchner’s translation project of Gary Victor’s work was under the direction of Professors Lorena Terando and Ruth Schwertfeger.

American Foundation for Translation and Interpretation
JTG Scholarship in Scientific and Technical Translation or Interpretation
Maria L. Khodorkovsky

Maria L. Khodorkovsky is the 2010-2011 recipient of the $2,500 American Foundation for Translation and Interpretation/JTG Scholarship in Scientific and Technical Translation or Interpretation. Khodorkovsky is enrolled in the Master of Arts in Translation and Interpretation program at the Graduate School of Translation, Interpretation, and Language Education at the Monterey Institute of International Studies. She is specializing in Russian and plans to work in the nonprofit sector, providing Russian, Spanish, and French translation and interpreting services to refugees and recent immigrants.

Khodorkovsky has a BA in English (advanced rhetoric and composition) from Georgia State University, a Certificate of Advanced Competence (Level IV, French) from Paul Cézanne University, Aix-en-Provence, France, and a Certificate of Advanced Competence (Spanish) from San Fernando Language Institute, Cádiz Spain.

About JTG, Inc.

Founded in 1995 by ATA Past President Muriel Jérôme-O’Keeffe, JTG Inc. is a language consultancy that supports homeland security, intelligence, and global business with cross-cultural communications. JTG Inc. has underwritten the AFTI scholarship since 2001. Visit: www.jtg-inc.com.

About AFTI

The American Foundation for Translation and Interpretation (AFTI) was established in 1997. AFTI’s primary charitable and educational activities consist of sponsorship and dissemination of research and education in the fields of translation and interpreting through research grants, scholarships, conferences, and commissions for the production of education materials, as well as through the establishment and maintenance of an archive for the collection of documents and artifacts related to translation and interpreting. Visit: www.afti.org/about_AFTI.php.
The book jacket reads: “A story of love, morality, and tragedy, Celestina is a classic of Spanish literature. Rojas’s dramatic dialogue presents the elaborate tale of a star-crossed courtship between the young nobleman Calisto and the beautiful maiden Melibea in 15th-century Spain. After a chance encounter with Melibea leaves Calisto entranced by her charms, he enlists the services of Celestina, an aged prostitute, madam, and procurer, to arrange another meeting. Celestina promptly seized control of the affair, guiding it through a series of mishaps before it meets its tragic end. At times a comic character and at others a self-assertive promoter of women’s sexual license, Celestina is an inimitable personality with a surprisingly modern consciousness.”

Peden is professor emerita of Spanish at the University of Missouri, where she earned her AB, MA, and Ph.D. She has translated major works by Isabel Allende, Carlos Fuentes, Pablo Neruda, Octavio Paz, and others. She has won numerous awards, including the Gregory Kolovakos Award for Translation from the PEN Foundation, and fellowships, including two from the National Endowment for the Arts. She is also the recipient of the Distinguished Faculty Award from the University of Missouri Alumni Association and the University of Missouri Presidential Award for Research.

The Lewis Galantière Award is bestowed biennially in even-numbered years for a distinguished book-length literary translation from any language, except German, into English. This award honors distinguished ATA founding member Lewis Galantière (1894-1977). His translations from French drama, fiction, poetry, and scholarship enriched cultural life during the middle decades of the 20th century, and are still being read over a quarter century after his death.

Alicia Gordon Award for Word Artistry in Translation
Gregary Racz

Gregary Racz is the recipient of the Alicia Gordon Award for Word Artistry in Translation for his Spanish-into-English translation of the poem “Alphabetical-Numerical Prophecy.” Racz is an associate professor of foreign languages and literature at Long Island University, Brooklyn. He is currently serving as vice-president of the American Literary Translators Association (ALTA), and is the review editor for ALTA’s journal, Translation Review. His many publications include over three hundred translations of Spanish-language poems in journals and anthologies, including The XUL Reader (Roof Books, 1997), José Lezama Lima: Selections (University of California Press, 2005), and The Oxford Book of Latin American Poetry (2009). He is currently at work on a monograph, Approaches to Translating Poetry, forthcoming from Multilingual Matters’s Topics in Translation series.
The Alicia Gordon Award for Word Artistry in Translation was established in memory of Alicia Gordon, known for creating imaginative solutions to knotty translation problems, based on rigorous research. It is not just for literary translators, but recognizes outstanding legal, technical, and commercial translation of all kinds. The award was established by Alicia’s sister, Dr. Jane Gordon, and the award fund is administered by the American Foundation for Translation and Interpretation (www.afti.org).

Congratulations to Ana Safrin
Winner of ATA’s 2009-2010 School Outreach Contest!

ATA member Ana Safrin won a free Annual Conference registration for an appealing photograph taken during presentations to grade-school children at Embassy Creek Elementary School in Cooper City, Florida. “I spoke to a total of 130 second- and third-graders in seven different classes,” she recalled. “I kept them involved by using a map, asking questions, and showing them books that had been translated from English into Portuguese. It was fun!”

A freelance translator working from English into Brazilian Portuguese, Ana specializes in marketing and law. She lives in Cooper City with her husband and three daughters.

The prize for the 2010-2011 School Outreach Contest is free registration to ATA’s 52nd Annual Conference in Boston, October 26-29, 2011. To learn how to enter, visit www.atanet.org, click on the CAREERS tab, and choose School Outreach.

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Real Voices: What Translators Do and Why We Need to Keep Doing It

By Nicholas Hartmann

(Note: ATA President Nicholas Hartmann was one of the keynote speakers at the Ninth Conference of the Association for Machine Translation in the Americas, October 31-November 4, in Denver. The following address, delivered to AMTA conference attendees, can be found at http://amta2010.amta.web.org/AMTA/papers/1-01-Hartmann_paper.pdf. It is reprinted here by permission of the Association for Machine Translation in the Americas.)

This presentation was written in response to an invitation, from Alon Lavie, Laurie Gerber, and Mike Dillinger, to speak to the Ninth Conference of the Association for Machine Translation in the Americas (AMTA) in Denver both as an experienced independent translator and as a representative of ATA. As an individual, I have made my living for the past 30 years translating technical and scientific material, mostly from German. My two specialties are patent applications, in which strict accuracy and adherence to the letter of the source text are paramount; and technical marketing, which often shades over into copywriting and demands an ear for tone and nuance. In the one case the principal purpose is to inform; in the other, to persuade. In the mid-1980s—many generations ago in cyber-time—I replaced my Selectric with a computer, and shortly thereafter acquired a fax machine. Ever since then, like most other translators, I have kept up with technology that I believed would help me work faster or more productively.

I am also halfway through my term as president of ATA, which was established over 50 years ago and now has more than 11,000 members in all 50 states and in 90 other countries. We are a broad church that embraces the entire spectrum of players in the translation business: translators and interpreters, teachers of translation, researchers, private- and public-sector language professionals, in-house employees, translation companies and their owners, project managers, and many others. Approximately 70% of our members describe themselves as independent contractors or freelancers. Many different specialties and levels of experience are represented within ATA, along with almost a hundred different language combinations, but it is safe to say that we also have much in common.

I propose to convey to you, both in my own voice and with the combined voices of ATA, some of the attitudes and viewpoints shared by this group of language professionals. I will be frank about our concerns with regard to machine translation (MT); I will also demonstrate that translators possess and exercise unique and unduplicatable skills, and that we must keep exercising them because our work is not just useful but essential. Lastly, I will suggest a future in which our two communities continue doing what each of us does best, for our mutual benefit and in order to serve our ultimate customer, namely human communication.

Gripes and Nightmares

Before I begin, some unfinished business between us needs to be addressed. In the bad old days about 15 to 20 years ago, there was a flare-up of animosity and misunderstanding between human translators and MT professionals, feeding on some overly optimistic claims about MT that had been made decades earlier. Some MT developers believed at that time that FAHQT (fully automatic high-quality translation) was right around the corner; they also seriously overstated MT capabilities in terms of cost and
suitability, and were not shy about predicting that human translators would soon be replaced by universal language-processing software and hardware. Some of those human translators, including influential ones within ATA, responded (or perhaps overreacted) by denigrating translation technology in general, reserving special demonization for MT. The upshot was that the two communities went off in their respective huffs and for a long time did not speak to each other; those years of isolation have allowed misconceptions to flourish.

In the past few years, ATA and AMTA have begun working at an organizational level to get us back on speaking terms, most recently by collocating our conferences in Denver so that we could coordinate programs and exchange speakers. This interassociation cooperation is just the beginning. Despite the decades of misperception and prejudice, most individual translators have already begun using language technology in a wide variety of ways, and no doubt more will soon embrace the idea of working with the MT community to advance our understanding of how your area of technology may affect what we do in our profession. I believe that from this common ground we can begin to move forward together.

But first there are some things you need to know about the way in which many translators view MT and about how we regard our own work. Let’s begin with a stereotypical translator’s nightmare about MT:

1. The entire language services industry shifts almost completely to MT, and all that is left for the majority of human translators is tedious post-editing at burger-flipping wages.

2. A very small group of human translators is still needed, but only for poetry, literature, advertising, and some sensitive business and diplomatic documents.

3. Nobody in Category 1 ever has an opportunity to build their experience and skills and move up to Category 2, so Category 2 translators gradually become extinct and everything ends up being done by machines anyway.

4. On their deathbeds, the last surviving Category 2 translators look at what is being cranked out by the computers and feel the same sad emptiness expressed by T.S. Eliot in *The Love Song of J. Alfred Prufrock*: “That is not what I meant at all. That is not it, at all.”

Rational and well-informed translators realize that this scenario is exaggerated, but there are nevertheless real differences between our two communities that we must face up to if we are going to have a productive conversation. Some of these issues may not seem important to the MT community, but they are very serious when seen through translators’ eyes.

The first is this: with all due admiration for the skill and imagination of MT professionals, there is a significant difference between what MTers and translators define as acceptable translation “quality” in terms of accuracy, word choice, syntax, and general linguistic fidelity. There are good reasons for this: technology people in general seem to be optimistic and risk-tolerant, tending to focus on possibilities and potential rather than on limitations. We translators, on the other hand, have a professional ethos that requires us never to oversell ourselves or our capabilities, or to accept work for which we know we are not qualified. Translators are also exceptionally sensitive to the need to prevent errors and misunderstanding in language. Never mind actual outright mistakes: a translation that merely sounds “off key,” or that has an inappropriate intonation or style, grates on our ears like fingernails on the blackboard.

