In this issue:
New Biological Drugs and Translation
Creativity in Medical Marketing Translation
Translating a Speech with Heart

With this issue:
American Translators Association
Boston, Massachusetts
October 26–29, 2011
Preliminary Program
A Supplement to The ATA Chronicle
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New Biological Drugs and Pharmaceutical Translation

By Edward D. Zanders
Pharmaceutical translators are increasingly likely to encounter new biological drugs in regulatory documentation. If you are interested in this field, this article provides some background on biological drugs and a brief description of their nomenclature.

Walk the Line: Harnessing Creativity in Medical Marketing Translation

By Erin M. Lyons
What are the main challenges and constraints of an ever-changing global regulatory environment, and what strategies can translators employ to create accurate and engaging marketing copy within an existing promotional platform?

Want to Improve Your Interpreting? Drop That Donut and Grab a Jump Rope!

By Holly Mikkelson
Research findings on brain activity have many implications for interpreters looking to improve their cognitive abilities.

Translating a Speech with Heart: A Collaborative Experience

By Diane Van Hoof and James R. Morrin
A client needs help to deliver an English speech into Flemish and obtains the assistance of a translator for a custom-designed immersion into a language utterly foreign to him.
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Special ATA Room Rates
Single = $246 / Double = $266 (exclusive of tax)
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Take advantage of these discounted rates, available until October 5, 2011, or as space allows. Make your reservations today by visiting [www.atanet.org/conf/2011/hotel.htm](http://www.atanet.org/conf/2011/hotel.htm) or call the Marriott at +1-800-266-9432 and ask for the special ATA rate.

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Need a Roommate?
Use the [ATA Roommate Blog](http://ataroommates-boston.blogspot.com) to locate a potential roommate during your stay in Boston: [www.ataroommates-boston.blogspot.com](http://www.ataroommates-boston.blogspot.com)
Our Authors July 2011

Erin M. Lyons is a full-time French→English and Italian→English translator and medical writer specializing in clinical research and pharmaceutical marketing. Her experience includes in-house and freelance work as a translator, editor, and project manager in both the U.S. and Europe. She has an MA in Italian and French translation from the Monterey Institute of International Studies and a BA in Romance languages and literature from the University of Chicago. She has given presentations on medical translation at ATA’s 2009 and 2010 Annual Conferences. Contact: elyons08@yahoo.com.

Holly Mikkelson is an adjunct professor within the Graduate School of Translation, Interpretation, and Language Education at the Monterey Institute of International Studies, a graduate school of Middlebury College. She is an ATA-certified Spanish↔English translator and a state and federally certified court interpreter who has taught translation and interpreting for over 30 years. She is the author of the Acebo interpreter training manuals as well as numerous books and articles on translation and interpreting. She has consulted with many state and private entities on interpreter testing and training, and has presented lectures and workshops to interpreters and related professionals worldwide. Contact: holly@acebo.com.

James R. Morrin is a Chicago-based attorney specializing in regulatory environmental and land-use law. He is licensed to practice law in Illinois, and is admitted to the Federal Trial Bar of the U.S. District Court for the Northern District of Illinois; he has tried environmental cases in 11 other states. He also maintains a secondary practice in intellectual property law, specializing in film, video, and literary rights. Contact: jmorrin@themorringroup.com.

Diane Van Hoof is an English↔Dutch translator and the owner of Distinctly Dutch, Ltd. A native of Belgium, she has a master’s degree in Dutch and English literature and linguistics and a PhD in comparative literature. After working in academia for a decade, she started a career as a translator and interpreter specializing in medical translation, specifically the translation, cultural adaptation, and linguistic validation in-country of patient reported outcome questionnaires. She is a member of the Chicago Area Translators and Interpreters Association and the chairperson of the Chicago Chapter of the Belgian-American Chamber of Commerce. Contact: dvh@distinctlydutch.net.

Edward D. Zanders has over 20 years of experience as a scientist and research manager in both a major pharmaceutical company and in smaller biotechnology organizations. He worked for 16 years as a senior scientist and research manager at Glaxo, where he specialized in drug discovery research for inflammatory diseases. In 2004, he founded PharmaGuide Ltd., a training and consultancy company that delivers courses on the drug discovery industry to various professional groups, including technical translators. Contact: ed.zanders@pharmaguide.co.uk.

Send a Complimentary Copy

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

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

Help spread the word about ATA!
Tempora mutantur nos et mutantur in illis—the times are changed and we are changed in them—and change itself is an integral part of both human and organizational life.

ATA has most often been changed as a result of active leadership and decision-making by successive generations of volunteers, and as our Association has consistently grown it has also steadily improved its ability to provide value to its members. But while much about both ATA and the world has changed—faster and more ubiquitous communication, new expectations and aspirations, and a truly global community and marketplace—the Association’s Bylaws have consistently defined the nature of ATA and what it aspires to do for us. Those objectives can be summed up quite simply:

• To promote recognition of the societal and commercial value of interpreters and translators;
• To facilitate communication among all its members;
• To establish standards of competence and ethics; and
• To educate both its members and the public.

Although the objectives have remained largely unchanged, many new ways of achieving them have recently been introduced, a few of which are listed below.

• ATA’s public relations effort aims to enhance national and international understanding of the vital role played by translators and interpreters. That aim is now being pursued in many new ways, not only in traditional print magazines and on radio and television, but also through the innumerable and constantly growing capabilities of online communications and social media. To cite just a few examples: our monthly Newsbriefs e-mail bulletin recently drew national attention and praise; our Facebook page has just been completely updated; tweets fly out from educational events around the country and the world; and host chapters now produce attractive and informative blogs to enhance the experience of each Annual Conference.

• The very nature of leadership in ATA is also shifting. Many functions that were once performed by well-meaning but untrained volunteers have now been turned over to highly qualified members of ATA’s professional staff, allowing the Board and officers to concentrate on policy and long-term planning. That new paradigm has in turn allowed more independent contractors, whose time is literally money, to consider serving the Association at the highest level.

• The same new media and communication capabilities that get our message out to the world are being used to help ATA members talk to one another. Most divisions now have an e-mail listserv that carries lively message traffic, as well as a blog and website. The result, along with the Annual Conference and division mid-year events, is an ever-widening range of opportunities for “peer-to-peer” interaction among members that is at least as important as the more structured information disseminated in the form of The ATA Chronicle, e-mail bulletins, and division newsletters. The divisions are well on their way to becoming language- and subject-specific networks of mutual support.

• Thanks to years of tenacious work by both volunteers and staff, a particularly welcome change in the procedures of ATA’s Certification Program is about to occur. It should soon be possible to sit for a certification examination using a computer keyboard rather than pen and paper, bringing this program into line with the working methods of essentially every translator.

• New communication capabilities are also being exploited when it comes to education. The Annual Conference remains a unique and irreplaceable networking opportunity for translators and interpreters to interact personally and directly with one another, but media such as webinars are now being used to provide targeted educational opportunities for a much wider circle of participants.

Amid all this change, two important things remain timeless: ATA’s objectives, and the commitment of ATA’s staff and volunteer leaders to bringing those objectives to life in the form of real value for every member.
**Top 10 Reasons to Attend the Annual Conference**

**1. Learn from the best in your areas of specialization.** With 14 preconference seminars and close to 200 peer-reviewed educational sessions, the Annual Conference is a premier professional development event for translators and interpreters at every experience level. Speakers come from all over the world to offer hands-on, practical insights in their respective fields.

**2. Speak your favorite languages.** For a few days every year, ATA turns the conference hotel into a miniature version of the United Nations. From the moment you step up to the registration desk, you will hear different languages spoken and will see people greeting each other like family. So, jump right in, mark your attendee badge with the languages you speak using the colored language dots provided in the registration area, and look for people with the same colors.

**3. Meet and mingle.** The free Division Open House is held on the first night of the conference, right after a general Welcome Reception. Tables are marked with the names of ATA’s 16 divisions, and division administrators will be on hand to greet and introduce you to others. You do not have to be a member of a division to attend. If you are a first-time attendee, do not miss this opportunity to meet colleagues working in your language combination and field of specialty.

**4. Talk shop.** Where else can you find 1,500 other people who care as much as you do about language, the finer points of grammar, and comparative culture? Meet the world’s most talented linguists and discover what an in-depth discussion of the use of idiomatic expressions can look like! Have you ever wondered if anyone else shares your day-to-day professional challenges? Comparing notes with colleagues can make a world of difference!

**5. Assess your professional perspectives.** In contrast to regional or division-specific events, ATA’s Annual Conference provides updates about the “big picture” of the translation and interpreting industry. What are the latest trends in tool use, machine translation, or interpreting equipment? What can freelancers do to boost their earnings, and how will language services providers adapt to the new challenges of the economic environment? You will come away with lots of inspiration and a blueprint of your own professional activities for the upcoming year.

**6. Network.** The translation and interpreting world relies heavily on word-of-mouth referrals, and many of the best projects are never publicly advertised. From receptions and division dinners to generous breaks between sessions, the Annual Conference provides ample opportunities to catch up with colleagues, introduce yourself to others, and hand out your business cards. Face-to-face meetings with people who have been online collaborators are a particular treat.

**7. Find new A-clients and top-notch providers.** Are you ready to find a few more clients who appreciate solid quality, or highly qualified freelance contractors who can handle even the most demanding project? Then you have come to the right place. Be sure to scan the daily bulletin board and display your professional advertising material in the Job Exchange.

**8. Visit the exhibits.** All the providers with whom you wish to speak will be located in one big room! Whether you are interested in finding out more about errors and omissions insurance, buying books and software, or talking to large-scale players in the industry, you cannot beat the convenience of having everyone in the same place. This year, we expect over 50 exhibitors to be present at the conference.

**9. Boost your income.** Wondering what steps you can take to improve your earnings and make the most of your business? ATA’s conference offers a wide range of business-related and best-practice presentations to help independent contractors and translation companies answer that question. Many attendees have reported that the conference paid for itself within a few months based on the new contacts and work opportunities they found.

**10. Make friends.** Translators and interpreters who bridge the gap between cultures as part of their daily living are a friendly and congenial bunch. Attendees who return faithfully year after year have established deep and meaningful friendships that span geographic borders, language barriers, and age differences. After just a few days in the company of your peers, you may find yourself making plans for next year.