Furthermore, in translators’ terms and according to our own carefully considered definition of how we think our work ought to be done—and, much more importantly, in the view of many discerning clients who realize the central importance of excellent translation—MT has not demonstrated equivalence with, let alone superiority to, human translators except in a very few contexts.

One such context is when some translation (as opposed to no translation at all) of large volumes of text must be produced in a short period of time, either to serve vital strategic or economic needs, or in instances where expectations are low and a market or user would otherwise remain entirely unserved. Even then, we believe
that such output is usable only for “gisting,” and that a “real” translation of the truly interesting material can be produced only by humans.

It is true that highly controlled linguistic environments can be established in certain cases (such as the automobile industry), and that restrictions and restraints that are impractical elsewhere can be enforced in such environments, for example, limited source-language vocabulary, strict composition rules, and careful pre- and post-editing. Within these walled gardens a custom-designed MT system can yield a useful and understandable result—but it remains a fact that outside them, in the real world, almost everything that has to be translated is written not in any “controlled language” but in real and unpredictable Spanish or Chinese or English.

We are also fundamentally skeptical about the term “machine translation” itself, since what we see most MT systems doing is more like “information-technology-assisted language transfer based on collective integrated terminology management and correlation.” We share the view of Martin Kay that language is much more than “...a probability distribution over strings of letters or sounds.” We therefore believe that most MT systems perform, or at worst merely simulate, only one of a very large number of activities performed by human beings when they translate, namely the discovery and comparison of terms and phrases based on large volumes of previously translated material—that material having been previously translated, by the way, by us.

We vigorously dispute the notion that MT is a universal solution. Every individual professional and craftsman acquires different tools and develops unique ways of using them. No computer desktop, no carpenter’s toolbox, and no researcher’s bookshelf is identical to any other. Some MT promoters, however, would have us believe that their system—their tool kit—can be used with equal effectiveness by anyone. We often counter this idea by contrasting a lumberjack wielding his chainsaw (an MT system for gisting large volumes of text very quickly) with a surgeon and her scalpel (a human translator with experience and sensitivity in a particular language and subject): each can be optimally effective in the right context but inefficient or lethal in the wrong one. And while an MT system can function interchangeably, like a vending machine that responds to your coins with a candy bar no matter who you are, human translators are (or aspire to be) unique designers and providers of specialized intellectual services to specific clients, who have equally specific messages to convey.

**What Do Translators Do?**

What exactly do we human translators do that makes us so special?

Translators do not translate words, because real communication is not just about words. For example, a sign on the fence around a construction site in Italy might read: *L’ingresso è vietato ai non addetti ai lavori.* The words of this text can be “correctly” translated as “Entry is forbidden to those not associated with the works,” but what the sign really means is “Unauthorized entry prohibited.” Or consider this invitation in a tourist brochure for a small town in Québec: *Arpentez la rue principale et découvrez la nature amicale et chaleureuse des résidents.* Literally this would be “Stroll the main street and discover the friendly, welcoming nature of the local residents.” But my colleague Grant Hamilton has turned this into an English sentence that is much more effective at drawing in the reader: “Soak up the cozy friendliness of small-town Québec with a walk through the old town.”

Two things are worth noting. First, these two sentences, which are so similar in information content and so different in flavor, share only a single fragment of a single nontrivial word (“friend”). Second, this is writing that is optional and discretionary: nobody absolutely must read it. A machinist cannot put a new lathe into service without reading the manual, but the reader of the Québec brochure is just passing by, and will step into the text only if its flow and rhythm are appealing. This is a piece of writing that has to persuade as well as inform: if it fails to do either, a potential customer will go elsewhere and the translation is a waste of money at any price. (Cynics have noted that while human translation is considered essential in order to make a sale, in certain markets MT seems to be entirely “sufficient” and “economically sensible” once the sale has been made.)

Even when the purpose of a text is simply to convey information, automatic lookup and matching can produce words that only seem correct. A human utterance that looks simple can in fact get very complicated: English phrases containing “can,” “get,” “do,” “make,” “still,” “right,” and thousands of other chameleons are ubiquitous, easily misunderstood even by humans (especially those who lack a deep and broad knowledge of the language), and impossible to translate without an equally broad consideration of context. Similar subtleties lurk in every other language, even in perfectly straightforward texts. For example, I recently translated a German technical document in which the words *auslösen* and *durch* each took on two different meanings: *durch*
The problem goes far beyond words. Here is another purely descriptive and unsubtle sentence, again about a technical system: Wie die Sendeeinheit mit einem im Inneren einer Geschirrspülmaschine, insbesondere in einer Geschirrschublade angeordneten Dosiergerät zusammenwirkt, wird nachfolgend an Hand der Figuren erläutert, meaning “The manner in which the transmitting unit interacts with a dispensing device arranged in the interior of a dishwasher, in particular in a tableware rack, will be explained below with reference to the Figures.” What a popular online translation tool produces, however, is this: “As the sensor is cooperating with an inside of a dishwasher, especially in a dish drawer arranged dosing, subsequent to the figures explained”—a “translation” that an expert reader of German would not understand without referring to the source text, and that would be completely useless to a monolingual engineer or scientist. Human translators simply do not make these kinds of mistakes.

We further disagree with the idea that when a source text is an exact match with a previously translated passage, it can be translated correctly into exactly the same target text the next time around. Not necessarily: the content and syntactic context may seem identical, but the client may be different, the underlying technology may have changed, or a new attorney may simply have other preferences. It can be argued that MT works very well for boilerplate, and it does—provided the boilerplate has not been repurposed and the expectations for the translated boilerplate have not changed. So the claim that translation technology can “leverage” from past translations to future ones holds true only if everything about both the source and target environments—context, author, register, intent, audience, and much more—is identical. Such instances are far less common than some boosters of MT (or indeed of translation memory) would have us believe. As a result, we contend that MT systems based on translation memories and corpora routinely violate a basic principle, namely that “past performance is no guarantee of future results.”

Translators also have a rigorous and not necessarily quantitative concept of “accuracy.” Consider a one-paragraph medical report that has been translated into English. The concluding phrase of the translation reads: “...the review group unanimously recommends that Mr. N not be subjected to a complete frontal lobotomy.” If that entire 100-word paragraph contained only a single error involving one letter of one word, the translation could still be considered more than 99% accurate; but if the error resulted in the word “not” being changed to “now,” the result would also be 100% wrong. If the person sending the translated report to the surgeon were unable to read English, that tiny but pivotal mistake would go completely undetected. As ATA has been saying for decades, to translation users and to the entire world, “mistakes can be costly” in terms of both money and human lives, and they are especially costly if you do not know where they are or that they even exist. In almost any context that matters, any MT-generated text that is not reviewed and corrected by a competent human can produce results that are just as quantitatively “accurate” and just as expensively or lethally wrong.

We have just seen that clients who purchase translations into a language they do not know are in the unpleasant position of being completely unable to judge the quality of what they are buying. Here is another illustration of the fact that when it comes to translation, what you do not know can definitely hurt you (or at least make you look very foolish). A few years ago, a town in northern Wales wanted to put up a new sign (bilingual in English and Welsh, as required by law) to redirect truck traffic away from a housing development. The message...
decided on was: “No entry for heavy goods vehicles / Residential site only.” But because the department in question did not have a Welsh speaker in-house, they e-mailed the English text to a Welsh translator. What they got back was Nid wyf yn y swyddfa ar hyn o bryd. Anfonwch unrhyw waith i’w gyfieithu. Only after the bilingual sign had been expensively manufactured and installed did they discover that the Welsh actually meant “I am not in the office at the moment. Send any work to be translated.” Any unedited MT output into an unknown language can conceal similarly explosive mistakes.

We therefore assert that human perception of context and “rightness” is necessary not just for poetry and literature and advertising, but in every aspect of communication; and that real translation, which conveys genuine meaning, is a literally indescribable human activity and can only be simulated, not reproduced, by any system less complex than the human brain.

Every text is ultimately a dialogue between brains, between a human author and a human audience, and translators have an ethical and professional obligation to be true to both of them. Our authors and audiences are, again, everywhere:

- the chamber of commerce of a picturesque village, attracting and welcoming visitors;
- an urban transit system giving guidance to Spanish-speaking riders, and doing so with a tone and register equivalent to that used for English speakers;
- a producer of precision manufacturing equipment, making its sales case to potential customers at just the right level of technical sophistication;
- a pharmaceutical company preparing a package insert that not only instructs patients in the proper and safe use of its products, but also gives clinical information to physicians and pharmacists, taking into account each audience’s capabilities and expectations;
- and many more in every field of human activity.

It is not enough to reproduce words and phrases accurately, although we have seen how difficult even that can be. Beyond that basic obligation, and especially in contexts where register and tone are crucial elements of what is being conveyed, failure to convey the authentic voice of the originator of a text constitutes distortion, scratches on the record, defects in reproduction that distract readers or hearers from the real message and may alienate them entirely.

**What Do Translators Really Want?**

We want to work together constructively with everyone who can contribute to the cause of genuine communication between people.

Believe it or not, we really do want technology. Translators are not inherently “anti-technology.” In fact, because we are on the whole intelligent and inquisitive people, we are often early adopters of appropriate technological tools. Even translators working at the highest level of our craft, meeting the most sensitive demands in terms of faithful communication between author and audience, routinely use technology such as computerized glossaries, translation memory (sometimes, and carefully), and Web-derived terminology (increasingly often, but even more carefully).

Machine-assisted translation (MAT) is therefore firmly entrenched among translators, and we love it. Almost every human translator already uses a computer to automate terminology management, finances, communication, and much more. MAT can be, and already is, effectively and efficiently used by translators for many different purposes at many different points along a long gradient of automation. This is technology that works for us: we select our language-technology tools because they enhance our productivity and improve our work.

We emphatically do not want tools that make our job harder. Technological progress is supposed to create tools that enhance the productivity of skilled professionals: CAD/CAM systems for aircraft designers, imaging systems for physicians, even (unfortunately) quantitative models for investment managers. Full-bore MT, however, is often experienced by translators as an impedi-
ment to be overcome rather than a positive asset. For many of us, “post-editing” has become code for “Find all the mistakes the MT system made and get paid peanuts for correcting them, even though that takes much longer than translating it right in the first place.” Only in the translation business is it considered acceptable for a new technology to introduce errors that professionals then have to spend their time fixing.

We want tools that are made for us, not for people without training in language. Translators would like greater access to tools developed with translators in mind, since we are uniquely qualified to understand how such tools work and how to use them safely and effectively. Only in the translation business is it assumed that new technology can and should be used largely by end users in order to bypass professionals. No responsible software developer would devise an online tool for reading your own X-rays and then promote it as a way for patients to cut out those expensive and finicky radiologists. But translation mistakes can be just as deadly and costly and embarrassing, and can affect far more people.

We also want tools that we have helped to make. Translators will remain essential to MT development for the foreseeable future, because there are lots of tasks that can be done best by people who possess our skills: translation memories must be continuously refined and updated, glossaries specific to a particular industry or audience should be created by translators who know that industry or audience, and pre-editing and post-editing demand expertise not only in subject matter but in language. We can play a valuable role in the development of new tools, applying our linguistic expertise to ensure that humans and technology function most effectively together.

One particularly vital task, however, may be to help update and detoxify the bitext corpora that are the foundation of statistical MT. To quote a prominent member of AMTA, “the quality of a ‘data-driven’ MT system is highly dependent on the quality of the translations on which it is ‘trained.’” But if the nightmare comes true and all the human translators do in fact die out, MT systems will end up being able to “learn” to translate only from other MT systems, and in the absence of fresh input of high-quality examples translated by real translators, errors and misinterpretations will accumulate to the point where the results become unusable. As Mike Dillinger once vividly described it, without constant input from expert human translators, any statistical MT system will eventually be poisoned by its own waste products.

Where to Now?

Leaving aside our differences of opinion, the relationship between translators and the MT community can become mutually beneficial, provided we both do our part:

- We need to keep one another honest. Translators will keep insisting that translation is a human activity that enables communication between real and very specific authors and audiences, who in turn are not generic or interchangeable, but each require individual attention to their individual natures and needs.

- We hope that you in turn will be straightforward and realistic about the narrow range of MT contexts in which human translators really cannot do anything useful, or in which we really would not want to participate: we believe in the special nature of what humans do, but we do not seek out drudgery.

- Translators already extensively use (and will continue to use) computer technology, up to and including interaction with fully automatic MT as essential participants. We hope that human researchers will continue to develop ways to adapt technology to assist human translators and expand our capabilities, and we welcome the opportunity to streamline those aspects of our work. You are the specialized manufacturers here, and we are the power users; an effective dialogue between us will inevitably improve the product.

- ATA as an organization puts a great deal of time and effort into education—of our members, of translation users, and of the general public. We must all continue the process of education within and between our respective communities, and extend that mission to translation buyers and to society at large.

Above all, we need to keep talking to each other. The encounter in Denver between our two associations was illuminating and mutually enriching, and I hope it will set
the tone for a future in which we no longer work at cross-purposes.

**Not the End**

Despite dire predictions from some, this is not the beginning of the end for translators, not a slow slide into obscurity along with the manufacturers of horse-drawn carriages and typewriter ribbons. It is instead a particularly exciting time to enter this profession, because the prospect of fruitful and positive interaction with the MT community opens up a new and much wider range of opportunities to interact with language and acquire new capabilities.

In order to prosper in the future, we translators of course must continue to develop and maintain our unique linguistic skills, but we must also constantly refine our awareness of how technology can be used to enhance those skills even further. We look forward to developing new ways for both communities to serve the cause of human communication, since we are all in the same business.

**Acknowledgments**

This presentation has benefited greatly from discussions with my ATA colleagues Lillian Clementi, Chris Durban, Grant Hamilton, Kevin Hendzel, and Dorothee Racette, and with Mike Dillinger and Laurie Gerber of AMTA. Any errors or misunderstandings that it may still contain are mine.

**Notes**

1. Martin Kay is one of the pioneers of computational linguistics and machine translation. He was responsible for introducing the notion of chart parsing in computational linguistics. He is currently professor of linguistics at Stanford University.

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**The ATA Compass**

*Your guide to translation in the global market*

**Take a look** at the latest issue of *The ATA Compass*, a new periodic enewsletter designed to help buyers of translation and interpreting get the most for their money. Each issue of *The Compass* contains practical, hands-on information for language services consumers. It appears four to six times a year, and at only one page, clients can read it in just a few minutes.

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When the financial crisis hit, my biggest clients cut back or shut down translation operations altogether. I adapted. I signed up for webinars, Internet clearinghouses, social networking, and online training for computer-assisted translation environment tools (TEnTs). The already crucial Internet suddenly became even more central to my work. So when I recently encountered two visionaries discussing the role of the Internet, I was primed to consider that Internet use might have a greater impact on my translation life than I would ever have suspected.

The Shallows
Nicholas Carr’s new book *The Shallows: What the Internet is Doing to Our Brains* explores how the Internet is retraining and literally reconstructing our malleable brains. Others, such as *Newsweek* editor Malcolm Jones in his June 2010 article “Slow Reading: An Antidote for a Fast World?” have also argued that we are reading too much too fast. But Carr maintains in his compelling book, amply informed by neurophysiology and history, that Internet usage is changing the nature of cognition itself.

We read more than ever, says Carr, but our reading buzzes over the surface as we click from link to link, with less time devoted to deep reading and deep thinking. Says Carr, “what the Net seems to be doing is chipping away at my capacity for concentration and contemplation.” For translators, reading concentration is a particularly crucial skill. We have to understand every word we read in a source document, follow the sense across the entire text, make inferences from other material, and then demonstrate that understanding by reproducing the original in another language. If we get something wrong, the evidence is there on the page for all to see. So I began to wonder: Is this shallowness affecting me as a translator? Is it affecting those who use translation? And is it affecting our profession?

Are Translators Changing?
The Internet has been a boon. Online search capability has enabled us to access expert subject-matter knowledge to improve translation quality greatly. Online dictionaries have boosted speed. I was initially skeptical that the Internet might be impairing my ability to concentrate. But then I recalled what happened when I discovered *The Atlantic* article (“Is Google Making Us Stupid?”) that gave rise to Carr’s book: I clicked on a link, printed out the article, and promptly put it on the shelf—it was too long, I was too busy. When I finally read the article, I found it well written, but my mind wandered on page three. I began to think Carr may have a point.

I had the chance to hear Carr discuss his book in a dialogue with Peter Norvig, Google’s director of research, on a weekday evening in San Francisco. The auditorium was packed, with every seat filled. Afterward, I talked with Carr—a down-to-earth, writerly type—and he offered to answer questions I e-mailed him about translation. (*The Shallows* does not deal with translation and Carr noted that much of the subject...
lies outside his expertise and knowledge.)

Many in the audience that night seemed concerned, even frightened, that Carr was anti-Internet. But rather than inveighing against the Internet, Carr explained that he is investigating how it changes the act of reading and the toll it takes on our cognitive abilities.

The Shallows explains that when we read, we first use a type of short-term memory called working memory, which holds “our immediate impressions, sensations, and thoughts…[and] forms, in a very real sense, the contents of our consciousness at any given moment.” Working memory “plays an instrumental role in the transfer of information into long-term memory and hence in the creation of our personal store of knowledge.”

It takes time and repetition to move information to long-term memory, something translators can easily recognize in our role as editors of our own work. Ann Ebrecht, professor of writing at Temple University Japan, cites three days as the optimum time to set aside a piece of writing before editing it—as we allow working memory to fade, the work starts to seem fresh, a bit as though someone else had written it.

But the Internet routinely overloads working memory by asking us whether to pursue links. Ad-funded websites are designed to boost click-through rates. Carr cites several studies of temporal lobe activity that indicate that the change in cognition when we use the Internet is a shift “from reading words to making judgments…[which has] been shown to impede comprehension and retention, particularly when it’s repeated frequently.” The result is that “our ability to learn suffers, and our understanding remains shallow.”

If using the Internet is physically restructuring our brains—and Carr makes a convincing case that it is—will this degrade translators’ ability to retain new vocabulary and to engage in deep thinking “in the quiet spaces opened up by…sustained, undistracted reading…[where] we make our own associations, draw our own inferences and analogies, foster our own ideas?”

I asked Carr about the possible effects of translation tools on deep thinking. “I haven’t seen any studies on translation tools and their effects,” Carr responded. “In the book, I describe one study that showed that the more helpful a piece of software is in helping us solve difficult intellectual challenges, the less we learn about solving the problem ourselves.”

In that 2003 study, Dutch clinical psychologist Christof van Nimwegen had one group of subjects work through tricky logic puzzles aided by software designed to be as helpful as possible. Another group used a program that provided no guidance. Eight months after the experiment, van Nimwegen found that the people who had originally used the unhelpful software were able to solve the puzzles nearly twice as fast as those who had used the helpful software. Van Nimwegen concluded that as we externalize cognitive chores to our computers, we reduce our brain’s ability to build stable knowledge structures that can later be applied in new situations.

Could translators become so dependent on TEnTs, Web dictionaries, and online translation that our skills as translators—as thinkers—degenerate through lack of use? Carr notes that written correspondence lost expressiveness in the shift from personal letters to e-mail or texts and suggests that we ask if syntax is now becoming formulaic. This is a noted issue for translation memory.

Translation memory encourages us to translate one sentence as one sentence and to leave 100% matches untouched, since adapting them to context is an omittable step. It is easy to see how this can lead to rigidity. The need for terminological consistency tempts clients to demand similar consistency for phrases, then sentences. Translators risk becoming what Maryanne Wolf of Tufts University calls “mere decoders of information” without the ability to, as Carr says, “make the rich mental connections that form when we read deeply.”

Are Translation Users Changing?

More of the translation we produce is being breezily consumed via the Internet. Translation produced by systems such as Google Translate is rarely consumed anywhere else. If Net-induced brain rewiring is complicating our lives as translators, what sort of effect is it having on our clients, our market, and our potential readers? Internet users can use online translation utilities to gain the gist of a page in an unknown language. A click produces a translation good enough for 90 seconds of skimming, providing a stepping stone to the next link.