**Plan Now**

What are your reasons for attending? Mark your calendar now: see you in Boston in late October!
After 18 years of service to ATA, Membership Services Manager Maggie Rowe retired on June 30.

Maggie started as a temporary receptionist. Over all the years of answering the phone, she quietly—not a word usually associated with Maggie—became the voice of ATA. She loved to help people. It is safe to say that during her nearly two decades with ATA, Maggie helped thousands of folks join the Association, sign up for exam sittings, and register for conferences—all the while working the “angles” to stretch a deadline or make sure they got the best rate.

When Maggie started, ATA had around 3,000 members. Today, ATA has 11,000 members. Maggie played a key part in the growth of the organization as she pushed Headquarters staff to increase ATA’s membership benefits and marketing efforts.

Maggie kept the place energized. Maggie was the one to put a little gift on everyone’s seat at staff meetings around any of the holidays. She was also the one who would frequently break into song (“It’s Raining Men” comes to mind), or yell “Hang on to your hat, Gertie” as she started rattling off some positive membership figures.

Now Maggie can sleep in, enjoy her free time, and root for her Minnesota Vikings without having to worry about the phone, e-mail, and membership statistics.

Maggie cannot be replaced and will not be forgotten. As ATA moves forward, we can thank Maggie for being a key and very human part of the Association’s success.

Resolution

Whereas, Maggie Rowe has served as the American Translators Association’s Membership Services Manager for 18 years; and

Whereas, she has helped membership nearly quadruple in those 18 years; and

Whereas, she is the “voice of ATA”;

Therefore, be it resolved that the American Translators Association thanks and honors Maggie Rowe.

—Unanimously approved by the Board of Directors of the American Translators Association, April 30, 2011

American Translators Association
52nd Annual Conference
Boston, Massachusetts
www.atanet.org/conf/2011

ATA’s 52nd Annual Conference program and registration form are now available online: www.atanet.org/conf/2011. Take a look at the depth and breadth of over 150 educational sessions, the multitude of networking opportunities, and the exhibits that are a part of ATA’s 52nd Annual Conference, October 26-29, 2011, in Boston, Massachusetts. See you there!
August 25, 2011
12 Noon Eastern Time
Working with PDF Files—Part 1: Using Adobe Reader/Acrobat
Presenter: Tuomas Kostiainen

Translators encounter PDF files daily in various situations, but often do not know the best and most efficient ways to handle and utilize these files. This webinar will cover the basics of Adobe Reader and Adobe Acrobat. Topics will include:

- Editing, commenting, searching, and viewing PDF files.
- Filling electronic forms and using electronic signatures.

Attendees will also learn the main differences between the free Adobe Reader and the paid Adobe Acrobat versions, and what is new in the most recent Adobe Acrobat/Reader version X (10).

August 31, 2011
12 Noon Eastern Time
Shhh...Don’t Say That! Ethical Dilemmas for Interpreters in Health Care
Presenter: Elena Langdon

Medical interpreter training often focuses on terminology and medical background knowledge, but in a cross-cultural encounter between patient and provider there is often a lot more going on than words. This webinar will examine a few case studies and possible approaches for resolving them. Topics will include:

- The differences and similarities between the three main professional standards of practice and codes of ethics for medical/health care interpreters.
- Case scenarios in hospital and outpatient settings.
- How to break down a case and examine the pros and cons of different actions.

September 22, 2011
12 Noon Eastern Time
Working with PDF Files—Part 2: Tools, Tips, and Techniques for Converting and Translating PDF Files
Presenter: Tuomas Kostiainen

Learn the possibilities and limitations of PDF files and their conversion tools. Knowing the right tools and methods can save you hours of tedious manual work when converting PDF files to an editable format or when trying to reuse PDF file content for translation memories, glossaries, or any other use to make the translation process more efficient. Topics will include:

- Converting text-based and graphics-based PDF files to editable file formats, such as Word and Excel files.
- The conversion capabilities and limitations of various tools, such as Adobe Reader, Adobe Acrobat Professional, ABBYY PDF Transformer, and ABBYY FineReader.

A brief demonstration on how to create translation memories from PDF files using LogiTerm AlignFactory will also be included.)
Apple is looking for qualified individuals for following 40/hr/wk positions. To apply, mail your resume to 1 Infinite Loop 84-REL, Attn: AEC Staffing-LJ, Cupertino, CA 95014 with Req # and copy of ad. Job site & interview, Cupertino, CA. Principals only. EOE.

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ATA Webinar Specifically for Conference Attendees
For more information, visit www.atanet.org/webinars

September 13, 2011
12 Noon Eastern Time
Tips for Navigating Your First ATA Conference
Presenter: Jill Sommer

Attending ATA’s Annual Conference can be overwhelming for most first-time attendees. This webinar will present some valuable tips to help ensure that you are prepared to get the most out of the experience.

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- Semiconductors... and more

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Website: http://www.translatejapan.com
E-mail: oubo1@translatejapan.com
The biopharmaceutical industry is a highly complex global enterprise that offers challenges and opportunities for technical translators. The translation challenges are obvious to anyone searching for the correct usage of jargon, which is extensive and not always consistent in the drug discovery business. This is partly because scientific nomenclature can be idiosyncratic, despite the best efforts of international bodies to establish rules for consistent usage worldwide. The enormous amount of documentation required by the regulatory authorities has to conform to specific guidelines, so there are many acronyms and technical phrases. On the plus side, the rapid growth of the pharmaceutical market in emerging economies means increased opportunities for translators working in the languages used in, for example, Brazil, Russia, China, and India. This may be because new drugs will be discovered and developed in these countries. In addition, opportunities could arise for the translation of material used by patients, since the demand for Western medicine is steadily increasing.

Scientific nomenclature can be idiosyncratic, despite the best efforts of international bodies to establish rules for consistent usage worldwide.

It is clearly impossible to cover the whole of the drug discovery business in this article. Instead, attention is focused on the new types of biological drugs being developed as an alternative to the most common drug formulations that are taken by mouth in the form of tablets or capsules. To begin, some of the key components or procedures associated with the drug development pipeline are listed in the next section.

Drug Discovery Fundamentals

Drug Targets: These can be thought of as a dartboard or archery target, where the drug is a dart or arrow. Drugs must bind to their targets with high affinity and selectivity in order to reduce side effects. They must be highly potent so they can be delivered to the patient in manageable quantities. In reality, most drug targets are proteins.

Small Molecule Discovery: Small drug molecules are the products of organic chemistry (the chemistry of carbon compounds), and are small enough to pass into the circulation via the digestive system when swallowed. To be orally bioavailable (the extent to which a nutrient or medication can enter the circulation after being swallowed), the molecular weight of these compounds must be less than about 600 daltons. The biological drugs discussed later have molecular weights from thousands to millions.

Preclinical Development: Once drug candidates have been identified in the discovery laboratory, they must be evaluated through a series of animal tests prior to clinical testing. This evaluation looks at pharmacokinetics (the effect of the body on the drug),
pharmacodynamics (the effect of the drug on the body), and toxicology (adverse effects on the body). The end result is an estimation of the drug dose that can be administered safely to human volunteers (referred to as “first time in humans,” or FTIH) in a Phase I clinical trial.

Clinical Development: Drugs are tested in a series of sequential trials (Phase I to III) to determine safety, tolerability, and clinical efficacy (i.e., whether the drug works against the disease in patients). Pivotal Phase III trials are used to support a marketing application for the drug.

Marketing Approval: The authorization to market a drug in a given territory is granted by national and international regulators. The latter include the Food and Drug Administration in the U.S. and the European Medicines Agency in the European Union. Harmonization of regulations is driven by the International Conference on Harmonisation in Geneva. Once drugs are on the market, they will be subjected to post marketing surveillance to monitor safety in the general population. The drugs may also require further clinical trials (Phase IV and sometimes Phase V trials).

Biological Drugs

The modern biopharmaceutical industry was founded on small molecule drug discovery, and this type of medicine still forms the mainstay of the business. Orally available drugs are relatively straightforward to manufacture and are delivered in a convenient tablet or capsule form. Unfortunately, small molecules do not interact with all types of drug target proteins due to size constraints. Many of these unaffected targets are involved in the function of the immune system or in cell proliferation, so that modifying their action with drugs could provide new treatments for diseases such as arthritis or cancer. The last decades of the 20th century saw the beginning of an explosion of interest in biological drugs based on proteins, nucleic acids, or stem cells. Companies that have traditionally been concerned only with small molecule drugs are now actively developing and marketing biological products. The stage is now set for generic competition as patents expire on the original branded medicines.

Types of Biological Drugs

Biological drugs are created in the laboratory or manufacturing plant by exploiting natural biological processes, as opposed to the synthetic chemistry used for small molecules. Because these drugs are too large or unstable to be taken by mouth, they have to be administered parenterally by injection. Some of these biological drugs are listed below.

Proteins: Most biological drugs in clinical use are proteins, the most famous being insulin, which was discovered in the 1920s. The genetic engineering revolution of the 1970s allowed for the production of a range of protein drugs, many of which were growth factors designed to stimulate blood cell growth after cancer therapy. Later on, genetic engineering was applied to the creation of antibody drugs that lock onto specific cell types in tumors. (This triggers the body’s immune system to destroy the tumor while leaving normal tissues intact.) Other antibodies are used to block the binding of certain natural proteins to their target and are effective in reducing inflammation and tissue damage in rheumatoid arthritis and Crohn’s disease. Finally, enzymes are used as biological drugs for replacement therapy in genetic diseases or as anticoagulants. Enzymes are proteins that allow the chemical reactions of life to proceed at body temperature.

Nucleic Acids and Gene Therapy: Nucleic acids, of which DNA (deoxyribonucleic acid) is the best known, are the physical forms of the genetic material. The chemical code in DNA encodes protein molecules via an intermediate messenger RNA (ribonucleic acid). Some of these proteins may be altered as a result of DNA mutation and cause diseases such as cancer; alternatively, proteins may be encoded by viruses that infect human cells. An agent that blocks the expression of such genes could therefore be a useful therapy for cancer or viral infection. Such agents have been produced and are based on RNA, the main types being small interfering RNAs (siRNAs) and antisense RNAs. Aptamers are also RNA molecules, but these bind directly to the protein drug target.