I asked Carr if we were migrating to a standard of “good enough.” If skimming is good enough for reading, then an awkward or partially inaccurate translation may be increasingly acceptable as an end product. Is the concept of accuracy fading in importance? He thought it very likely. “There’s something of a vicious cycle at work, whereby as we become more dependent on external databases and search tools we entrust less knowledge to our biological memory, requiring even greater dependence on the external tools.”
Franz Och, who heads the machine translation effort at Google, gave a talk on July 30, 2009, concerning the development of machine translation. During his speech, he demonstrated the improved quality of machine translation by comparing a human-produced Italian-English translation to a machine translation of the same passage. (See Figure 1.) He asked the audience to identify which was which, and stated “It’s quite challenging but some people actually figured it out.” As a translator, it was immediately obvious to me which was the machine translation, even without knowing Italian, but for Och, they genuinely seemed indistinguishable. I suspect that to most Internet users, the difference is negligible, as Och suggests. And machine translation is much faster and cheaper.

Could gisting become acceptable as a final product because final products are themselves becoming obsolete, replaced by a series of imperfect iterations posted until interest wanes?

Many technological advances take away the simplest parts of our jobs and leave us with the most complex, but these are also the most rewarding.

If reading information snippets is the new Internet norm, will glossing over difficult details become a survival trait, or even a virtue?

**Is the Translation Profession Changing?**

To explore what this means to the translation profession, I looked at Google Translate in more detail. In an interview with David Samo in the *Los Angeles Times*, Och called machine translation “really core to the mission of Google.” Google’s corporate website (www.google.com/corporate) declares that the firm’s mission is “to organize the world’s information and make it universally accessible and useful.” Carr posits that Google’s philosophy is that intelligence is the output of a mechanical process that can be optimized. He characterizes Google as an outgrowth of Frederick Winslow Taylor’s time and motion studies of the early 20th century and quotes Taylor as saying “In the past the man has been first,” but “in the future the system must be first.” Google Chief Executive Officer Eric Schmidt has indeed said Google strives to “systematize everything” it does.

But for Google Translate, the process may not be as mechanical...
as it first appears. Built into the system is the idea that perfection is not attainable. Franz Och noted in his July 30 talk that “natural languages are very ambiguous…[and] meanings depend on the context…To produce a [machine] translation, you have to make many decisions. You have to make decisions under uncertainty.” Google’s statistical decision theory system combines fuzzy information and learns from large amounts of knowledge sources to make optimal decisions.

Machine translation has a history of two approaches. The rule-based approach systematizes language into rules that are applied to convert one language into another. Those systems have not proven adept at translation. Google instead employs a kind of brute force, statistics-based linear approach that goes through multiple models to find the translation that is the best. It requires vast repositories, or corpora, of translations done by human translators.

The key element is the phrase table/translation dictionary. From the large corpora, the system infers how words in one language translate to words in the other through co-occurrences. It runs over massive amounts of data to learn which phrases correspond to which and then associates these pairs with quality metrics to indicate how good the phrase correspondence is. Google Translate functions as a sort of library that extrapolates: its algorithms catalog, match, and modify text to create new translations from old ones.

But many translators have encountered the client-mandated 100% context match in a TEnT that renders all the words accurately but is nonetheless wrong. No mind has taken the time to think through the tough bits. So what the human translator brings is understanding. Thus, our role may shift away from being generators of new language toward being judges of it: editors of text generated by computers.

Use of bilingual understanding is already an established part of the translation industry. Intellectual property lawsuits typically include a process called “discovery,” in which litigating parties produce aggressively large masses of “relevant” documents. When those are in different languages, translators perform a function involving a great deal of judgment: reading documents and ascertaining their true relevance. In the future, such understanding-driven tasks are likely to be a larger part of our work.

**Translation is Good for You**

Non-translators frequently believe that online translation eliminates the need for translators. Carr makes the counterargument in terms of writing itself. He notes that in Plato’s *Phaedrus*, Socrates feared that with the development of writing, people would substitute the written word for knowledge they used to carry inside their heads. Their memory abilities would decline, and without the ability to understand the new information they were getting, they

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**Figure 2: Phaedrus, by Plato, Translated by Benjamin Jowett**

**SOCRATES:** I cannot help feeling, Phaedrus, that writing is unfortunately like painting: for the creations of the painter have the attitude of life, and yet if you ask them a question they preserve a solemn silence. And the same may be said of speeches. You would imagine that they had intelligence, but if you want to know anything and put a question to one of them, the speaker always gives one unvarying answer. And when they have been once written down they are tumbled about anywhere among those who may or may not understand them, and know not to whom they should reply, to whom not: and, if they are maltreated or abused, they have no parent to protect them; and they cannot protect or defend themselves.


**PHAEGRUS:** What name would you assign to them?

**SOCRATES:** Wise, I may not call them; for that is a great name which belongs to God alone,— lovers of wisdom or philosophers is their modest and befitting title.
would feel wise when they were not. (See Figure 2.) However, says Carr, writing and reading spur fresh ideas, spread information, and expand human knowledge. In his Los Angeles Times interview, Och stated that “we now have the idea of cross-lingual translated search. If you have a question about something, you should be able to type a query in, and if the answer is in a Web page in a completely different language, you should be able to find that and understand the information there.” Many have speculated that online translation will enable potential translation clients to discover information of interest in languages they do not speak, stimulating the desire for translation. And indeed, surveys consistently show the market is growing.

Many technological advances take away the simplest parts of our jobs and leave us with the most complex, but these are also the most rewarding. Just as law firms can now use programs like IBM’s eDiscovery to narrow the pool of discovery documents to those that require a human eye, the Web’s gisting role may allow translators to use the more sophisticated parts of our skill set.

There is more information than ever. With the fast pace of ad-driven click-throughs on the Internet, we can feel as if we are drowning in it. But, as Newsweek’s Malcolm Jones said, “Yes, we’re drowning in information, but, clearly, reading faster and faster is not the way out of the deep end.” It may turn out to be that the nature of translation—that it forces us to demonstrate the completeness of our understanding—could increase the value of what we do. If we cultivate it, the greatest skill that translators have may prove to be the very thing that the Net is making rarer: the ability to read deeply.

Notes
7. Franz Och, www.youtube.com/watch?v=y_PzPDRPwIA.

Additional Information

Useful works cited by Carr include:


Cursing can stop a film dead. The translator’s challenge is to find the correct balance that communicates the tone, nuance, and meaning of the source accurately. Complicating matters is the fact that exclamations and insults that are acceptable in the original country may be offensive to U.S. viewers unless they are translated with the target audience’s sensibilities in mind. Many exports to the U.S. market represent the best of a country’s films by screenwriters who know their way around wordplay. Wordplay belongs in the translation. Therefore, subtitlers must learn to write what is almost said.

This is not to say that there is no place for curse words. They exist in many films. Censoring dialogue in subtitles is unacceptable. However, absolute mastery of the target language is essential in choosing the right word that equates to the original’s meaning and usage. The following article is designed to give those interested in subtitling an idea of the issues they will face when a screenplay comes across their desks.

Crude and Vulgar Expressions

Excrement, parentage, and human copulation are all frequent sources of colorful euphemisms in many cultures. Consider these variations for identifying excrement: dooky, poop, poopy, stinky, crap, turd, dung, feces, and of course $#*!. A character in a film might use the word when cursing or referring to the act itself. In either case, an entirely different word must be used. Sometimes the curse word is not as overt. For instance, comic characters often speak sideways: “drop a load” or “take a major” are clear without being too terribly crude within a given context. Stephen King is one of the great cursing innovators of American English, as in Salem’s Lot, when the constable mutters “Floyd can crap in his hat and wear it backward for all of me.” This line is funny, inoffensive, and says much about the character. When determining whether a curse word is essential, the translator must consider the scene in which the word is spoken. Ask these questions:

- Is the curse word crude, humorous, or descriptive?
- Is the character likely to use a crude word?
- In the context of the scene, is it necessary to use a crude term?

Racial and Gender Slurs

Slurs are usually spoken by unsympathetic characters. For instance, a group of soldiers belittles a prisoner of a different race, drunken men at a bar say ugly things about women and a group of women say the same types of things about men, and on and on. Sometimes these slurs serve a purpose in establishing character and tone or as foreshadowing of an epiphany or a comeuppance. Therefore, racial and gender slurs must be subtitled. Before translating, ask these important questions:

- Are the slurs gratuitous or do they serve the plot?
- Do the slurs have equivalents that honor the intent without relying on crass phrases?

Finding equivalents is an inexact craft.
• If slurs must be used, are the English equivalents *exactly* right?

The last question is critical, since finding equivalents is an inexact craft. If a slur is essential to the film, the English equivalent must have the same impact as the original dialogue. Not less, and certainly not more.

The translator may have strong views on a subject covered in a film. Beware of coloring words and phrases with personal views that are not in the screenplay. This includes gender stereotypes. If the stereotype is not in the source, care must be taken not to use language inadvertently based on personal preconceptions. On the other hand, a screenplay may be riddled with opinion. The translator needs to avoid editing particularly unappealing attitudes to make them more palatable. Never censor.

**Comedies**

A subtitler should trust viewers’ mastery of their native tongue. This is particularly true for comedies. For example, “son of a bitch” is always insulting, but it is also an exclamation of frustration. Comic characters often mutter barely audible expletives. Audiences have seen this hundreds of times, so a simple “Sonuva...!” or “Piece of...!” communicates the original’s intent and the nature of the aside without resorting to crudity. For example, Joss Whedon, creator of *Buffy the Vampire Slayer*, explained his approach to cursing variants when asked about the word “humped”:

“I’ve always had it easy with language, because I’ll always throw in a word that’s not *quite* the word we’re not supposed to use, but clearly means it...In the early days of *Buffy*, I used British terms. And on *Firefly*, I used British, but usually Elizabethan terms, or terms that were made up to be ever so slightly different, but never any that would actually raise alarms, because nobody actually really seemed to know what they meant.”