In some diseases, such as cystic fibrosis, a specific gene is inactive and needs to be replaced with a functioning copy using gene therapy. The technical details of gene replacement differ from those required for RNA drugs, but the same problems have to be overcome, namely, delivery into the cells of the body. This is a major issue, so despite the great promise of nucleic acid drugs, they are still very much in their infancy compared with proteins.

Cell Therapy: Some degenerative diseases such as Parkinson’s or Alzheimer’s lead to tissue damage that cannot be reversed by taking a small molecule or protein/nucleic acid drug. All of the roughly 200 types of cells in a human being originate from just one type, the fertilized ovum; this occurs through the action of pluripotent
stem cells during embryonic development. These cells are seen as a possible solution to the problem of tissue repair, but clinical trials are only just beginning (although bone marrow transplantation is based on stem cells and has been used for many years).

**Sampling of Drug Terminology**

Here are some general terms for biological drugs that translators are likely to encounter.

- **Biologicals**: Any substance, such as a serum or vaccine, derived from animal products or other biological sources that is used to treat or prevent disease.
- **Biologics**: Commercial products derived from biotechnology.
- **Biotherapeutics**: The field encompassing therapeutic material produced using biological means, including recombinant DNA technology.

The protein drugs may be covered by the term protein therapeutics, but many of these are a specific type of protein, the antibody, so the term antibody therapeutics may be used. Antibodies can be categorized as follows.

- **Monoclonal Antibodies**: Antibodies arising from a single clone of immune cells and with a unique specificity for a target molecule. Almost all antibody therapeutics are based on monoclonal antibodies.
- **Recombinant Antibodies**: Natural antibodies are produced by immunizing animals, but genetic engineering is used to modify these antibodies in the laboratory through recombinant DNA technology.

**Phage Display Antibodies**: These are produced entirely in the laboratory using bacterial viruses (called phages) to bypass the natural immunization process.

**Drug Nomenclature**

The naming of all drug types is applied at different levels as follows.

**Scientific Name**: Small molecules follow the rules established by the International Union of Biochemistry and Molecular Biology for chemical nomenclature. Biologicals can be classified into particular types (e.g., the interleukins).

**International Nonproprietary Names (INN) System for Standardizing Drug Nomenclature or United States Adopted Name (USAN)**: These contain rules for different classes of biological drugs, including antibodies. For example, the INN name for an antibody used to treat breast cancer is trastuzumab, where the INN stem is -mab, for monoclonal antibody. The stem for antisense RNA drugs is -virsen; hence formivirsen, which is used to treat viral retinitis. Enzymes have the stem -ase (e.g., streptokinase, which is used for removing blood clots).

Antibody nomenclature using the INN system goes beyond just using the stem -mab to indicate a monoclonal antibody. These large proteins are produced in mice or rats and then modified by genetic engineering (antibody engineering) to replace as much of the protein as possible with the equivalent human protein. Where this has been achieved completely, the antibody is said to be fully humanized; otherwise it is chimeric (a mixture of human and rodent protein). INN names use a prefix (substem A, substem B) and a suffix. The prefix is unique to the product and the suffix is -mab. Substem A indicates the target class, for example, t(u) (tumors) or -c(i)- (cardiovascular). Substem B indicates the species used, most antibodies being -xi (chimeric) or -zu (humanized). So, for example, trastuzumab is a humanized monoclonal antibody to tumor cells and abciximab is a chimeric antibody affecting the cardiovascular system.

**Proprietary or Trade Name**: The name under which the drug is marketed (e.g., trastuzumab is marketed by Roche as Herceptin®).

**Anatomical Therapeutic Chemical Classification System (ATC Code)**: The ATC Code system is used to classify according to the disease and type of drug molecule, and is used for statistical analysis of drug usage. For example, Herceptin® has the code L01XC03 (L01 for antineoplastic; XC for monoclonal antibody; 03 for the unique number for this product).

**Select Reference Material Carefully**

Whatever the language or task...
assigned to the pharmaceutical translator, there is a clear need for a basic understanding of how the drug discovery system works and some familiarity with key jargon. This is particularly true when dealing with the products of biotechnology, which are based on complex science and technology. Although a real feel for the relevant chemistry, biology, and medicine can only be achieved after years of advanced study, it is quite possible to gain some idea of the basic principles through the careful selection of reference material and possibly by attending professional development courses. The links provided in the Related Resources box above should help expand upon the basic concepts that have been highlighted in this short overview.

Notes
1. The term biopharmaceutical is used here to cover both the major corporations, such as Pfizer Inc., the small pharmaceutical companies, and the myriad biotechnology companies that evolved from universities and elsewhere.
2. Molecular weights are calculated by adding up the atomic weight of each atom in the compound. The latter weight is an arbitrary scale based on a weight of 1 for the hydrogen atom.

Related Resources

European Medicines Agency
www.ema.europa.eu

Food and Drug Administration
www.accessdata.fda.gov/scripts/cder/drugsatfda

International Conference on Harmonisation
www.ich.org

International Nonproprietary Names Book of Stems
www.who.int/medicines/services/inn/StemBook2009.pdf
(This site contains an alphabetical list of common stems and their definitions, starting on page 11. Mostly small molecules are listed, but biologicals are also included.)

International Union of Biochemistry and Molecular Biology
www.chem.qmul.ac.uk/iubmb
(This is the biochemical nomenclature equivalent to the International Union of Pure and Applied Chemistry site for small molecule nomenclature.)

International Union of Pure and Applied Chemistry
http://old.iupac.org
(This site addresses many global issues involving the chemical sciences.)

Wellcome Trust Sanger Institute
www.yourgenome.org
(This site contains background material on DNA, genomes, and proteins, with links to illustrated examples.)

World Health Organization
Nomenclature of Monoclonal Antibodies
www.who.int/medicines/services/inn/Generalpoliciesformonoclonalantibodies2009.pdf
(This link presents the guidelines set forth by the International Nonproprietary Names Program.)

Zanders, Edward D.
(This book discusses key aspects of the drug discovery process in a way that is accessible to non-scientists. It includes a separate chapter for translators.)
atom, giving rise to 12 for carbon, 16 for oxygen, etc. Molecular weights are expressed as daltons, named after the English chemist John Dalton. Protein molecular weights are often expressed as kilodaltons (kDa).

3. Vaccines are also biological drugs and have been in existence for much longer. These are really a separate case and will not be discussed further.

4. There is a blurred distinction between peptides and small proteins, which are the same molecule, but with different sizes. They are produced from a pool of 20 amino acids linked via a peptide bond (peptides of two, three, and four amino acids being known as di-, tri-, and tetra-peptides and so on upward). After about 60 amino acids (insulin size), the term polypeptide, or protein, is used.

5. Just as proteins are assembled from a chain of amino acids, nucleic acids are formed from a chain of small molecules called nucleotides. A short chain is called an oligonucleotide and a larger one (roughly 100 and upward) a polynucleotide.

6. siRNAs interact with the RNA expressed by a cell and are designed to block the production of individual proteins by interfering with specific regions of the RNA.

Antisense drugs are derived from the part of a gene that is derived from RNA or complementary DNA. It binds in reverse orientation to a strand of DNA, and is used in a similar way to siRNA to block the expression of a drug target gene.

7. Gene therapy is the application of genetic engineering to the transplantation of genes into human cells in order to cure a disease caused by a genetic defect, such as a faulty enzyme.

8. Pluripotent stem cells have the potential to mature into almost any cell in the body.
Translating within the medical marketing and promotional arena requires a strong scientific background and the agility and resourcefulness of a creative wordsmith. Translations must be accurate, intelligible, and engaging, but also need to work within an existing brand personality, advertising platform, or product line. Linguists are expected to provide value-added translations that also help sell medical products and devices across international boundaries and cultural barriers. Developing the necessary skills to handle creative marketing translations that communicate scientific information can be a challenge, particularly within the confines of regulatory constraints, controlled document development, and highly specific marketing channels.

Health Care and Pharmaceuticals: Growing Sectors

World health care and pharmaceutical sales were estimated at $808 billion in 2009. This figure was based on growth in global macroeconomics, developments in innovative and mature products, expanded health care access, and increased funding. This is an industry full of rich opportunities for translators in all language combinations, thanks to sector growth in an expanding global marketplace that has been bolstered by the emergence of infrastructure, increasingly solvent populations, and legislative reforms providing patent protection in previously less than favorable markets.

However, linguists need to understand that this industry comes with special considerations. Drug development is risky as well as costly. For example, there are above-average risks associated with the high uncertainty of product development success and extremely high research and development expenditures. The pharmaceutical industry invests a greater percentage of sales into research and development than companies in other major U.S. industries (19.5% versus 4% in the manufacturing industry). Less than one-third of marketed compounds provide a return on investment for research and development expenditures. Accordingly,
pressure increases exponentially as products move successfully through the product development pipeline toward marketing authorization. This makes end-of-the-line translators instrumental players in obtaining regulatory approval and driving international sales.

**Basics of Industry Marketing Approaches**

Good medical marketing translation is not merely the output of raw linguistic content, but is also aimed at bolstering a product’s unique selling proposition and expanding a company’s portfolio without cannibalization (i.e., using but not necessarily replicating supplied reference material). Translators in this field need to be hyperaware of the language they utilize, and should keep some key questions in mind during translation and revision, including:

- What is credible?
- What is memorable?
- What borrows from the existing pharmaceutical model?
- Is this compatible with the company value offering?

Requesting client reference material and glossaries is essential to developing translation strategies and an overarching game plan for the documents at hand. Medical jargon is not all the same and doctors, nurses, technicians, and caretakers need to be addressed using language that is comprehensive and understandable, and not with mere equivalency translations. Moreover, the language employed should also address generational and socioeconomic issues. For example, the register and vocabulary used for minors and the elderly will certainly be quite different, as is true for point-of-care brochures in a refugee clinic versus a specialized research institute.

**Marketing Channels: Who Is Your Audience?**

The main challenge in medical marketing translation is developing the skills required to create clear, creative translations that convey scientific messages. As with all translations, this field requires a thorough understanding of subject, purpose, register, and tone. However, this is even more vital when dealing with advertising and promotional texts in the medical field; scientific knowledge and communication are key, but understanding the audience is paramount. Let’s elaborate on this by examining the two main approaches to marketing.

**Direct-to-Consumer Advertising**

Advertising can be broken down into a simple dichotomy of consumer- and non-consumer-related channels. In the case of medical marketing, the consumer is the patient. Direct-to-consumer (DTC) marketing requires special considerations for the translator, both in terms of register and regulatory constraints. There is a wide variety of common DTC documentation you might be asked to translate, ranging from point-of-care informational brochures and patient education material to scripts for DTC television or print ads, video, or written testimonials. In addition, we have now entered the untested waters of social media and its implications for regulated industries. While register, content, locale considerations, and approach may vary for DTC translations, they are all aimed at promoting patient awareness. They are not necessarily used to push a sale, which is dependent on the prescriber.

This area of advertising is highly regulated because it is targeted at the general population. While translators are certainly not expected to have in-depth knowledge of regulatory affairs, a basic understanding of regulatory constraints will improve translation quality and cut back on later revisions.

One of the golden rules for translating DTC material is that complete product/ingredient names must always be used uniformly throughout the document, including appropriate trademark symbols. This differs from conventions used in other industries, wherein the full product name is only used for the first occurrence in a document, followed by an abbreviated version for the purposes of readability.

Moreover, in order to communicate the indications for use and risk information for a product adequately, plain language should be used in a manner that is consistent and appropriate for the target audience. For example, the Food and Drug Administration (FDA) advises that while promotional material for professionals can describe benefits and risks using medical language, consumer-directed material should use language that is understandable to consumers. This might require translators to take a step up or down the register ladder depending on the...
language combination. Accordingly, in English, consumer-friendly language should be favored over Latin cognates (for example, “fainting” rather than “syncope,” “shortness of breath” rather than “dyspnea,” and “liver” or “kidney” failure rather than “hepatic” or “renal” failure).

Finally, one of the most precarious aspects of translating consumer medical promotions is that translators risk making minor stylistic edits that can substantially alter the information presented. This has the potential of influencing the audience’s perception, and may even frame the information in such a way that the seriousness of any risk involved might be minimized to an extent that it might be considered false or misleading. Both the FDA and the European Medicines Agency (EMA) recommend strong, imperative language for contraindications and risk information, such as “Do not use in case of…,” “Use only according to…,” “Do not mix with…,” or “If you feel...call your health care provider right away.” To ensure that the information in a promotional piece is easy for consumers to understand, translations must be clear and non-misleading, using language that follows a logical organization offering a balanced presentation of the product or device. In order to avoid a misleading lack of important risk information or the omission of material facts, any prominent claims of effectiveness need to be communicated along with any associated potential safety risks. For example, the tagline for a pain reliever, “It works,” might be included with another distinct part of the advertisement, such as a boxed warning disclosing risks, potential abuse, and limitations on the appropriate indicated use.

### Scientific knowledge and communication are key, but understanding the audience is paramount.

### Non-Consumer Advertising

Although we seem to be inundated on a daily basis with DTC ads for an assortment of pharmaceutical products, this is not necessarily the largest marketing channel from a linguist’s perspective, at least in terms of sheer text volume. Prescriber-level advertising (business-to-business, or B2B) and direct industrial sales constitute more complex channels in the marketing mix, as well as the bulk of the market for translators.

In fact, many types of de facto promotional material may not necessarily be considered “traditional” marketing material, such as journal articles, key opinion leader (KOL) testimonials, and longitudinal data, which all form essential components in the arsenals of the pharmaceutical sales representatives charged with turning prescribers into advocates for their products. Moreover, documentation for physician-level continuing medical education and drug sampling/detailing is essential to targeting and converting prescribers.

Finally, B2B sales are beginning to take on an increasingly important role with the privatization of hospitals and other health care organizations. From a pharmaceutical company’s perspective, the ultimate “get” is a wholesale or preferred use agreement with hospital groups and other business partners in which the company can corner a specific market, even if this entails absorbing an initial loss. In such cases, significant discounts are offered in exchange for the right to act as a primary distributor or supplier, as long as this is not in conflict with the cost-benefit ratio or non-inferiority trial data of the product. In such cases, both forward and back-translations may be required during all steps to provide sufficient legal documentation.

Effective advertising is not always obvious and is somewhat lacking in entertainment value when it comes to non-consumer medical marketing. Yet, it still needs to be written in an engaging and appropriate manner to encourage interaction between physicians and pharmaceutical sales representatives. Translating the scientific message may require rigor, but maintaining the persuasiveness and believability of the source text may prove even more challenging. Translators in the field of pharmaceutical marketing need to keep up to date on market intelligence, including neologisms and buzzwords commonly used in pharmaceutical sales and promotional material. Researching existing products and their marketing campaigns in your language combinations is vital to avoiding literal and equivalence transpositions used and how to work them to your advantage.

Translators should be mindful not to lump non-consumer sales tools and detail pieces (informational brochures provided to physicians) into the
category of technical documentation. These are not standard operating procedures or data reports. In fact, pharmaceutical companies have made great efforts to model and evaluate physicians in order to segment them and create information that is more targeted and personalized to their individual needs.

Ultimately, non-consumer medical promotional tools serve as a springboard for social interaction and the sharing of information over a wide spectrum of the industry. As such, pharmaceutical websites are perfect resources to mine sales material and non-consumer-targeted resources. Studying these references in the target language will allow translators to get a better feel of the balance of conservatism and creative persuasion used in these types of messages and tools, and to understand the distinct set of attitudes and strategies that are unique to this field.

Discipline and Research
It takes courage and discipline to create effective translations for medical marketing and promotion. However, translators certainly have tools at their disposal to keep up to date on market intelligence and learn about the regulatory environments for a variety of countries and language combinations. Moreover, researching existing products and examining their market strategies, as well as investigating consumer behavior and trends, will provide greater insight during the translation process. These efforts will facilitate value-added translations that convey scientific information while employing creativity and industry intelligence to strengthen the product at every point of exposure.

Notes


6. Non-inferiority trial: A trial with the primary objective of showing that the response to the investigational product is not clinically inferior to a comparative agent (active or placebo control).
The brain is plastic. Sugar is bad, exercise is good. Daydreaming is good. Stress is a good thing too, or maybe a bad thing, depending on how you use it. Writing by hand is better than typing. Even swearing can be good! Some of these statements may be old news, others surprising. What does all this have to do with interpreting? Well, it comes from recent research on how the brain functions, and it can be applied to improving interpreters’ performance.

Reports in the press reveal a great deal of information about the latest scientific discoveries, written in language that anyone can understand. There are also academic journals devoted exclusively to research on interpreting, and often practitioners can glean information that has implications for their daily work. I will report on some of this research and on the resources available to help interpreters keep up with the latest developments.

One of the most astounding discoveries is that the adult brain is plastic, meaning that it is rewiring itself constantly and growing new neurons as we have new experiences. We used to think that the brain stopped developing at the end of childhood, and that dead brain cells were replaced (if at all) at a much slower rate in adults than in children. But it turns out that even adult brains can respond to either damage to critical areas of the brain or to new experiences through a process called adult neurogenesis. Cerebral structures and organization can actually change over time, depending on the activities in which we engage. In other words, what we do can either enhance or detract from our cerebral capacity.

The adult brain is rewiring itself constantly and growing new neurons as we have new experiences.

By Holly Mikkelson

Want to Improve Your Interpreting?

Drop That Donut and Grab a Jump Rope!

The ATA Chronicle  ■  July 2011
Barbara Moser-Mercer, one of the leading interpreting researchers, has done a great deal of research focused specifically on the cognitive aspects of interpreting. She has found that interpreters develop procedural memories that enable them to select, organize, and store information relevant to their interpreting assignments. This capacity improves over the years as interpreters progress from novice to expert, provided that they engage in what Moser-Mercer calls “deliberate practice.” This term refers to the repeated and intensive performance of exercises targeted specifically to the development of interpreting skills, enhancing awareness of one’s own interpreting in terms of both process and output, and receiving structured feedback on areas that need further work. This is more than mere rote practice, repeating the same things over and over again (and making the same mistakes over and over again).

According to Moser-Mercer, expert interpreters employ strategies such as anticipation (drawing on information they gathered and organized as they prepared for the assignment in order to predict what the speaker is going to say during the interpreting itself) and monitoring their own output (making sure their production matches the target-language version they prepared in their working memory and then adjusting or refining that production as they get further into the speech). And it is deliberate practice that enables interpreters to internalize these strategies. Fascinatingly, this process actually alters the structure and organization of the expert interpreter’s brain. In the conclusion of her latest article, Moser-Mercer states that although not enough research has been done to reach definitive conclusions, it is clear that adult neurogenesis is real: the adult brain is indeed capable of continued growth. So those of us who are approaching our senior years need not despair.

Those brain exercises you read about on the Internet are not necessarily the answer, however. Other research, not focusing on interpreting but relevant nonetheless, tells us that although both mental and physical activity can enhance memory, they must be challenging in order to have any effect. Marissa Cevallos writes that it is not enough to do the newspaper crossword puzzle every day or walk along the same route that you always use. You must challenge your senses constantly with new and more difficult exercises for cerebral growth to take place. In other words, “If it’s not hard, it’s not helping.” Cevallos quotes one researcher’s recommendation that people learn a new musical instrument, a different language, or how to paint. Even something as simple as getting dressed in the dark can be useful, as long as it is novel.

Cevallos also points out that the harmful things we do to our bodies can also harm our brains: “Stress kills neurons and prevents new ones from growing, and can lead to depression,” which is “fertile ground for Alzheimer’s.” Furthermore, worrying seems to impede memory. When we go into a particularly stressful situation, such as interpreting at a high-profile event attended by VIPs and the press, or taking a certification exam, excessive worrying about our performance can prevent us from achieving our maximum potential.