A translator must be aware of the target audience for a given entertainment medium. Television programs in America and their distributors have a single impossible goal: please everyone and offend no one. Of course, there are films and television...
shows that go the opposite route, but mass market distributors usually prefer sparkling wit to overt crudity. Restrictions on cursing need not be inhibiting. Indeed, they can be liberating, forcing a subtitler to explore humor in the target language. For example, when the popular Korean romantic comedy *Personal Taste* aired in the U.S. in 2010, a deft touch was required to ensure that every word captured the tone and flavor of the original without using phrases inappropriate to the genre in the target market. In the first episode, Inhi has stolen Gaein’s boyfriend, Changnyul. Loyal Yungsun confronts the errant couple on their wedding day:

Yungsun [to Inhi]: You’ve got tons of guys. Why you gotta take Gaein’s man? For you it’s easy, here a guy, there a guy. It’s not so easy for Gaein.

Changnyul: Now hang on, talk to ME.

Yungsun [to Inhi]: Shut it, turdface. Nasty little tramp.

Changnyul: I’ll make it up to her.

Yungsun: You’ll make up NOTHIN’.

This translation captures the furious vulgarities used in the original while retaining the comic timing essential to endearing Yungsun to the audience. A nonsense expletive referring to excrement is translated as “turdface,” which is an equally nonsensical and comic term in English. A derogatory term for a sexually indiscriminate female works perfectly well as “nasty little tramp.” Words such as slut, whore, or even the overworked “ho” would all be far too strong for this exchange. Finally, the ending line is particularly harsh in the source language. The phrase stops the scene dead, shocking Inhi into silence. “The hell you will” is probably the closest translation, and it is acceptable in prime time U.S. television on the major networks, but many Korean viewers of these dramas tend to be very conservative. The original term is harsh without being too overtly shocking. “The hell you will” is better, but in this particular scene it is not essential to the plot. A non-cursing equivalent captures the tone and pacing of the exchange.

YA Entertainment’s 2010 U.S. release of the popular Korean romantic comedy *You’re Beautiful* took this a step further by having comic characters mutter expletives that were represented on screen with $#*! and other variations. This works very well in comedy, but has no place in serious drama.

### Serious Dramas

Not all programs are witty company. Serious dramas also have much that can vex a translator. It is not easy to express the demeaning tone of certain inflections, verbs, and phrases, but English has its own ways to insult. Subtitles can often replace the former with the latter. J.M. Cohen addressed the challenges of cursing in the introduction to his translation of *The Adventures of Don Quixote* by Miguel de Cervantes Saavedra:

> Some of the oaths and expletives have had to be toned down, as in this respect the richness of our vocabulary has been considerably depleted since the seventeenth century, and such a literal rendering as ‘By God’s hand!’ or ‘Woe is me!’ is now merely funny. We have no doubt lost something by reducing our stock of epithets, but the translator must make do with what remains.”

A subtitler must explore variations that retain the antagonism of a scene without resorting to crude name-calling. For example, in episode 51 of *East of Eden* that aired in 2008, Shin Tae-hwan calls Dong-chul a dog and Dong-chul responds by calling Shin a rat:

Shin Tae-hwan: Look, it’s the little doggy that keeps getting in our way. Tonight the mutt’s dressed up as the president of Daehwa Construction. Lee Doggy-chul. You love spouting off about how bad I am but you’re worse. You’ve always wanted to replace Guk Dae-hwa, and now the lil’ doggy finally gets his wish. Now the mutt’s lifelong dream is coming true, nipping at the heels of the great Shin Tae-hwan himself.

Dong-chul: You’ve got the last part right. My whole life I’ve wanted to ruin Taesung and destroy you. Chairman Shin, I’m sure you’ve
hearing about rats. How they sniff out disaster and are the first to desert a sinking ship. Is it true? Does the rat have a feeling about the fall of Taesung?

Shin Tae-hwan: You really ARE Guk’s doggy. Fearless, just like him. But how solid is a foundation built on dirty money? Let’s just wait and see who falls first.

This translation uses the word “doggy” only slightly more than the original script, a choice that honors Shin Tae-hwan’s veiled threats and insulting speech patterns. The invidious nuances in the dialogue are difficult to communicate in English. Dong-chul’s response about the rat is literal and sounds correct in light of this baiting tone. Shin Tae-hwan is an immature villain, boasting while he insults. “Nipping at the heels of the great Shin Tae-hwan himself,” the subtitle reads, rather than the literal translation, “Trying to destroy Shin Tae-hwan.” The phrase works with the doggy motif and communicates Shin’s sense of self-importance. Dong-chul’s response is mature and thoughtful.

Religion in Television and Family Films

American television audiences have come to expect a uniform blandness when dealing with religion. It is not that religion does not exist—quite the opposite. All religions exist and are treated equally. The rule seems to be that religious differences do not exist. Mainstream television in the U.S. leans toward a banality in the presentation of beliefs. Consider the character Rose in Lost: she so completely inhabits her Christian faith that it does not seem remarkable when she invites another character to join her in prayer. The screenplay is character-driven, focusing on Rose rather than her religion, which facilitates the creation of natural dialogue in the bizarre world of this series. It is safest to adopt the inoffensive phrasing preferred by U.S. networks when translating a family film or television program for mass market distribution. Distributors err on the side of safety and the translators they hire would be wise to do the same.

Rating Systems

Buyers have shown a preference for televisions with controls that limit access to programs with specific ratings. Subtitlers would do well to familiarize themselves with international ratings and their equivalents in America. This will ensure that the content of the subtitles is appropriate to the target market, which is the goal of any distributor interested in staying in business. Use exclamations suited to viewer expectations. The Motion Picture Association of America (MPAA) has an extensive explanation of the rating structure on its website (www.mpaa.org/ratings).

Learning from Yesterday’s Wordplay

Much can be learned about how to present offensive material in a nonoffensive way from studying the films of the past. American films of the 1930s, 1940s, and 1950s were subject to a certain amount of censorship. The Motion Picture Production Code was a self-imposed standard designed to monitor the film industry. Known as the Hays Code after founder Will H. Hays, it was adopted in 1930 by the Motion Pictures Producers and Distributors Association (MPPDA)—later the Motion Picture...
Association of America (MPAA)—and by 1934 had grown to full power. It was disbanded in 1968 when distributors adopted the MPAA film rating system. During the days of the Hays Code, films retained wit and double entendre but managed to do so without the shock tactics of lesser films. This gave the movies long life. “William Powell is to dialogue as Fred Astaire is to dance,” wrote Roger Ebert in a review of the 1934 film The Thin Man. “His delivery is so droll and insinuating, so knowing and innocent at the same time, that it hardly matters what he’s saying.” Hollywood films from this period are gold mines of wordplay. Some dialogue skates dangerously close to vulgar, but never crosses the line, as in Howard Hawks’ 1946 film The Big Sleep. The dialogue in these films is surprisingly fresh even by modern standards. Any subtitle professional will find these films useful primers for wickedly clever language acceptable to general audiences. Other American comedies worth studying include Bringing Up Baby, The Lady Eve, Trouble in Paradise, and the Bing Crosby/Bob Hope road series (Road to Morocco, etc.). These films are invaluable references for translators working in television.

Enjoying Yourself

Subtitling is fun. It is thrilling to find just the right inflection, the perfect phrase that captures as much of the original as possible. A translation that communicates what is said and unsaid is a wonder to behold.

Notes
Madrid was hot in the summer. My apartment was stifling with the windows closed, and not much better when they were open. The annual exodus of mothers and children was in full swing, and the city felt comfortably empty in the absence of those who retreated from the heat to spend as long as they could in the mountains or on the coast. It was my favorite time of the year.

It was after midnight, and I sat in a pool of light in the darkened front room on the third floor. The window was open in front of me, framing my view of the night sky hanging over the quiet neighborhood. The warm air stirred lazily around me as I sat at my desk, my fingers on the keys of my typewriter—a green Olivetti portable, my pride and joy.

It was the usual story. They’d called that afternoon to say they had a project with a tight deadline and they understood perfectly that there would be a rush charge—was I interested? Consuelo went to bed after dinner and I stayed up with the Olivetti and a most intriguing behind-the-scenes account of the sherry business in Andalucía that included a rambling history of southern Spain. Well written by an articulate Spaniard with a very agreeable fluency and style, it was gracefully evocative, a pleasure to read. A miracle! And long—I was going to be up all night.

In the wee small hours, Consuelo briefly stood behind me, her hands on my shoulders, gazing out at the sky. “You always do this when you get one of these,” she said. I nodded. “Your translation becomes your querida,” she murmured as she turned away, “your mistress.” She was right. A translation like this can’t be handled at arm’s length. It has so many undercurrents and subtleties that one must allow oneself to be drawn into it without a struggle. It demands the total surrender of one’s life for a while, and in turn stimulates a pinpoint focus which is its own rich reward.

My train of thought was now interrupted, and I sat back in my chair and stretched. My neck was stiff; my shoulders too. I stood up and moved to the window; looked down. A man was walking along the pavement across the road, his shadowy silhouette long in the light from the street lamps. One hand in his pocket, the other swinging at his side. He got to the corner and was gone. Now the street was empty and still, and strangely inviting. I left a note on the typewriter and went downstairs. The Café Gijón was a few blocks away and it felt good to walk. The Gijón never seemed to close, and there were several patrons sitting at the bar when I arrived. I ordered a scotch and soda in a tall glass. A hand fell on my shoulder and I turned around. “Hombre, ¡Javier!” Javier is a writer who also works as a translator when driven to it by circumstances of one kind or another. He understands the all-nighter phenomenon from personal experience and wants to know, “How’s it going?”

“It’s going well,” I tell him.
Art in Translation Continued

“The narrative is fine, the terminology is fine, but I’m trying to convey the tone of the original; you know, the texture, the *dejo*, the essence of Andalucía that’s such an important part of the story. I haven’t got it yet.”

Javier smiled broadly and ordered another round. “Tone? *Dejo*? Texture? Such words! What are you trying to do, create a work of art?”

I thought for a minute, stirring the ice cubes in my glass with my finger, and then said, “Yes, as a matter of fact I am.” Javier studied my face, his eyebrows raised. “You know how it is,” I went on. “We translate all kinds of documents; some are horrible and some are more or less interesting, a few are decently written and once in a while we get something that really does seem worth translating. This is one of those. I’d like to do what the writer did in Spanish. I want the English version to have the same *duende*, the same magical quality as the original.”

Javier was nodding and smiling. “I recognize these symptoms! I too have been stricken as you are tonight. I think what you need right now is a transfusion of flamenco, my friend. Come, the drinks are on me at Las Brujas.”

There is nothing like the soulful sound of the flamenco singer, especially when it weaves in and out of the music of the flamenco guitar to serenade the raw passion of the flamenco dancer. In the dim, smoky light at Las Brujas we felt the throbbing of hands clapping and the pounding of heels, and we breathed a little more deeply.

“You want to convey the tone and the texture of Andalucía?” Javier shouted. “This is pure Andalucía.” He was right. Flamenco came across from North Africa with the Moors, and southern Spain inherited the music of the desert. Since then, the great cities of Granada, Sevilla, and Córdoba have produced generation after generation of flamenco artists who preserve the tradition of their forefathers, the ones who settled al-Andalus. “And it’s not just what you can hear at a flamenco tablao like this,” added Javier. “Sit quietly one day, preferably with your eyes closed, and listen—really listen! —to Tárrega’s *Recuerdos de la Alhambra*. You will be steeped in the essence of the south.”

The street was empty when we left the tavern. We walked down the Calle Mayor to the Paseo and were soon looking across at the Prado Museum, gleaming white against the Parque Retiro. “You want to put some art into your translation?” Javier enquired, pointing with his cigar. “There’s plenty of art in there!”

“A pity it’s closed,” I said. “*Por favor*!” sputtered Javier, slapping his forehead with his free hand. “How are you going to put art into your translation with an attitude like that? Come with me!” He took me by the arm and led me across the street, then walked me slowly back and forth the length of the sidewalk outside the museum, talking in a serious, urgent tone. “If you want your translation to be a work of art, the art must be inside you. What you see and understand inspires your choice of words. Think of the paintings and the sculptures you’ve seen in there. Remember the Goyas, Velázquez, the old masters, can you see them in your mind? Look closely at them. They are speaking to you; they want to tell you something. Listen!”

I did, and my mind filled with thoughts of form and color, proportion and perspective. The fingers on the hands of a statue appeared to move, and the outline of her stone body reminded me of beauty I had known. An echo of history entered my memory and the past came forward into the light. Everything had a rhythm and a reason and I felt that I understood what they were trying to say. I was suddenly anxious to get back to my translation. I said so to Javier and he laughed, “You hear the urgent call of a lover who cannot be ignored? Then it is time. Let’s go home!”

We had quite a few blocks to cover and it felt good to be walking, one hand in my pocket, the other swinging at my side. The emptiness of the streets created a sense of space that suggested endless possibilities. The graceful lines of a roundabout hinted at an earlier period when there was time to pause and savor special moments, to live more deliberately and in harmony with one’s surroundings. An idyllic time, it occurred to me, when sherry epitomized a way of life.

Back in the apartment, the light was still on over the typewriter. My note had not been read. I closed the kitchen door and made some coffee. Then I stood at the window and watched the first light break along the skyline. My mind was clear and I felt excited. I sat down and began to work.

What you see and understand inspires your choice of words.
When Dan and I met, long before he was an attorney and I was an entrepreneur, we did not exactly hit it off. Quite the contrary. Now, years later, we both describe it as instant dislike.

We do not really remember what we disliked about each other when we met in college in 1997. Dan was 25 years’ everyone’s senior, and after a successful career as a farmer in Idaho, he decided to go back to college and to law school. He wanted to be a better lawyer than the one who had represented him in his farming days. I thought his story was quite inspiring. Still, there was something about Dan I just did not like, and I felt bad about it. Clearly, he felt the same about me. As fate would have it, we ended up on the same team in a senior-level management class, and I resolved to make my working relationship with Dan a positive one. I also did some soul-searching: what was it about Dan that was rubbing me the wrong way?

I did not really know, but he took the initiative to meet with me to iron out our differences. As was to be expected, what bothered us about each other was minor and easily resolved. Once we met one-on-one and started talking, something fantastic happened: we let go of our poor first impression, bonded over our love for the outdoors, and now, almost a decade and a half later, we are still close friends (and occasional clients). I just had the pleasure of seeing Dan’s dumb-founded look when he walked into his house to see it full of friends for his surprise 60th birthday party. I was in the front row, snapping pictures.

In business, it is quite possible that you will not like everyone you come in contact with, and that is fine. You are human and you cannot respond to everyone the same way, and you are under no obligation to work with anyone or everyone. I am not a big fan of the term “firing customers,” but if your stomach turns every time you talk to a particular customer, perhaps that is not the best customer for you. For everyone else, try the following:

**Analyze it.** What exactly is it about the other person that is making you uncomfortable? Is it something as trivial as her having attended the rival university in your hometown or is it something deeper? Perhaps the trait that bothers you is one that the two of you share (a common occurrence). Are your differences so significant that you will not be able to work together on a short project? Most of the time, they are not.

**Meet in person.** I have never resolved any real differences over e-mail or instant messaging, as there is no substitute to shaking someone’s hand, evaluating gestures and tone, and simply getting each other’s vibe. Allow yourself to be wrong. Many times, we are so determined that we simply “didn’t hit it off” with someone that we do not allow ourselves the chance to change our mind.

**It’s just business.** This might sound trite, but it is not personal. It is quite possible that a person is not as nice to you as you would like them to be, but that is a reality of the marketplace.

**Make the first move.** Sure, when you feel that someone is not treating you the way you would like to be treated, it is a challenge to offer an olive branch. However, it will make you feel good. Overlook the person’s shortcoming and treat them the way you would like to be treated. Many times, respect breeds respect. Be the bigger person.

**Find common ground.** Once you discover something in common—say, you both breed pet rabbits or are both locavores—you will probably think, “well, she can’t be that bad if she likes pet rabbits.” Common ground is not as hard to find as you would think, and you can start by asking questions.
Internet blogs are rich sources of information for translators and interpreters. They allow users to post questions, exchange ideas, network, and 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.

Blog Trekker

(Posted November 10, 2010, by Corinne McKay on Thoughts on Translation, http://thoughtsontranslation.com.)

Yesterday I had the pleasure of presenting a webinar on “Getting Started as a Freelance Translator” as part of ATA’s ongoing series of online educational sessions. I think that it went well, with huge thanks to Lucy Brooks of eCPD Webinars and Mary David and Naomi Sutcliffe de Moraes of ATA. Lots of participants submitted questions, but we only got to a few of them before our time ran out. I have started a new blog category, “Webinar questions,” in order to answer some more of them here. Thanks to everyone who participated!

A participant asks: Can one be too old to begin a translation business (for example, as indicated by degree completion years) or do prospective employers generally not care?

Short answer: As a freelancer, I would not worry about age too much. If you are up-to-date enough to participate in a webinar and even submit a question, I think you are fine.

Longer answer: This worry applies to both ends of the spectrum: 22-year-old new graduates and 68-year-old retirees often ask “Will clients take me seriously?” In both cases, I think the answer is “yes,” if you keep a few important factors in mind:

- As a group, freelance translators are not that young. Case in point: I’m 39 and have an 8-year-old child, and I’m regularly referred to as a “girl” or “young lady” by elder members of the profession. The oldest freelancer I have heard of was in his early 90s, and I know of numerous successful freelancers in the 70+ bracket.

- Degree completion years? For a U.S. résumé, I would leave them off. After all, age discrimination is illegal and as long as you can do the job, your clients really do not need to know how old you are. Likewise, I know several translators in their 60s and beyond who deliberately do not put their photo on their marketing materials.

- Whether you are on the young or old end of the freelance spectrum, keep the negative stereotypes of your age group in mind and defy them. For example, take the stereotype that older workers are set in their ways and resist new technologies. Beat this image by pointing out that you have recently participated in a webinar (or even more than one!) for freelance translators, that you use Skype to communicate with your clients and colleagues, and that you are really looking forward to getting to know your clients’ preferences and style guidelines. If you are in your 20s, pay particular attention to being reliable, responsible, and possibly more formal than you would be otherwise. For example, a conference interpreter training program director in the U.K. recently attributed the EU’s difficulty in finding new into-English interpreters to the candidates’ poor skills in their native language: “Many of the young hopefuls cannot speak in the appropriate ‘register’ for the event they would be interpreting. Their only modes of speech are informal, peppered with ‘like,’ for instance,” she says. “They misuse words and don’t know the subtle differences between synonyms.” So, brush up on your formal speaking skills before you go for the interview!

For better or worse, freelance translation is a real meritocracy. On the one hand, I think that most clients, at least in the U.S., are largely concerned with your ability to do a good job and do not really care if you are older or younger than they expected. On the other hand, one flubbed assignment can get you kicked to the electronic curb, so make sure to keep your focus on outstanding work.
Something happened in Denver in late October and early November that was truly historic. In fact, Laurie Gerber, an ATA-certified Japanese→English translator and the most tireless bridge-builder between the translation and machine translation (MT) communities, turned to me at one point and said, “I think I’m done. My job is finished.” She was not talking about a translation or editing job that had kept her busy for a few days or even weeks; instead, she was talking about something that she had set out to do years ago and had probably assumed would never come to fruition during her lifetime. What happened during the co-located ATA Annual Conference and the conference of the Association for Machine Translation in the Americas (AMTA) in Denver was the final formation of a strong bridge between these two communities, and now it is up to you and me and those on the other side to actually use this bridge.

Here are some snapshots of the two conferences in Denver that may illustrate their historical nature (and hopefully convince you that I am not completely mental in expounding on the significance of these conferences).

On the last day of ATA’s conference, conference organizers made sure to line up a successive string of sessions all dedicated to MT and its meaning to the translation profession. Since the program at ATA’s conference has 10-14 simultaneous tracks, there were plenty of other sessions for the non-MT-inclined audience. Interestingly, though, it was the MT sessions that drew the largest audience. Mike Dillinger’s session on how to utilize MT as a translator and Laurie Gerber’s session on post-editing MT had full rooms of 200 participants each, and the closing panel with representatives from both the MT and the translation communities drew an audience of 500 or so. The numbers alone are remarkable—in previous years maybe a dozen translators would have shown up, and then only to make strong statements against MT—but even more interesting was the underlying spirit of the questions, which were intended to learn more about MT rather than to insult. I cannot overstate what a change this was in comparison to previous years. While I am not part of the “MT lobby,” in the past I have had to soothe the fears of many proponents of this technology before they made presentations to translators by assuring them that we no longer believe in public executions.