Joanne Richard suggests that we need to learn how to worry properly in order to succeed. She quotes Sian Bielock, a psychologist who specializes in performance anxiety, as saying that over-analyzing the negative consequences of a poor performance makes it harder to access the information we need and impairs the networking functions of the brain, resulting in “information logjams.” Bielock recommends practicing under pressure to simulate the stress of the situation for which we are preparing, and focusing on the outcome rather than the mechanics. When helping people prepare to speak in public, she says, “If you have memorized the introduction to your speech or what you are going to say in its entirety, just go with it and try not to think too much about every word.” This is an approach I often recommend to interpreting students: that they focus on the big picture rather than the individual words of what they are interpreting.

As is often the case, however, different findings on how the brain works seem to contradict each other.
Another study reported by Tom Avril in *The Philadelphia Inquirer* concludes that a little bit of stress in the form of any amount of electrical stimulation can improve recall.6

It could also be argued that the anxiety and frustration we experience as we struggle to solve a sudoku puzzle or learn to play a new piece on the piano is just the kind of stress we need to keep stimulating brain growth. In any case, no one is claiming that we should all undergo electroshock therapy or deliberately subject ourselves to stressful situations. Apparently, we need to experience stress in moderation.

Another thing that has to be done in moderation is eating. Studies carried out by McDonald show that our diet and physical activity can affect our memory.7 For example, it has been established that glucose contributes around 99% of the energy the brain needs. Now scientists have discovered that impaired glucose tolerance (a feature of diabetes, which can be caused by obesity and inactivity, among other factors) is associated not only with heart and circulation problems but also with the deterioration of brain functions. What happens is that glucose intolerance causes shrinkage of the hippocampus, which is critical for both immediate and delayed recall. Therefore, it is possible that by increasing our glucose tolerance through diet and exercise we may be able to improve our memory.

Because interpreters have to be good problem solvers, we can all benefit from the research on brain wave activity cited by Robert Lee Hotz. It shows that daydreaming is not a sign of a lazy brain, but is actually a demanding activity that helps us develop our intuitive problem-solving ability. The sudden insights that occur during those “aha” moments when we are suddenly able to solve a problem are actually “the culmination of an intense and complex series of brain states that require more neural resources than methodical reasoning.”8 When the mind is wandering, brain activity increases even more than it does when it is reasoning with a complex problem. In another study reported by Hotz, subjects who solved puzzles by means of insight rather than reasoning had a pattern of high-frequency neuronal activity as much as eight seconds before the answer came to the subject’s conscious mind. That is, their brain knew the answer well before they did. Furthermore, people in a positive mood were more likely to experience insight. The researchers conclude that much of our creative thought comes from processes that are outside our awareness and beyond our direct control. These findings comport with those described in Malcolm Gladwell’s book *Blink*, which discusses the benefits of relying on implicit association, the product of the right hemisphere’s powerful intuitive processes.9

Another interesting finding that could be applicable to interpreting is that writing by hand instead of keyboarding contributes to brain development. Gwendolyn Bounds reports that the physical act of writing engages the brain in learning because it requires the execution of sequential strokes to form letters (in contrast to typing, which allows us to select an entire letter simply by touching a key).10 It seems that the sequential finger movements involved in handwriting activate parts of the brain associated with thinking, language, and working memory. This is another reason why note-taking is so important for interpreting. Not only do the notes help us recall things that are difficult to remember such as names and figures, but evidently they also enhance cerebral functioning in other ways.

And finally, my favorite research finding: apparently, swearing helps us tolerate pain. A study by a British psychologist reported in *Science NOW Daily News* revealed that when subjects were asked to say curse words out loud, they could keep their hand in a bucket of ice water much longer than a control group that uttered innocuous words.11 I do not know if this has anything to do with interpreting, other than the fact that court interpreters often have to say four-letter words on the record in court, but it does appeal to my perverse sense of humor.

In conclusion, it is clear that there is a wealth of information available in the press as well as in interpreting journals upon which we can draw to improve our interpreting techniques.

**Notes**

The following articles all appeared in publications of the Dana Foundation on brain research. This foundation has links to many other relevant resources at www.dana.org. In addition, the scholarly publications issued by John Benjamins Publishing Company provide information on the

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**Focus on the big picture rather than the individual words of what you are interpreting.**
latest research on translating, interpreting, and language-related matters. See www.benjamins.com/cgi-bin/welcome.cgi for more information.


4. Richard, Joanne. “Learn How To Worry Properly in Order To Succeed.” Toronto Sun (October 19, 2010), reprinted in Brain in the News (Vol. 17, No. 9, November 2010).


6. Avril, Tom. “A Tiny Zap To Improve Memory?” The Philadelphia Inquirer (October 23, 2010), reprinted in Brain in the News (Vol. 17, No. 9, November 2010).


Want to Improve Your Interpreting? Drop That Donut and Grab a Jump Rope! Continued...

Medical interpreter training often focuses on terminology and medical background knowledge, but in a cross-cultural encounter between patient and provider there is often a lot more going on than words. This webinar will examine a few case studies and possible approaches for resolving them. Topics will include:

- The differences and similarities between the three main professional standards of practice and codes of ethics for medical/health care interpreters.
- Case scenarios in hospital and outpatient settings.
- How to break down a case and examine the pros and cons of different actions.

August 31, 2011
12 Noon Eastern Time
Shhh...Don’t Say That! Ethical Dilemmas for Interpreters in Health Care
Presenter: Elena Langdon

For more information, visit www.atanet.org/webinars
My name is James Morrin, the client in this story. I earn a living by putting my thoughts into spoken and written words—English words. Six months ago, I found myself with the need to put my thoughts into a speech to be given in Flemish, which I am told is a variant of Dutch. The context of this speech was quite different from the writing I normally do because it was for a highly personal, not business, matter. I had the good fortune to employ a professional translator to help me with this project, which proved to be a rich learning experience for us both. We wrote this article, translator and client, to share with readers the obstacles we encountered in the process and the solutions that worked for us.

The Client and His Problem

Having spent most of my working life speaking to judges and juries in American courts, I am familiar with the process of putting my thoughts into speech, which is not the same as writing down thoughts for another person simply to read. There are similarities, but anyone who has read the famous soliloquy in *Hamlet* (Act 3, Scene 1, 55-87) and then watched Richard Burton perform it on the stage well understands the difference between reading and speaking a line. My need for a “translator,” a term I think entails more than its definition allows, arose because of a bit of history in my life and how I decided to address it. Let me provide a bit of background.

My father was an American bomber pilot in World War II whose plane was shot down in 1944 over Duffel, a small town in Belgium about 20 kilometers south of Antwerp. Five of the 10-man crew were killed and the rest were captured and spent the balance of the war in prisoner of war camps. Sixty-five years later, the townspeople decided to build a monument to the men who had flown in that airplane. When I discovered the existence of this monument by pure chance, I considered this to be an act of selfless kindness on the part of the townspeople that deserved a tangible gesture of thanks.

To show my appreciation to the people of Duffel, I decided to present them with a plaque expressing the gratitude of the families of the airmen. To convey my respect properly, I would also deliver a speech in their native tongue. It was at this point I realized I needed a translator. A quick search online told me that the native language of the country is Flemish (Dutch), and another search provided me with the names of translators who listed the necessary expertise. From the many names that popped up, I chose Ms. Diane Van Hoof. Her offices were near mine in Chicago, and her firm appeared to be independent and not part of a large firm or bureau in which I might become lost.

I worried that the assignment would be a problem because it was not recurrent and would not be a straight translation of English into Flemish, but would involve translating an English speech into Flemish and then helping me deliver that speech without eliciting catcalls from my audience. I recalled painfully an American actor from the 1960s, Bill Dana, who for many years made a handsome living completely butchering English while playing a well-intentioned Mexican-American character, José Jiménez. Yes, I had to give a speech in a tongue utterly foreign to me, but I had to do it well. So I was delighted when Diane accepted the assignment, understanding that my needs would differ substantially from those of her typical corporate clients. I knew this was a risk for her and hoped I would not become an embarrassment.

It seemed a pleasant and karmic coincidence that Diane had been born and raised in Lint, Belgium, only
a few kilometers from where my father’s airplane had crashed so long ago. I thought this would prove advantageous, since Diane returned to Lint biannually and would thus have an incentive to put in extra effort to avoid the embarrassment of having her American student sound like a Flemish version of José.

Even before I had written the speech, Diane began training my ear to the sound of Dutch, and also to distinguish Dutch from Flemish. She did this by sending me popular songs sung by Flemish and Dutch artists. Although at first I was oblivious to the nuances of the language, as I listened again and again to the recordings Diane had sent, I started picking up on the “sound” of Dutch. I also began hearing the differences between pure Dutch and Flemish, which are significant to a native speaker.

I wrote the speech I wanted to make quickly, and Diane not only translated it on paper, but at my request she also recorded it on a digital file at two speeds: very slow and at a more normal pace. I innocently thought the two recordings would solve all my problems, but soon realized that they did not, because my speech was too long for me to memorize. I would have to read the speech to my audience, which meant I had to master the additional skill of pronouncing aloud written Dutch—with a Flemish accent, of course.

To fast forward, many weeks later I flew to Belgium and gave the speech in Flemish to a crowd of very patriotic and kind people in Duffel at a moving ceremony that included participation by the town’s mayor, an honor guard from a remembrance group called Band of Brothers, and by a second honor guard sent from a nearby U.S. Air Force base. Not a single tomato was launched in my direction, and even a compliment or two was heard. Diane’s parents, who attended the ceremony to keep me on my toes, deemed my delivery and pronunciation “good.” I had achieved my goal.

The Client and the Translator

Considerable effort was expended before Jim found himself in front of a live audience in Duffel, Belgium, impressing the crowd with a stellar delivery of his Dutch speech. To the translator who finds herself or himself with an assignment of this nature, we offer the following suggestions and tips.

Shortening the Speech: It is hard to tell a speech-giver that his speech is too lengthy, yet speaking for too long is the bane of most speakers. In this case, Jim’s original version of the speech included a lengthy discussion that was used to make an important point; in fact, it was the centerpiece of the speech. Jim had referred to Saving Private Ryan (1998), a movie directed by Steven Spielberg about the Allied invasion of Normandy during WWII. The speech focused on a scene at the end of the film when the last soldier of the platoon is dying in the arms of the young Private Ryan, who earlier in the film had been saved with the help of his platoon. The dying soldier tells Ryan, who will now live to a ripe old age, “Earn it.” Jim wanted to emphasize that all of us should never forget that real men and women paid for our freedom with their lives, and all of us should live a life that makes us worthy of those past sacrifices. But setting up the point took many words. After the first session, I took a risk by suggesting that Jim shorten his speech. Reluctantly, Jim agreed and slashed the length by one-third. Reducing the length of the speech made his job easier, improved his ability to focus on a now-shortened presentation, and ultimately helped ensure that the audience would remain focused.

Emphasis: Jim wanted to know exactly what he was saying at each point in the speech, which he felt would help him put the correct emphasis and emotion into key parts; it was not enough for him simply to ape my recording. I prepared what we called our “parallel translation,” in which I provided the Dutch on one line, with the most important words of the corresponding English directly above it. (See Figure 1 on page 27.) Of course, allowances had to be made for different grammar and syntax, but the parallel translation enabled Jim to glance up from the Dutch text and see, in English, the point he was making to the audience. It was a tool that Jim came to rely on frequently as he worked.

Conversational Effects and Cadence: Jim’s ear heard significant differences between my slow version of the speech and the “normal” version. And indeed, when a group of words is strung together into a sentence, a style of pro-
The process of putting thoughts into speech is not the same as writing down thoughts for another person to read.
Translating a Speech with Heart: A Collaborative Experience Continued

Working with Clients:
Tips for Crafting a Performance

- Give your client a realistic idea of what can be accomplished within the time frame the client has in mind. The client should be informed of any difficulties he or she is likely to encounter and how they can be solved. A client who is fully briefed will be more likely to deal with the hurdles along the way and not be discouraged by the process ahead. In order to make the client more inclined to accept the translator’s suggestions, the translator should have a few backup plans in mind. If the client’s expectations are unreasonable, say so and provide an alternative and make the necessary adjustments. For instance, if the text is rather long, as was the case with Jim’s speech, the translator could suggest a shorter version that does not affect the gist of the text but makes the task at hand more manageable.

- Provide the client with various mp3 versions recorded at different tempos. Jim delivered his translation in MS Word format and recommended I use Audio MP3 Sound Recorder (only available online at www.MP3-recorder.biz), which worked very well. Jim was able to listen to the recording wherever he could take his iPod.

- I would not recommend that the client create an ersatz phonetic version of the speech. If the client would clearly benefit from a phonetic rendition, the translator should provide one using a standardized phonetic alphabet that both the client and the translator can read.

- Schedule at least three face-to-face meetings. This is the only time the client will receive immediate feedback, which speeds up the learning process dramatically.

- Provide the client with a parallel translation. The client must know exactly what he or she is saying in order to guarantee a heartfelt delivery.

- The client must know exactly what he or she is saying in order to guarantee a heartfelt delivery.

Tongue Twisters: There were about eight Dutch words or phrases that Jim found especially hard to pronounce, such as ongetwijfeld (beyond a doubt), balloenschutter (ball turret gunner), and luchtafweergeschut (flak). I digitally recorded these in an mp3 file. By using these files, Jim could focus on speaking these challenging words that had been giving him problems during practice. They were recorded at a slow speed, meticulously articulated, and also at a faster, more conversational, speed.

Building Confidence

In reviewing all the tools we created to accomplish the goal, it is difficult to say in retrospect which of them were
unnecessary. Of course, the face-to-face meetings were the most valuable. But even the “parallel translation” became helpful in an unexpected way, when it revealed a point in Jim’s written speech that was capable of several interpretations and which led me down a path unintended by Jim. Initially, Jim had written, “Most people don’t realize this, but more flyers in the 8th Air Force lost their lives than were lost in the United States Marines in all theaters during the war.” I thought “all theaters during the war” referred to European theaters of war, but that was not the case. Jim was referring to all battles the U.S. fought globally during WWII. Because we had the “parallel” document, however, which functioned as a back translation, Jim was able to spot this significant discrepancy and the speech was easily corrected. Above all, the preparation and use of many tools helped Jim feel more confident and deliver a better speech to the audience.

**Learning with Enthusiasm**

This proved to be a most enjoyable assignment for both of us. For me, it was great to have an enthusiastic client who was highly motivated, curious, and determined to master the Dutch version of his speech, and who was truly interested—and sometimes baffled and amused—by the many intricacies of the Dutch language. Jim also appreciated the teaching tools, and I think it helped him feel more comfortable knowing that he would be able to express his words in a way that would convey his family’s sincere gratitude to the people of Duffel.

**Notes**


2. Richard Burton’s *Hamlet*, directed by John Gielgud and produced by Alexander H. Cohen, was the longest running production of William Shakespeare’s play in Broadway history. It was filmed live on Broadway in 1964 and released in theaters. Watch Act 3, Scene 1, with Richard Burton and Linda Marsh at www.youtube.com/watch?v=lsrOXAY1arg.

3. An American comedian, actor, and screenwriter, Bill Dana’s career took a major turn when he began writing stand-up routines for the young comedian Don Adams, including the now well-known “Would you believe?” jokes popularized by the television series *Get Smart*. From there, he was brought in as a writer for the *Steve Allen Show*, where he created the José Jiménez character for the show’s “Man in the Street” segments. Dana also appeared on *The Ed Sullivan Show*. You can watch Dana’s portrayal of José at www.youtube.com/watch?v=x1MOLzFpqrU&feature=related.

**Above:** Memorial to the 1944 bomber crew in Duffel, Belgium. **Right:** Wim Bernaerts, president of the Allied Remembrance Group Duffel, holds the commemorative plaque Jim presented. **Photos courtesy of James R. Morrin**
Years ago, when I was playing for my university’s tennis team, the university decided that all players should have their eyes checked. It made sense: it is challenging to do well on the court if you cannot see the ball. I knew that I was a bit near-sighted, but playing with my glasses in the glaring desert sun at the University of Nevada, Las Vegas (UNLV) was not an option, so I simply did not use them. I could not get anywhere near my eye with my finger, so contacts were not an option. Or so I thought. Enter Dr. Keith Kohorst, UNLV’s official optometrist for all sports teams.

Dr. Kohorst is a very nice, laid-back, mild-mannered doctor whose office is located near campus. At the time of my first visit, he apparently did not mind keeping the office open past regular business hours to accommodate a horde of tennis-playing teenagers. Next thing I knew, one of his staff members, Candy, was trying to teach me how to put in a contact lens. I was basically told, in a very nice way, that I was not going home until I managed to put the contact in my eye. I never shy away from a challenge, so after much sweat and tears, I stuffed the contacts in both eyes. Unfortunately, the second part of the challenge involved having to take them out. It took quite a long time, but the office staff stayed until after dusk to make sure I knew what I was doing. As a result, I have been a loyal customer for more than 15 years. In that time, I have learned quite a few things from Dr. Kohorst regarding how to treat clients.

Think long-term. I saw Dr. Kohorst on a regular basis while the tennis team footed the bill for his services. After that, in graduate school, and sans health insurance, I kept on going to see my favorite doc. I had to pay out of pocket, but Dr. Kohorst was wonderful about it, and he would throw in a free pair of contacts or a free eye exam here and there. I never expected it, but my starving-graduate-student-budget and I were extremely grateful. I vowed to keep on going to see him once I was working and had insurance. And I did. The lesson for linguists: sometimes a customer might not appear to be very profitable, but they should still receive the same level of customer service as a big company with deep pockets. A customer’s situation might change in the future, and even if it does not, providing outstanding customer service to every customer should be a priority.

Be flexible. We often talk about what we, as small business owners, want to achieve. Of course, that is a top priority, but we must not forget what our customers want. That might or might not be the same thing, which is fine. Customer service means you have done enough when the customer is happy, not necessarily when the provider is happy. Dr. Kohorst knew that and always accommodated requests, even if they were odd or not convenient—think coming in at 5:30 p.m. on a Friday or insisting on being seen during the lunch hour. Now that I can, I am flexible, too. Dr. Kohorst’s office is certainly not the closest to my house. Quite the contrary: it is on the other side of town, but I will cheerfully make the drive until he retires. I have no idea about his prices, but with this level of service, I am simply not price-sensitive.

Invest some time. I have never felt rushed at the office, even though it is a busy place. He always takes the time to catch up. Going to the office feels more like seeing an old friend than a service provider. Do the same for your customers: if they want to chat, then chat. You cannot necessarily measure the outcome of this small investment, but, if anything, it will make your customers feel great about you and your services.

Whenever I am in a tricky customer service situation, I think: what would Dr. Kohorst do? Then I think back on more than a decade and a half of outstanding customer service, call to mind some of his and his staff’s quiet and unassuming dedication to making their customers happy, and act accordingly.

This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors. Ideas and questions should be directed to judy.jenner@entrepreneuriallinguist.com.
Blog Trekker

The Ethics of Proofreading


Like many translators, I also proofread the work of other translators. Like many translators, I have had at least one negative experience when having my own work proofread. My situation involved an exceptionally large translation (21,000 words). Interestingly, the proofreader who found fault with my work turned out to be the translator originally considered for the assignment. Was this pure coincidence? Probably not.

I was somewhat suspicious of the proofreader’s motives behind describing my translation as “shoddy,” despite the very small percentage of errors on this highly technical text, and some of those resulted from the translation memory itself. Was it for self-gain? Perhaps the proofreader, resentful that I had been selected for this job, wanted to prove his or her superiority by expressing my inferiority? Not a very ethical approach, but I wondered if it had worked.

My friend and fellow linguist, Alexander Ward, once worked as a project administrator for a large translation agency. I described my situation and suspicions to him. He replied, “Yes, all the time! We had to get rid of loads [of proofreaders] for being too picky.”

Being careful and thorough is important, but when can a proofreader’s comments be considered too picky? When the proofreader cannot back up his or her criticisms.

When I criticize another translator’s work, I want to be sure the project manager or client concerned understands why. I include examples of errors made and the corrections that are required. I also try to offer some form of explanation and am careful to consider and mention other circumstances that may have affected the translator’s performance—everything from inexperience in that subject matter to the complexity of the text itself. Above all, it is important to be fair to our fellow translators. We should not criticize unjustly in an attempt to gain more work. As Alexander’s statement confirms, proofreaders who are too critical will only damage their own reputations.