Fast forward to AMTA’s conference. The opening speakers of that conference were a very eloquent Nicholas Hartmann, president of ATA, and myself, both of whom tried to represent the translators’ view of MT. The reception was warm and decidedly noncritical and revealed a clear consensus that MT could only be taken to the next level with the translator rather than without.

One of the things that both Nick and I tried to communicate to the MT community was that, at least in the branch of statistical MT, there is a great indebtedness to human translators. For too long developers of MT looked at data and corpora as if they had developed on their own rather than being the fruits of human translators’ labor. We stressed the vital importance of acknowledging this and making sure that from now on translators play a much more active role in participating in ongoing developments.

Of course, this naturally means that we also need to be willing to engage rather than sit back and complain. It certainly seems that these two conferences have created the infrastructure that will enable this to happen.

Publications from the Localization Industry Standards Association

**Journal of Internationalization and Localization**
The Localization Industry Standards Association (LISA) has published the inaugural issue of the *Journal of Internationalization and Localization* (JIAL), a new academic journal dedicated to providing research into the business and technical aspects of globalization. The journal is available free of charge as a PDF file from www.lessius.eu/jial, and may be ordered in hard copy.

**Globalization Insider Online Archives**
The archives of *Globalization Insider*, LISA’s newsletter, are now open to the public without restriction. The archives contain 19 years’ worth of articles on all aspects of globalization and localization. The archives can be accessed at www.localization.org.
• **Lisa Carter** published two book translations with HarperCollins in 2010: *The Einstein Enigma* (*La fórmula de Dios*), by José Rodrigues dos Santos, and *Voltaire's Calligrapher* (*El calígrafo de Voltaire*), by Pablo De Santis.

• **CETRA Federal Services**, a newly created division of **CETRA Language Solutions** in Elkins Park, Pennsylvania, opened an office in Washington, DC.

• **ATA Past President Peter W. Krawutschke** (1995-1997) is one of the recipients of Western Michigan University’s (WMU) 2010-2011 Distinguished Service Award. Krawutschke, a German language and translation specialist, joined the university’s Department of Foreign Languages faculty in 1967. Since 1995, Krawutschke has been serving as head of WMU’s German Section. His past administrative posts include chairing the Department of Foreign Languages for five years and twice serving as director of an on-campus translation center that he founded in the mid-1980s. Krawutschke is also a past president of the Federation Internationale des Traducteurs. He received ATA’s Gode Medal in 2008.

• **Alexis Levitin**, a professor of English at Plattsburgh State University of New York (SUNY), has been appointed to the rank of SUNY Distinguished Professor by the SUNY Board of Trustees. Levitin was recently recognized for his work as a translator of Portuguese and Brazilian literary works by Eugenio de Andrade, Egito Concalves, Carlos de Oliveira, Astrid Cabral, and Clarice Lispector, among others.

• **Valeria Petracchi** served as the editor of the first volume of *Prospettive e obiettivi funzionali nell’insegnamento delle tecniche di traduzione inglese-italiano* (Edizioni Compo Mat, 2010), a new series created to provide material on science and language mediation.

• **Lawrence Schofer** published two book translations with Locus Publishing in 2010: *Life Before Letters. The Well-Read Odyssey of the Future Mr. Book Fair* and *See You in Frankfurt! Life at the Helm of the Largest Book Fair in the World*. The books comprise two volumes of memoirs by Peter Weidhaas, the long-time director of the Frankfurt Book Fair.

• **ATA Terminology Committee Chair Sue Ellen Wright** is one of the recipients of the 2010 Eugen Wüster Prize (EWP). Wright is a professor of modern and classical language studies at the Kent State University Institute for Applied Linguistics, where she teaches computer applications for translators and German-English technical translation. As a recognized international terminology expert, she is active in the national and international standards community. Her publications include numerous articles in the field of terminology management and translation studies, and edited books in these areas. She is the co-compiler of the *Handbook for Terminology Management*. For more information about the EWP, please see http://infoterm.info/activities/terminology_awards.php.

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**In Memoriam**

(Published in MPNow on November 18, 2010.)

**Longtime ATA member Trudy K. Balch** died of breast cancer on November 1, 2010.

Trudy was a 1974 graduate of Brighton High School in Rochester, New York, and attended the University of Missouri-Columbia. After graduation, she lived in New York City.

Trudy was an accomplished writer, editor, and Spanish- and Ladino-English translator. Her publications included *Gaby Brimmer: An Autobiography in Three Voices* (Brandeis University Press/University Press of New England) and *My Ocean: A Novel of Cuba* (Groundwood Books). She was a presenter at several ATA conferences. In addition to ATA, she was a member of the American Literary Translators Association.

Donations in Trudy’s memory may be made to the Susan G. Komen for the Cure Foundation (http://tinyurl.com/komen-org).
The Dictionnaire des abréviations courantes de la Langue Française was designed to be used by all those in offices, schools, universities, and pressrooms who wish to write fast and still be understood, and by those who need to decipher abbreviations and sigles (initials and acronyms). It seems to be intended more for the former than for the latter.

Content

Nowhere on the cover or inside is the number of entries noted, as one might expect in most dictionaries. In the introduction, the author specifies three types of abbreviations:

1. Standardized and official: Units of measure and currency and names of organizations (AFNOR, ISO).

2. Conventional: Those that are used in classified ads, for instance.

3. Regular: Those that are created according to a specific need. (This is where the author addresses the ways to create abbreviations.)

As was suggested above, the author didactically and predictably tells us that an abbreviation is the graphical reduction of a word or a set of words. Abbreviations are used in print or any other medium where space is limited. An abbreviation can be:

- The result of the deletion of the final letters, always before a vowel, replaced by a period: prf. for préface, or préfet, or préférence, or préfixe.
- The result of the deletion of some middle letters. Undoubtedly this can only be done when the context makes it clear: htrophie for hypertrophie, thèse for thèse.
- The result of the deletion of the middle letters, leaving usually two lower case initial and final letters (bd for boulevard, M for maître).
- The result of truncating the beginning or end of a word by aphaeresis: bus for autobus, or by aphaeresis, ciné for cinéma.
- The result of leaving only the initial letter and a few of the consonants, either followed with or without a period (etc. for et cetera, kWh for kilowattheure) or with nothing but the initial (M. for monsieur).

Faudouas continues giving the rules for forming abbreviations, stating further that an abbreviation consisting of the suppression of only one letter is not admissible, with the following exceptions:

- That an abbreviation consisting of the suppression of two letters can be tolerated only if it is absolutely necessary.
- That, in order to be recognized easily, a regular abbreviation must keep a sufficient part of the word.
- That an abbreviation must not be too long if it is going to be useful.

The major components of the dictionary are 1) at the beginning, with 150 pages of French entries listed alphabetically with their corresponding abbreviations or acronyms; and 2) at the end of the book, with 125 pages of alphabetized abbreviations and acronyms (plus mathematical and other code signs) and their spelled-out French sources.

In the middle of the book are inserted 20 pages proposing:
1. Some 100 Anglo-American conventional abbreviations, initials, and acronyms in each direction.

2. About 300 entries without a translation called “Commonly Used Anglo-American Abbreviations and Acronyms,” in which are found the likes of abbr., HTTP, COD, and mfg.

3. A third section of about 90 abbreviations used in what the French call textos, referring to the texting people do on their portable phones. This is a mix of French and English phonetic and other tricks of the trade of dubious usefulness: cki? (c’est qui?), koi? (quoi?), mdr (mort de rire).

What is to be found in this dictionary? In the more or less 13,000 entries in the word-to-abbreviation section, easily 90% of the entries will help the user find a way to create “regular” abbreviations by showing how to shorten the French word. For example, to save space on a page, you can shorten the word *garrottage* to *garrott*. If you wanted to abbreviate a recipe where “court-bouillon” would be too long, one would be guided to write *c.-bouill.* The way to abbreviate *poitrine* is given as *poitr*, but neither *vitrine* nor *pusillanime* are listed. Conversely, if, for example, the reader wants to know what *nécrol* stands for, he or she can go to the 12,000 or so entries listed in the other section of the dictionary and find three separate entries: *nécrologue, nécrologisme,* or *nécrologie.* But is there really a need to look into this dictionary to find those answers? By applying the rules given, it should be easy to create the desired abbreviations and recognize the others easily.

Is there anything here of some usefulness? Yes, the other 10% of the entries are worthwhile. It seems one can find the initial acronym of all the currencies of the world, from CAD (dollar canadien) to ERN (Erythrean nakfa). The user will also be able to find French acronyms such as CDD and CDI (Contrat à durée déterminée and Contrat à durée indéterminée), including some that are less commonly used, such as MAO (Musique assistée par ordinateur). Most of the acronyms and sigles found in this dictionary can be trusted. Of course, there are a number of huge databanks online that will give me longer lists of verified possibilities, and many of these offer specialized terminology in a particular field. For example, Acronym Finder (www.acronymfinder.com) is a remarkable source: for CDD, it gives over 250 definitions and claims that 55 are verified (the French is second from the top).

**Overall Evaluation**

Except for about 10% to 15% of the entries, this dictionary is of limited use, especially given the accessibility of databanks of acronyms and abbreviations existing online these days.

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**Jean M. Leblon** was born in Chimay, Belgium, where he completed his secondary education in classical languages. He graduated from college in the U.S., majoring in English and Spanish, and obtained a Ph.D. in French literature from Yale University. He taught at several colleges and served as chairman of the Department of French at Vanderbilt University. After retirement, he worked at Microsoft as a translator and senior French terminologist. Since then, he has been an independent translator, narrator, and interpreter, and has held office on the boards of ATA, the Northwest Translators and Interpreters Society, the Alliance française, and the Seattle-Nantes Sister Cities Association. Contact: jean_leblon@msn.com.
ATA Certification Exam Information

Upcoming Exams

California
La Jolla
March 26, 2011
Registration Deadline: March 11, 2011

Michigan
Grand Rapids
May 7, 2011
Registration Deadline: April 22, 2011

Novi
August 13, 2011
Registration Deadline: July 29, 2011

Pennsylvania
Philadelphia
April 2, 2011
Registration Deadline: March 18, 2011

Washington
Seattle
April 16, 2011
Registration Deadline: April 1, 2011

More than 40 exam sittings will be scheduled in 2011. Sittings will be posted as soon as they are confirmed. Please contact your local chapter or group if you do not see a sitting scheduled in your area.