Similarly, we should praise the work of a good translator. This is not only the morally right and fair thing to do, but it offers a positive service to your client and shows that you are both fair and honest. Most clients prefer to work with people who are fair and honest.

If you receive a translation that is of good quality, you should still check it thoroughly unless otherwise instructed by your client. Do not just hand it back unchanged and provide a vague estimate of how long it would have taken you to do the job had you actually done it. Yes, it may sound like an absurd thing to do, but it does happen. I have re-examined my proofread translations before, only to find that they have been returned without changes. This always makes me a little suspicious, and lo-and Behold, after reading the text again I have found a glaring typo or redundant word that, whilst not instantly obvious to the original translator (hence the need for proofreaders in the first place), should have been very obvious to any diligent proofreader. Always be thorough, because if you are not, an end-client may complain and you may lose that client or severely damage your relationship with the contracting agency.

So what are the essential ethical issues to consider when proofreading?

Be flexible. Remember that other translators have different styles. Do not change anything unless it will really enhance the quality of the document. You are not there to impose your own stylistic regime on the rest of the world.

Be thorough. Similarly, do not rest on your laurels if a translation seems to be of great quality. Do not be tempted to hand in a job without checking the document thoroughly.

Be honest. If a translation is great, say so. Your client will respect your honesty.

Keep your client informed. If a translation is of particularly poor quality, inform your client. They may decide to give the translator a chance to correct his or her work. Such a situation could dramatically affect the amount of time it takes to complete the translation or your ability to meet the deadline, as well as the client’s budget.

Provide a short summary of the translation quality. This may not be appropriate for direct clients, but will usually be appreciated by agencies. Even if you only write a couple of sentences, it will provide added value. This is a chance to show the client why it was worth hiring you. But do remember the next point! Limit your comments to a couple of lines, unless the translation is exceptionally poor.
If you have to criticize, do not be mean or exaggerate. It is really only fair to apply words like “shoddy” or “terrible” to the very worst translations, usually the kind done by semi-literate non-natives of either language, or Google Translate (we have all encountered them). Be critical but do not get personal.

Be understanding. If you know what problems the translator might have faced during the translation project, tell the client. Of course, the translator should have anticipated any trouble spots when accepting the job, but like you, he or she is only human. Showing honesty and a little humanity will endear you to your client.

Back up your criticisms. If you are saying the original translator’s word order does not make sense, then quote a sample sentence or two. If you think the translation was the hard work of Google Translate, then run a sentence or two through this application to prove your point. If you found multiple translations for the same term in the same context, list them (as well as your preferred option). This is especially vital if the client wishes to register a complaint against the original translator and/or renegotiate the rate.

Learn from your colleagues! Proofreading is also a great chance to observe the work of others. Perhaps you always translate one phrase a particular way, but maybe this translator expressed it in a different, more succinct manner. Be open to learning new tricks and styles from your colleagues. Similarly, be careful to avoid repeating their mistakes. Every job is a chance to learn and build on your experience!

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I sometimes wish that the developers who first came up with the idea of Unicode had been a little less geeky about its name. “Unicode” sounds so technical, impersonal, and, well, geeky. To be sure, its technical underpinnings are highly complex and beyond the comprehension of mere mortals like you and me. In fact, it took the little team of developers from Xerox and Apple from 1987 all the way until 1991 to publish the first very limited version of Unicode (along the way they were joined by some folks from Sun, Microsoft, and a couple of other companies that have long since disappeared).

So why, if it is so very geeky, do we need to worry about Unicode? Because we do not need to worry anymore! That is the point. Unicode allows us to weave seamlessly in and out of different languages and writing systems. Language-specific “code pages” that made us worry about conversions, corruptions, and compatibility are (mostly) a thing of the past. And there is no group of people who benefits more from this than we do as translators.

If you are interested in some of Unicode’s more technical aspects, there is plenty of information easily accessible on the web or in some of the resources that I list here.

What I want to talk about today, however, is why I think a magical sounding name like Unicorn would be more fitting. To me, Unicode is the most beautiful and complete treasure chest of human written expression ever assembled. Its current version is made up of more than 100,000 characters of mostly written modern and ancient languages. I can promise that if you start digging in that chest, you will find languages you have never heard of before. Languages like Carian, Lydian, or Lepcha. And you will find writing systems which may be somewhat familiar, but upon closer examination are so beautiful that I often catch myself with a really intelligent-looking open-mouthed expression that stands in remarkable contrast to the awe that these writing systems inspire in me. Writing systems like Cuneiform, Hebrew, Arabic, Glagolitic, and yes, even the Latin alphabet. I have been collecting some of my favorite characters for over the years at www.internationalwriters.com/characters. As you browse, I hope you are infused with some of the same joy that their beauty inspires in me.

And here is another magical aspect of Unicode. Even its creators are still on a treasure hunt. At www.unicode.org/roadmaps/smp/#55 you can find what is currently on the treasure roadmap—scripts like Maya Hieroglyphics or the funky (and still undeciphered) Rongorongo. One that I saw recently for the first time was Sutton SignWriting (http://std.dkuug.dk/JTC1/SC2/WG2/docs/n4015.pdf), a system of characters that encompasses the signs of the vast majority of sign languages, expanding Unicode to include even more than just the written human expression.

And all of this to come in the near future in a Unicode treasure chest near you!

If you are interested in a great technical Unicode overview that you can down into the Unicode treasure chest on actual printed pages, you might want to explore the 1,472 pages of the Unicode Standard (Version 5.0) at http://unicode.org/book/aboutbook.html. Unfortunately, it does not yet include a printed edition of the latest version of Unicode (6.0), but there is still plenty to discover in its depths.

In short, Unicode is a modern masterpiece, an artful blend of cutting-edge technology and the oldest forms of human written expression, and we would do well to marvel at it. As translators, we are in its debt. And if that makes us geeks, well, so be it.

Normal people think
Haikus about Unicode
Are really nerdy.
(By Caitlin Johnstone)
ATA Certification Exam Information

Upcoming Exams

**California**
La Jolla
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**Georgia**
Decatur
August 27, 2011
Registration Deadline: August 12, 2011

**Illinois**
Chicago
September 17, 2011
Registration Deadline: September 2, 2011

**Massachusetts**
Boston
2 Sittings
October 29, 2011
Registration Deadline: October 14, 2011

**Nevada**
Reno
August 20, 2011
Registration Deadline: August 5, 2011

**Tennessee**
Nashville
September 11, 2011
Registration Deadline: August 18, 2011

**Texas**
Irving
September 10, 2011
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All candidates applying for ATA certification must provide proof that they meet the certification program eligibility requirements. Please direct all inquiries regarding general certification information to ATA Headquarters at +1-703-683-6100. Registration for all certification exams should be made through ATA Headquarters. All sittings have a maximum capacity and admission is based on the order in which registrations are received. Forms are available from ATA’s website or from Headquarters.

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DON’T MISS

August 3, 2011
Northern California Translators Association/Istituto Italiano di Cultura
“Creativity Revealed: From Translation to Writing”
San Francisco, CA
www.ncta.org

August 4-6, 2011
Nebraska Association for Translators and Interpreters
12th Annual Regional Conference
Omaha, NE
www.natihq.org
The last time that a dictionary on the Chilean usage of Spanish was published was in 1978, when the Diccionario del habla chilena hit bookstore shelves (where it did not remain for long). An updated work has long been requested by translators, foreign visitors to Chile, embassies, and every person inside or outside Chile who has been puzzled by a unique term or expression.

Content

The five years spent compiling the Diccionario de uso del español de Chile have resulted in a thick hardcover monolingual, semasiological work. The dictionary uses a clear and very legible font size. The irreproachable quality of paper, binding, and printing is matched by the convenience of look-up. Phrases and complex expressions are listed either alphabetically or after their main/key word (e.g., cuando los chanchos vuelen is listed after chancho; por las puras is listed after pura).

Its 965 pages include a user guide, a main section with approximately 10,000 entries, and a reference listing. The following information is included for each entry, when applicable:

• Origin
• Part of speech
• Definition
• Observations
• Examples
• Variants
• Expressions
• Pronunciation guide for some English words

In addition, entries include designations for register and regional and social usage (e.g., cult for “words or expressions characteristic of a cultured level”; pop. for words that are in popular use; and espon. to indicate low-register terms used in a higher-register context.)

Another helpful aspect of this dictionary is that it includes slang terms, idioms, and colloquial expressions. Many readers will be happy to find words that they have always wanted to know (e.g., pintar el mono, pelacable, and echar la foca).

Usage examples are drawn from a corpus of sources dating from 1950 onward, including news articles (published both on paper and in digital format), representative works of Chilean literature (novels, plays, and poetry), film scripts, speeches, radio and television, and material from electronic media such as websites, blogs, and online forums. This is done in an effort to include only current lexical units that, while commonly used in Chile, are not exclusive to the country. (This is why this is not called A Dictionary of Chileanisms.)

While one of the main purposes of the Diccionario de uso del español de Chile is “to guard the purity and splendor of the Spanish language,” it is a “descriptive only” work. In other words, the dictionary only records language as it is actually used by Chilean speakers, instead of prescribing how the language “should” be spoken.

Main Shortcomings

1. The dictionary’s instructions for use note that “in many cases” an equivalent commonly used in Spanish is provided before the description of a term. When this is not the case, however, the description could become confusing for foreign speakers. For example, salida de cancha and buzo are not identified as sudadera, or centella as ranúnculo, chala as sandalia, and polera as camiseta.

2. The preface claims that the terms included are not commonly used in Spanish. However, some of the
Dictionary Reviews Continued

terms that made it into this dictionary are commonly used throughout the Spanish-speaking world or are widely used in the Americas (e.g., cepillo, celemín, cebado, chancho, peladero).

3. No etymologies are provided even when their provision would seem crucial for a thorough comprehension of a given term (e.g., once, cachar, guachimán, ceacheí). While etymologies “from English” seem useless because of their obviousness, etymologies “from Mapudungun” (native tongue) are useful.

4. Those who compiled this dictionary paid much attention to urban slang (especially from Santiago, the capital city) to the detriment of slang used in rural areas. For example, aguaite, esqué, mira ve, luna caída, en veces, and soñarse are not included.

5. Some terms and expressions/meanings that are widely used are conspicuously absent, such as embalarse or the sentence-ending particle po (which many Chileans append at the end of every assertion). And while some forms unique to Chile are included (e.g., mantención for “maintenance,” instead of mantenimiento), others are given with an incomplete list of meanings: cachar (to understand); entretención; enchufarse; pechar; cazuelear; atinar (to do the right thing); and mote (nickname).

6. The dictionary fails to recognize jail/underclass slang (coa), while incorrectly attributing some expressions to “youth parlance.” Some other coa terms are not even recorded, such as alumbrado, prestar guata, and terseo.

7. A large percentage of filler entries are taken up by masculine and feminine forms, many of which could have been left out since they are rarely used and can easily be deduced from the name of a location.

8. Some of the information presented is outdated. For example, internit is described as a “board made of asbestos,” but this type of board has not included asbestos since the 1990s.

9. Errors: pajarete is not red but white wine; en la Buena should be en Buena; and ocear is erroneously included instead of hozar.

10. Typos: singerista (page 13); establecimiento (page 36); más instead of mās (caucháu entry on page 187); desquiciadas (page 204); esa casa (page 217); boulevant instead of vol-au-vent or volován (pan francés entry on page 648); Alfuagura instead of Alfaguara (page 947).

In addition to the above, the main source of quotations cited (La Cuarta) is widely regarded as disreputable. Instead of faithfully reflecting popular language usage, this newspaper and others following its example are always inventing new forms that derive from existing vulgar or colloquial terms. By collecting such very restricted, fancy neologisms in a dictionary, only a deeper degradation of language is achieved. But as the dictionary’s preface justly states, “no dictionary is ever complete, since language is a living thing.”

Overall Evaluation

For Chileans, the Diccionario de uso del español de Chile will make for enjoyable, maybe even cover-to-cover, reading. For foreigners, it will be a valuable tool when trying to make sense of day-to-day Spanish as it is spoken in the streets and homes of Chile. Overall, this dictionary is a fair, worthy effort. Future editions will be improved by addressing a number of the shortcomings described above.

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The Comprehensive English-Russian Dictionary (CERD) is an updated paper version of the popular online ABBYY dictionary Lingvo Universal. According to the publisher, it is currently the most comprehensive English-to-Russian dictionary in terms of its coverage of new words and meanings that have appeared in the English language during the late years of the 20th century and the first decade of the 21st.

It has 83,135 dictionary entries, including 1,799 phrasal verbs, 144,278 lexical meanings, and 31,927 examples from modern and classic British and American texts. The 41 dictionaries and Internet resources used by the authors in compiling the dictionary are also listed.

According to ABBYY Press, the online dictionary database is updated on a daily basis, and a print version is published about every three years.

Readability

The dictionary pages are arranged in three columns; the first word and the last word of the page are shown at the top of each page. The font is easy on the eye. The headword of each entry is in bold red, so the entries really stand out. All this makes it easier—and faster—to find the English term for which one is looking. Term search is facilitated further by the red indexing of pages for each letter of the alphabet on the book’s edge. A thumb index would be better, of course, but the CERD arrangement is still helpful.

Functionality and Range of Content

The dictionary content and structure are described in great detail in the introductory pages; the entry structure is also shown graphically and explained inside the front cover. In addition to the English term, its phonetic transcription, and Russian equivalent(s), entries include explanations and comments, English synonyms and/or antonyms, examples of usage (word collocations and/or entire sentences), idiomatic expressions, phrasal verbs, and references to other entries.

Unlike most general English-to-Russian dictionaries, abbreviations and personal and proper names (including geographic names) are included in the main body rather than being grouped in separate appendices at the end. I personally prefer it the “old” way.

Another distinct feature of the CERD is that phrasal verbs are listed as separate bold red entries rather than inside the respective verb headword. I like this arrangement because it makes the search much faster.

As is usually the case for dictionaries published in Europe, the CERD uses British terms and British spelling as the main orthographic version. Australian, U.S., New Zealand, and Canadian versions are listed in separate entries and referenced to the respective British entry. However, when the British and U.S. terms differ lexically, each has its own entry, cross-referenced to the other, though this convention is not adhered to consistently. For instance, derivative terms of bicycle (bicycle lane) and bike (bike lane, biker, bikeway) are identified as American and reference is made to respective British terms, but there is no link between “bike” (American) and “cycle” (British). Another example: there is no cross-reference between “subway” (American) and “tube” or “underground” (British).

What’s In and What’s Missing

The CERD is true to its claim of covering new words and meanings that have appeared in the English language during, roughly, the past two decades. So one can find entries such as bioinformatics, cool (with the крутой, клевый, классный meaning), double-dipping, karaoke, mojo, NIMBY, and team building.

There are also a number of computer- and Internet-related terms,
Dictionary Reviews Continued

including such relatively recent ones as blog, blogger, blogging, cloud computing, cookie, defragment, emoticon, Facebook, iPod, netbook, and SMS, but Blackberry, crowd-sourcing, iPad, tablet, texting, tweet and Twitter (in the Internet sense), and YouTube are still missing.

Here is another series of CERD entries not found in older dictionaries (such as Apresyan, Galperin, and Katzner): crankiness – комичность, чудачество (but раздражительность, капризность and their synonyms are not mentioned); diddly-squat – ничего; premium and regular gasoline – бензин премиум класса and рядовой бензин, respectively; know apart – отличать, различать; knock-off – подделка, липа, дешевка.

An interesting aside. In her new book Слова-хамелеоны и метаморфозы в современном английском языке (Р. Валент, 2010), Lynn Visson provides numerous examples of English words where the current usage is different from, and sometimes completely opposite to, their original meaning. Among those are awesome – потрясающий, фантастический; drop-dead – потрясающий, завидный; iconic – символический; meltdown – потеря самообладания, эмоциональный срыв; slam dunk – верный успех. The CERD does include these new meanings.

Strangely missing are some Russian terms that I would expect to be included (and that are found in older dictionaries): call back – позвонить ещё раз, позвонить по телефону (в ответ на звонок); call off – отзывать; get around to – успеть, удосужиться.

As mentioned previously, geographical names are “interspersed” in the main body of the CERD. Of course, it is impossible to include all of them in a dictionary, but I was surprised that, for instance, Anchorage, AK is missing. Another omission I noticed during random browsing: Durham is only listed as Дарем (графство Англии) and Дарем (город в Англии, центр одноименного графства), while Durham, NC is not included.

One might argue with some of the translations. For instance (all emphasis with bold and underline is mine): conservative – предварительный; delivery truck – грузовой автомобиль для доставки продуктов на дом; FIFO – «первым пришел – первым обслужен» and LIFO – «последним пришел – первым обслужен» (actually, FIFO and LIFO are inventory management terms). Also, there is no connection between the two phenomena – между этими двумя феноменами нет никакой связи.

I have not found any typos, but did find an easily spotted mistake: “He put the harness on my horse” is translated Он запряг свою лошадь.

Overall Evaluation and Value for Money

I like the CERD a lot, and I can recommend it without reservation. And the price is really good. You might ask who needs a paper dictionary in this day and age when electronic and online dictionaries are available. Well, sometimes one can be drowned by the choices offered online while a paper dictionary will not just provide a translation, but also explain the usage.

However, the main reason this particular paper dictionary is worth your attention (I did save the best for last, didn’t I?) is that when you buy it you can download its electronic version—for free. Now, that’s a deal!

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Although they have enough, the greedy strive for more. They often thereby lose what wealth they have in store. Examples of this truth are all round, Although the best of these I’ve ever found Comes from a fable told in days of yore.

There was a man who had no skill or trade with which To earn his bread; and yet he had grown rich. And each new day, his riches grew again. His secret? Well, he had a hen Who laid him eggs of purest gold. Now, this would fill most other men With happiness untold. But not this one, oh, no! He thought one golden egg a day was much too slow A rate to have his riches grow. He felt no gratitude, though much was owed, But used his knife to reach the mother lode Of gold within his pet. But though he butchered her no treasure did he get. Inside she was a normal chicken from a coop, With innards that were fit for just one thing – a soup. And so she lost her life for naught, his wondrous hen, And soon her owner had to toil, like other men.
Upcoming Events

August 1-4, 2011
International Federation of Translators
XIX World Congress
“Bridging Cultures”
San Francisco, CA
www.fit2011.org

August 3, 2011
Northern California Translators
Association/Istituto Italiano di Cultura
“Creativity Revealed: From Translation to Writing”
San Francisco, CA
www.ncta.org

August 4-6, 2011
Nebraska Association for Translators and Interpreters
12th Annual Regional Conference
Omaha, NE
www.natihq.org

August 12-14, 2011
Translate in the Catskills 2
Maplecrest, NY
http://translateinthecatskills.com

August 25, 2011
ATA Continuing Education Webinar
Working with PDF Files—Part 1: Using Adobe Reader/Acrobat
www.atanet.org/webinars

September 9-11, 2011
Tennessee Association of Professional Interpreters and Translators
9th Annual TAPIT Conference
Nashville, TN
www.tapit.org

September 13, 2011
ATA Continuing Education Webinar
“Tips for Navigating Your First ATA Conference”
www.atanet.org/webinars

September 22, 2011
ATA Continuing Education Webinar
Working with PDF Files—Part 2: Tools, Tips, and Techniques for Converting and Translating PDF Files
www.atanet.org/webinars

September 30- October 2, 2011
International Medical Interpreters Association
Annual Conference
Boston, MA
www.imia-web.org

October 7-8, 2011
Tradulinguas
International Legal Translation Conference
Lisbon, Portugal
www.tradulinguas.com

October 21-23, 2011
California Federation of Interpreters
9th Annual Continuing Education Conference
San Francisco, CA
www.calinterpreters.org

October 26-29, 2011
American Translators Association
52nd Annual Conference
Boston, MA
www.atanet.org/conf/2011

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

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Compiled and Edited by Chris Durban

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