New Certified Members

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

English into Spanish
Lucia E. Alzaga
Urbana, IL

German into English
Timothy P. Hanes
San Francisco, CA

Maria Boyette
Huntsville, AL

Active and Corresponding Membership Review

Congratulations! The Active Membership Review Committee is pleased to grant active or corresponding status to:

Shizuyo S. Isaacson
Huntington Beach, CA

Timothy P. Webb
Nice, France

It’s Time To Renew Your Membership

Renew online at: www.atanet.org/membership/renew.php

Thank you for your past support and for renewing for 2011.

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.
**New Queries**

**(D-E 1-11.1)** The Dutch use the verb *spechten* to describe a method of determining the tightness or leakproof tensioning of nuts and bolts in a chemical factory. What is it?

**(D-Sp [E] 1-11.2)** If you can, try dealing with *uitstaan* in the following financial translation: *De oproeping geschiedt door middel van luchtpostbrieven...aan de in het aandelennegister vermelde adressen, indien feitelijk aandelen aan toonder* *uitstaan* *tevens en indien feitelijk geen aan- delen*. What is it?

**(E-B 1-11.3)** “Client rulers” was the subject of this query going into Bulgarian. The text concerns the social structure of early Britain, when invaders attacked the Tight Little Island and found some British chief-tains hostile and some not.

**(E-G 1-11.4)** The context quote for this mechanical engineering query was much too long to reprint, but the problem term was “gland nut,” and it was part of a cable in which an insert was placed. “Sealing gland” and “gland nut” also appeared in contexts that made it clear that all of these parts went into a connector housing.

**(E-Pt 1-11.5)** In the world of pharmaceuticals, what are “penicillin meningitis breakpoints” and how would you render the phrase into Portuguese?

**(E-R 1-11.6)** Just six words of context were provided for this financial query: “exempt corporate taxes for loanback pensions.” The final two words proved difficult, and I would not be surprised if a whole paragraph is needed to explain what they are.

**(F-E 1-11.7)** Apparently the opposite of a medicinal heating pad is meant by *cousin chauffant de confort*, which is referred to in the paperwork for a lawsuit about a heating pad that ignited. Any ideas?

**(F-E 1-11.8)** *Documents utiles* became the sticking point in this power-of-attorney document, an excerpt of which read: *En conséquence, faire toutes déclarations et démarches, produire toutes pièces justificatives, effectuer tout dépôt de pièces, signer tous documents, requêtes et documents utiles, élire domicile, substituer en totalité ou en partie, et en général faire tout ce qui sera nécessaire.*

**(G-Pt [E] 1-11.9)** This query relates to *Aushängesicherung*. Here is some context: *Die Schaukästen sind mit einer Aushängesicherung und einem Druck-zylinder-Sicherheitsschloss ausgestattet.*

**(L-E 1-11.10)** Who is qualified, in the context of a financial statement, to deal with *prieš mažumos dalį* in the following Lithuanian text: *Finansiniais metais grupė po turto perkainojimo patyrė xxxx lytų konsoliduotųjų nuostolį prieš mokesčius ir mažumos dalį.*

**(Pt-F [E] 1-11.11)** A translator thought that *impliqué, compromis, avec le lecteur* came close as a rendering for the slangy Portuguese *De rabo preso com o leitor*. But, unsure of himself, the translator decided to check with the wider world. English is acceptable as an answer, but this might require more effort than French!

**Replies to Old Queries**

**(D-F [E] 9-10.1)** *(abbreviation ‘dd’)*: This is indeed English, says Imre Takacs, and it stands for “differential diagnosis.”

**(E-F 8-10.1)** *(benchmark agnostic)*: Patrick Saari suggests three solutions, but to save space I will simply mention *prise de participation agnostique en termes d’indices* or *investissements qui ne sont pas fondées sur un indice boursier.*

**(E-Pt 7-10.1)** *(livability):* Habilidade or *qualidade de vida* are Patrick Saari’s choices.

**(E-Sp 7-10.3)** *(price signaling):* Based on the assumption that this is something illegal, Patrick Saari suggests *inter-cambio ilegal de información sobre precios* *(para manipular el mercado).*

**(F-E 7-10.4)** *(encaustiquer):* Patrick Saari likes “hammer the soft lead, apply a coat of encaustic, strip the colors.” (See page 42 of the July issue for more context.)
Helmut Thiemann says that the process is called “pigging” in English, using a setup called a “pig.” When the flow of sealant from the pipe stops, “pigging” is performed using foam rubber spheres slightly larger than the diameter of the widest pipe.

For this, Helmut Thiemann suggests “private practice physician charge reimbursements.” A Wahlarzt is a doctor who does not have contracts with health insurance carriers, so the patient pays the full amount.

For Jack McIntosh, the entire phrase on page 38 of the October issue is “[an] open joint-stock company is not the kind of authoritative administrative body whose inaction may be declared illegal based on requirements of the Arbitration Procedural Code of the Russian Federation.”

Patrick Saari calls it “reception and integration policy,” noting that the Irish hit upon exactly the same term when they passed a law about this back on April 2, 2001.

This is a much-discussed item from previous issues, but Patrick Saari and Sharon Neeman suggest “palm oil cake.”

Gonzalo Ordóñez believes this to be exactly the same in Spanish.

With so many regional variants in Spanish, it would be great here to know the function of the item, says Christelle Maginot, but some equivalents that come to mind are: “ladder leveler,” “safety leveler,” “ladder stabilizer,” “ladder bungs,” or “bung feet.” Marisa Farpon says this might be a “stanchion.”

Alisa Newman calls these “round tin buttons.” But Deana Smalley believes the last two words are typos and should be botónadura lateral. The term refers to borceguíes (“boots”), the kind that are buttoned up the sides. Gonzalo Ordóñez prefers “a side row of rounded buttons.” Christelle Maginot notes that any buttons on such now outdated footwear would always be on the side, so her preference is “button boots” or “buttoned boots,” though the brillante charol mentioned at the bottom of page 42 in the September issue might be subject to further interpretation.

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The Translation Inquirer could not be more grateful. This level of response might be unprecedented on his watch. Some responses even had to be postponed. Please keep it up!
In 1880, *The Pirates of Penzance* by Gilbert and Sullivan had its premiere, and one song from that operetta, “I am the very model of a modern Major-General,” has ever since been considered the quintessential Gilbert and Sullivan patter song, perhaps the quintessential model for all English patter songs. As anyone who has heard it knows, the song, while seemingly proclaiming the accomplishments of the singer, in fact comically demonstrates his absolute incompetence at his job.

Over the years, many songwriters have written imitations. Some satirized the original song, and some, such as Tom Lehrer’s “The Elements,” demonstrated the amazing ability of their composers to fit a long list into the required rhyme scheme and stress pattern. But most were used to satirize other occupations, and it was inevitable that one would eventually be written about the profession of translation. Not to worry, though, the lyric in question, written and submitted by Irina Zubanova and Victor Lanchikov, is not about working translators any more than the original is about working soldiers. In true Gilbert and Sullivan fashion, it pronounces every (i.e., e-ve-ry) possible syllable, unnecessarily uses capital letters, and occasionally stresses an unimportant word:

I am the very model of a modern Translatologist,
Well versed in every theory, both Linguist and Philologist.
Of Nida, Catford, and Saussure I can concoct a potpourri,
And I relax reciting the twelve axioms of Savory.

I’ve been in every conference from Atabaska to Madrid,
My dissertation’s title takes a doctoral degree to read.
Sound Untranslatability is my domain of preference,
And I like few things better than an exophoric reference.

Inquiring of my work I view as an act of iniquity,
In fact, translating texts is something way below my dignity.
But in the realm of theory, both Linguist and Philologist,
I am the very model of a modern Translatologist.

I’m sure you do not hold it true that I could burn in effigy
All folks who’re unaware of Firth and foreignizing strategy;
But it’s the stuff that on my list rates high because, for Heaven’s sake,
Translating Dostoyevsky and Balzac does not a tenure make.

To waste my time on gewgaws of this sort I have no hankering -
What do translation studies have to do with that translation thing?
I’d rather polish to perfection, not to lag behind the time,
My novel gender-deconstructing content-focused paradigm.

And don’t forget I did not miss the cognitive linguistic boat;
I also know precisely what Ortega and Venuti wrote.
So in the realm of theory, both Linguist and Philologist,
I am the very model of a modern Translatologist.

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.
Sometimes it is a small world, and that is the point of LinkedIn.

**E-Networking with ATA**

The ATA group on LinkedIn provides an ideal starting point for online networking. It also offers you contacts for individuals outside ATA who are connected to your fellow ATA members. Joining the ATA group on LinkedIn is a fast track to building your e-network.

**What is LinkedIn?**

LinkedIn is a free e-networking service that helps you create an online community of links to new contacts, prospective clients, and great jobs. Through a LinkedIn network you can discover inside connections and reach the clients you need to meet through referrals from people you already know and trust. Your professional relationships are key to building your business.

**How Does It Work?**

Begin by inviting colleagues and clients to join LinkedIn and connect to your network. Next, add to your community by searching LinkedIn for professional contacts you already know and inviting them to connect to you. Then, post a profile summarizing your professional accomplishments, associations to which you belong, schools you have attended, and places you have worked so that former business associates, co-workers, and classmates can find you and connect. Each connection expands your network. The result? Your network now consists of your connections, your connections’ connections, and the people they know, linking you to thousands of qualified professionals.

**Jump Start Your Networking with ATA**

Take advantage of your ATA membership. Joining LinkedIn through ATA gives you an instant community with opportunities to grow your network quickly. Don’t wait—get your online networking underway! To join, just visit [www.atanet.org/linkedin.php](http://www.atanet.org/linkedin.php).
LEAVE YOUR HOME NOT YOUR CLIENTS.

Wordfast Anywhere is currently supported on the iPhone, Windows Mobile, Android, and Palm OS platforms. Use on mobile devices is recommended for small projects or revisions only and not intended for large-scale work.